Chamber a Catalyst in Building a Regional Economy that Works

Glenn Morris
President/CEO, Santa Maria Valley Chamber of Commerce

For individuals and businesses, the region is the functional unit in which they live and operate. Many of us wake up in one city, work in another, and dine, shop and play in many. We regularly drive across city and county borders without a thought or a care. Our businesses serve marketplaces, both large and small, that depend upon workers and customers who rarely reside in a single jurisdiction. Other challenging issues, such as greenhouse gas emissions to homelessness, have no regard for traditional jurisdictional boundaries.

Too often, economic development efforts pit communities against each other, driven by a philosophy of scarcity and competition, resulting in an environment where communities are fighting one another for the biggest slice of the pie. Regional collaboration invites communities to collaborate in a philosophy of abundance where the focus is not on fighting for a bigger slice of the pie, but working together to create a bigger pie.

Collaborating regionally is the key to nurturing a more effective and balanced economy. This approach recognizes and addresses the fact that political jurisdictions overlap and even conflict with each other, missing better possible outcomes for all. Strategic collaboration gets beyond individual jurisdictions, allowing multiple communities to effectively leverage their collective assets, overcome individual shortcomings, and achieve economic growth in ways not possible by acting alone or at cross purposes.

A number of years ago, the Chamber identified the importance of creating regional partnerships as a key strategy to maximize our effectiveness in business attraction and retention and advocacy work. Our volunteer leadership directed us to find ways to work more intentionally with neighbors both to the north and south of Santa Maria. Since that time, we have

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made important connections that are changing how we work on behalf of our businesses and our community.

REACH (Hourglass Project)
REACH (Regional Economic Action Coalition) is a regional collaborative focused on creating economic vitality on the Central Coast. Early initiatives include efforts to create a master plan for expanding commercial space activity at Vandenberg Air Force Base, coordinate regional responses to business retention needs, and impact the decision making around decommissioning and re-use of Diablo Canyon. The Santa Maria Valley and Northern Santa Barbara County currently have three representatives serving the Board of REACH including Sue Andersen of Marian Regional Medical Center, Tony Guy with Safran Cabins, and Glenn Morris with the Chamber. Ron Cortopassi, executive director of the 30th Space Wing is also an adviser to the organization.

CalPoly President’s Local Economic Development Council
The LEDC is a gathering of business and community leaders from across our region who provide insight and advice to CalPoly and President Armstrong on initiatives where the University can have a significant impact on the regional economy. Chamber staff and volunteer leaders have been able to leverage our membership on the Council to share information about our community with a wider audience and participate in conversations about business retention and attraction, supporting businesses in recruiting high value employees, and a number of other areas of importance to our businesses.

EconAlliance of Northern Santa Barbara County
EconAlliance is a cross-industry alliance promoting economic vitality for communities in Northern Santa Barbara County through initiatives designed to support and highlight key industry sectors. The Chamber is an active member and supporter of the Alliance and regularly partners on events and other programs.

Central Coast Tourism Council
The Central Coast Tourism Council is an organization of tourism and hospitality organizations which promotes the entire California Central Coast as a destination to maximize our members’ tourism industry. CCTC serves as the Central Coast’s voice in Sacramento, and partners with California Tourism’s global marketing and advertising campaigns. The Chamber is an active member and leader in this organization, ensuring that the Santa Maria Valley is well represented in the collective marketing efforts.

Chamber Alliance of Ventura and Santa Barbara Counties
The Alliance includes ten Chambers across our two counties who work to impact legislation in Sacramento on behalf of Central Coast businesses. The Alliance retains a lobbyist who alerts us to critical legislation and help us speak out to share the business perspective with elected leaders.

Central Coast Chamber Coalition
The Coalition includes eleven Chambers in Northern Santa Barbara and SLO Counties. This partnership is focused on finding ways for our communities to collaborate to support business growth, retain businesses, and share best practices. The Coalition is now the organizer of the Central Coast Business Symposium, held each year in June.

Workforce Development Board of Santa Barbara County
The Workforce Development Board’s charge is to oversee the investment of Federal Workforce Investment Act resources in the county. Chamber staff and volunteer leaders serve on this board and help guide the coordination of efforts to ensure a quality workforce for local businesses.

The Chamber’s efforts to convene and support regional partnerships help us bring more voices to the table to address shared issues, see the bigger picture around policy concerns, expand our network of influencers and partners, and leverage our resources to deliver results for our community.

Regional Efforts Critical for Continued Growth

As the President of Marian Regional Medical Center, our entities expand through both Counties. We are the largest employer in the area and draw employees from throughout Santa Barbara and San Luis Obispo Counties. We take care of patients from throughout the two Counties. We are a regional referral center and trauma center and want to be an active part in both Counties that we provide services to.

Santa Maria is the largest city in Santa Barbara County and continues to grow. As we can see from traffic flow, many who work in San Luis Obispo County live in Santa Maria. We need to work together to do what is good for the entire region, not just one community.

Housing and job growth are issues throughout the Counties. Our employees need to have housing that they can afford or a wage that pays them enough to live in the region. As we develop and expand our healthcare services, and recruit new physicians and staff to the area, we need to have good schools and childcare for their children and good jobs for those that move with them.

We are so fortunate to live in the beautiful Central Coast and by working together to keep and grow businesses in the area, while developing areas for families to thrive, we can continue to keep our area desirable for generations to come.

Sue Anderson is the President of Marian Regional Medical Center, and also sits on the board for REACH (Hourglass Project).
Local Leadership Recognized at Western Regional Chamber Conference

As a Catalyst for business growth, the Chamber understands the importance in keeping up with professional development and learning from industry partners to remain a champion for the local business community.

One of the programs the Santa Maria Valley Chamber is involved in is the Western Association of Chamber Executives (W.A.C.E). The Chamber is excited to announce to recent accomplishments for staff attending W.A.C.E.

Chamber Executive Graduates from Professional Development Program

Terri Oneschuck, the VP of Operations at the Santa Maria Valley Chamber of Commerce, was among the 28 chamber executives to graduate last Friday from Academy, a professional development program presented by the Western Association of Chamber Executives (W.A.C.E.).

Academy is an interactive 3-day (three year) training program on chamber management essentials designed for today’s chamber executives and staff professionals. “We congratulate all of the graduates and their chambers for having the vision to invest in professional development,” said W.A.C.E. President Dave Kilby.

During the three-year Academy program, graduates participated in 18 three-hour classes and must successfully complete additional independent study outside of the classroom. “WACE Academy was a valuable experience to both learn more about the Chamber industry and network with my peers,” Oneschuck said.

Morris Elected Chair of Chamber Executives Association

Glenn Morris, the President & CEO of the Santa Maria Valley Chamber, has been elected 2020-2021 Chairman of the Board of the Western Association of Chamber Executives (W.A.C.E.).

“I am excited to serve in a leadership position for an organization that has benefitted me tremendously in my Chamber career,” Morris said. “I look forward to continue working with my peers and helping us all form stronger communities through the work we do advocating for our business communities.”

W.A.C.E. is an association of chamber of commerce executives and staff professionals with approximately 870 members in 19 Western states and Canada. The association is designed to promote and enhance the professional development of chamber of commerce executives and is the largest state or regional chamber of commerce executives association in the United States.

Santa Maria Valley Chamber President/CEO Glenn Morris (left) takes over as Chairman of the Board for W.A.C.E for past Chairman, Todd Sanders, President/CEO of the Greater Phoenix Chamber of Commerce (right).
Expanding Economic Vision for Growth & Opportunity in 2020 and Beyond

Noe Vergara
Toyota of Santa Maria

Leadership Santa Maria Valley class of 2020 started their monthly meeting with breakfast provided by Moxie café and warm welcome from Jay Hardy, President of Hardy Diagnostics. Hardy Diagnostics is a major employer in the Santa Maria Valley with a big impact to our local economy. President Jay Hardy explained the expansion the company has had over the years to the point they out grew their local location and opened a new plant in Ohio. Hardy Diagnostics is part of the few great companies that are 100% ESOP (Employee Stock Ownership Plans) this means that the company stocks are entirely owned and operated by its employees.

The tour of Hardy Diagnostic was really impressive. You can see where science, hard work, and logistics come together to ensure their success. Every employee was truly concentrated on their individual task. One may stop to think if this is the impact an ESOP has on a company, bringing sense of responsibility to a higher level and distributing it equally to everyone in the company. Could other companies in our area benefit from an ESOP operation?

Our Class made their way to Honda of Santa Maria conference room. During our time Honda and Toyota of Santa Maria provided a power point presentation of their new facilities that are currently being built here in Santa Maria. Project manager Jacob Weintraub and Nick Meads gave us a break down on the blue print of the new buildings and also shared a digital model of what the final product will be. In the presentation they explained future use of the current facilitates that these stores currently call home. Honda will be taken over by Kia bringing another brand of new cars to our city and Toyota will be transformed into a used car super store! With this growth comes the need of great people to fit their culture, job opportunities from sales consultants, service techs, service advisors, and much more that helps general managers like Fabian Zaragoza and David LeRoy in day to day operations. Fabian general manager at Honda of Santa Maria and David general manager of Toyota of Santa Maria both born and raised in Santa Maria shared the foundation of each dealerships and how they work on developing their employees to promote from within, which both have benefited from making their way through the ranks of the dealerships.

Patrick Cusack one of the masterminds behind the great success of Honda and Toyota of Santa Maria also took time to speak to our class. Patrick Cusack is a partner in the ownership group of these great dealerships and shared about his passion to grow and develop the local community. Being a huge business guru himself he is involved with many project in our valley two of them apart from the dealerships being a self-storage facility opening in spring and laundry mat that is also on its way! The bullish market in our area excites him knowing that with other business moving in comes growth and opportunity for everyone. “Our valley is still being discovered by other companies and with more flights being available in our airport it will attract others to come to our community and grow with us, once a person from Chicago experiences this weather I’m sure it will be very attractive place to move into”.

After an amazing lunch provided by Nabil Fadel owner of Senor Taco, Pastor Rick Bloom shared some of his wisdom in leadership. Our class listen attentively as he shared what it takes to be a great leader, and why it is important to serve those you lead. Serving those you lead allows them to connect with you and it opens their mind and heart to your positive influence. Since leadership is influence. With this influence comes great responsibility for a leader must also cover and protect those he serves. A big way a leader can protect is by looking ahead, a great leader always looks ahead on how his decision will impact his team in 1 year, 5

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Chamber Invites Community Members to Enjoy a Trip to Ancient Greece

The Santa Maria Valley Chamber has announced today that it will be visiting Ancient Greece, departing November 5, 2020 and is inviting Chamber members, and family and friends of Chamber members to join them on this once in a lifetime experience.

Rich in culture and stunning scenery, ancient Greece is the setting for this breathtaking journey. Enjoy a nine day journey to many historic sites. Find yourself exploring the ancient city of Mycenae, or crossing the breathtaking Corinth Canal. On this remarkable trip you will also travel back in time to where gods and goddesses roamed in the city of Athens. The beautiful Sunny Mediterranean awaits you with its great food, historical sites and beautiful architecture, providing an unforgettable experience.

“This is truly an amazing opportunity to participate in an international journey to ancient Greece, where program participants can experience the country’s culture, learn about its business climate, and make new friends,” said Terri Oneschuck, Vice President for the Santa Maria Valley Chamber.

Space is limited, so act fast. Don’t miss out on this opportunity to visit ancient Greece, exchange ideas with local business representatives, make new friends, and build new memories.

For more information about this amazing trip please call the Santa Maria Valley Chamber at (805) 925-2403 or email Terri Oneschuck at terrio@ santamaria.com. You can also visit bit.ly/ Greece2020SMVCC for additional trip details.
New Members: January 15, 2020 - February 15, 2020
The Santa Maria Valley Chamber of Commerce is proud to welcome these new members joining the Chamber. We appreciate their vote of confidence in our ability to add value to their business and to create a strong local economy together.

KCD Plumbing
(805) 598-8666
cdplumbinginc.com
Santa Maria, CA

Mountain Mike’s Pizza ~ North Broadway
(805) 862-2400
www.mountainmikespizza.com/locations/santa-maria/
1729 N. Broadway, Santa Maria

Mountain Mike’s Pizza ~ S. Bradley
Opening Soon!
2120 S. Bradley, Santa Maria

Oats Orcutt
(805) 310-4435
oatsorcutt.com
3558 Skyway Dr., Ste. A1, Orcutt

Office1
(805) 825-5049
www.office1.com
Santa Maria, CA

Pacific Petroleum California Inc.
(805) 925-1947
pacpetrol.com
1615 E. Betteravia, Santa Maria

Placer Title Company
(805) 220-9227
placertitle.com
210 E. Enos, Suite E, Santa Maria

Rancho Grill
(805) 925-2405 ext.152
www.ranchobowl.com
128 E. Donovan Rd., Santa Maria

Servpro of Santa Maria
(805) 922-5457
www.servprosantamaria.com
1279 W. Stowell Rd., Unit C, Santa Maria

Terrain Consulting, Inc.
(805) 560-7397
terrainconsulting.com
3 W Carrillo St # 211, Santa Barbara

Ribbon Cuttings: January 15 - February 15
The Santa Maria Valley Chamber of Commerce enjoyed celebrating these Chamber members this past month.

Edward Jones - Office of Jeremy Rich
Financial Advisor
195 S. Broadway St., Ste 103, Orcutt
(805) 934-7863

Balance Treatment Center
411 E. Betteravia, Ste. 201, Santa Maria
(805) 322-4400
www.BalanceTreatment.com

Central Coast Truck Center
621 S. Smith Street, Santa Maria
(805) 925-3900
www.centralcoasttruckcenter.com

Yogurt Creations
2415 S. Broadway, Santa Maria
(805) 934-4969

Studio 805 Salon & Barber Shop
4124 Orcutt Rd., Santa Maria
(805) 934-2855

Office1
Renewing Members: January 2020

The Santa Maria Valley Chamber of Commerce is excited to recognize these partners who strive each day to create jobs, boost our local economy and build a community of which we can all be proud. Thank you for your continued membership with the Chamber.

79 years
Santa Maria Times

74 years
Melby’s Jewelers

63 years
Dudley Hoffman Mortuary, Crematory

54 years
CalPortland
Tolman & Wiker Insurance Services, LLC

49 years
Nancy Stewart

39 years
Exxon Mobil Corp
Industrial Medical Group of Santa Maria Valley
Los Padres Artist Guild
Magner Maloney Funeral Home & Crematory

27 years
Diamond Jewelry & Loan, Inc.

25 years
Santa Maria Women’s Network

24 years
Altrusa International of Santa Maria, CA
Central Coast Literacy Council
Rancho Bowl

23 years
Coast Family Real Estate - Jean Studer
Safran Seats Santa Maria

22 years
Babe Farms Inc.
Work, Inc.

20 years
Kisco Sales, Inc.

16 years
Self Storage of Santa Maria

15 years
Valley Yellow Pages

14 years
Santa Maria Energy LLC

13 years
Santa Maria Sunrisers Lions Club International

12 years
American Self Storage
Valley Art Gallery

11 years
Ever-Ready Electric
Family Service Agency
Smith Electric Service

7 years
McGaughey Financial Services

6 years
Cary Gray

5 years
Care Net Pregnancy & Resource Center
Deja Vu Antique Mall

4 years
AMF Media Group
Farmers Insurance - Diana Calhoon Goodman
SESLOC Federal Credit Union
Shred 2 You, Inc
Taqueria Carmelita #1
Wine & Design Orcutt

3 years
Orcutt Children’s Arts Foundation
Systems & Marketing Solutions Inc.
Xtreme Backyards

2 years
Digital West
Law Office of Philip F Sinco
That’s FETCH!

1 year
Talley Farms Fresh Harvest
Trattoria Uliveto

Interested in joining our growing community of businesses? Contact Santa Maria Valley Chamber of Commerce Membership Manager Cara Martinez to learn more about how you can get involved: cara@santamaria.com or (805) 925-2403 x 852.

Chamber Board of Directors: 2019-2020

Executive Committee
Chairman: Jean-Luc Garon, Radisson Hotel Santa Maria
Chairman-Elect: Edgar Gascon, Hacienda Realty
Vice Chairman: Janet Silveria, Community Bank of Santa Maria
Vice Chairman: Laurie Tamura, Urban Planning Concepts
Past Chairman: Ray Arensdorf, Arensdorf Chiropractic

Board Members
Mark Allen, Marian Regional Medical Center
Ron Cossa, Tolman & Wiker Insurance
Danny Deveraux, CalPortland
Donna Farrell, Santa Maria Town Center
Doug Janzen, The Guadalupe-Nipomo Dunes Center
Emily Kitts, Naughty Oak Brewing Company
David LeRoy, Toyota of Santa Maria
Butch Lopez, V Lopez Jr. & Sons General Engineering Contractors
Era Polly, Era Polly Real Estate
Hugh Rafferty, Coast Hills Credit Union
Rick Rust, Aera Energy
Cynthia Schur, Santa Maria Times
Michelle Shipman, Searchlight Properties
Kevin Walthers, Allan Hancock College
Tim Williams, Digital West
Tim Woodbury, Woody’s Butcher Block

The Santa Maria Valley Chamber of Commerce is a catalyst for business growth, a convener of leaders and influencers, and a champion for a stronger Santa Maria Valley.

Learn more about the Chamber by visiting www.santamaria.com.
Stay Connected with the Santa Maria Valley Chamber

Visit: 614 S. Broadway, Santa Maria
Call: (805) 925-2403
Email: info@santamaria.com
Website: santamaria.com
Facebook: facebook.com/SMVCC
Twitter: twitter.com/SMVCC
Instagram: santamariachamberofcommerce
Email List: bit.ly/SMVCCMailingList
Text Message Alerts: Text “CHAMBER” to 33222

Chamber Connection is the official monthly publication of the Santa Maria Valley Chamber of Commerce. For questions about this publication or to be added to our monthly mailing distribution list, email molly@santamaria.com.

Upcoming Events

Every Friday: Build Your Business Breakfast
8:00am - 9:00am, Denny’s Restaurant Santa Maria

March 5th: 11th Annual Green Business Luncheon
11:30am - 1:00pm, Hotel Corque, Solvang

March 19th: Chamber Mixer with Santa Maria Valley Human Society
5:00pm - 7:00pm, 1687 Stowell Road, Santa Maria

March 23rd: State of Vandenberg Luncheon
11:00am - 1:00pm, Pacific Coast Club, VAFB

For a full list of Chamber events, details and registration, visit www.santamaria.com/events.