

2016

Membership Information Packet



Nipomo Chamber of Commerce
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Nipomo, founded in 1882, is the southernmost community in San Luis Obispo County. Its name is derived from the Chumash Indian word “Nepomah”, meaning “the foot of the hills”. The quaint community is nestled in the foothills with a variety of scenic views: acres of avocado and lemon orchards, sand dunes bordering the ocean, stately rows of eucalyptus trees providing windbreaks and fuel for fireplaces, and rolling hills of beautiful California oaks.

This small community provides the basic necessities; medical centers and professionals, grocery shopping, 3 lush golf courses, 3 antique stores, a public library, large community park, senior center, a variety of dining options, and several pharmacies.

The community is known for its open space and friendly lifestyle, with equestrian trails throughout the Mesa. Many homes are on an acre or more to provide space to keep a horse, plant a garden, or support a fruit orchard.

NIPOMO’S PAST

The Chumash Indians had lived in this area for over 5,000 years, unknown to the Europeans until the coming of the Spanish in the 1700’s. Rancho Nipomo, consisting of 38,000 acres, was granted in 1837 to William G. Dana, a Boston sea captain. (His cousin, Richard Henry Dana, wrote the American classic *Two Years Before the Mast*, an account of the life of sailors.) The founder of present day Nipomo, Captain William Goodwin Dana, was born in the eastern U.S. and led an adventurous life on the high seas in his youth. His travels led him to California, where he married Maria Josefa Carrillo, the daughter of a leading early California family. Casa de Dana, the 13-room adobe home that Dana and the mission Indians built in 1839, still stands on South Oakglen Avenue (east of U.S. 101, south of Tefft Street). The adobe is currently owned by the San Luis Obispo County Historical Society, is currently in the early stages of restoration, and is available for tours.

Rancho Nipomo and Casa de Dana, located in the center of the California coast, for many years served as an important stop for those traveling on El Camino Real, “The Kings’ Highway”, between the Franciscan missions in San Luis Obispo and Santa Barbara. Captain Dana built an immense adobe home for his wife and their 13 children. They raised stock, farmed, engaged in trade, and made soap and furniture. He was well known as a generous host who gave lavish fiestas -- sometimes lasting a week -- which included food, wine, music, dance, bullfights, cockfights, and horse races. The Adobe was a popular place and later became a stop on the pony express route.

Dana demonstrated his hospitality, up to a point. When Captain John C. Fremont and 430 soldiers stopped at the rancho on their way south to Los Angeles in 1846, Dana ordered 40 head of cattle slaughtered for a barbecue and complied with Fremont’s request for 30 fresh horses. When the soldiers left, Fremont also took three of the Dana family’s favorite steeds. That evening, several of Dana’s men visited Fremont’s camp, reclaiming the three steeds -- and the other thirty horses!

In 1882 two of Captain Dana’s sons gave the Pacific Coast Railway the right to cross their land, and donated land for a depot, warehouse, and loading platform. The Danas later held a lot auction



with more than 1,000 people bidding. The town grew rapidly. In 1888 a serious fire burned most of the downtown businesses and reduced Nipomo's commercial area significantly. In spite of this setback, some of the original buildings may be seen today in the Olde Towne Nipomo revival.

Nipomo is the location of one of the most famous photographs of the Great Depression, "[Migrant Mother](#)", by [Dorothea Lange](#). Thompson Road was originally [US Highway 101](#), on which Lange no doubt traveled. The current US 101 freeway was constructed in the late 1950s.

NIPOMO TODAY

Nipomo continues as an agricultural area with a variety of crops raised in its rich alluvial soil, washed down from the Nipomo foothills at the eastern edge of town. When driving through the town of almost 17,000 residents (add an additional 4,500 if you include the Nipomo foothills, Huasna, and the north mesa), located on either side of U.S. 101, visitors see a host of citrus orchards, vegetable farms, and commercial floral and vegetation nurseries. Eucalyptus trees cover the mesa area of Nipomo, where Black Lake and Cypress Ridge Golf Courses are located. Thousands of Blue Gum [Eucalyptus](#) trees were planted on the Nipomo Mesa in 1908 by two men who formed the [Los Berros Forest Company](#) with the idea of selling the trees as hardwood. Groves of these non-native trees still exist, even in rows as they were originally planted. These tall trees are often removed as needed for space, but also since they present a falling hazard during high winds and can suppress native flora.

Located less than a mile west of U.S. 101 (on West Tefft Street at Pomery Road) is Nipomo Community Park. This 144-acre park, shaded with eucalyptus, oak and pine trees, contains facilities for a number of activities – tennis, handball, softball, baseball, football, and horseshoes. Picnic tables and barbecues are located throughout the park, and a natural area features a ring and trails for equestrians. A playground on the south side provides a good stopping place for travelers with children, and the north side hosts the Cesar Chavez Native Garden.



President – Dave Nilsen
Obispo Wealth Management

Immediate Past President – Richard Malvarose
Nipomo Properties

Vice President – Diane Malvarose
Nipomo Properties

Treasurer – Mary Mylan
Rabobank

Secretary – Sharon Nevitt
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Chief Ambassador – Scott Haigwood
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The Permit Store

Director – Janet Gaussoin
California Chiropractic

Director – Patrick Raymond
Raymond & Associates

Director – Ron Smith
Smith's Alarm's & Electronics

Executive Director
Amber Wilson

- Create a mixer Ad for Nipomo Chamber Website, Newsletter and Social Media
 - Create an ad for your mixer event to appear online and encourage members to attend
 - Your ad should be provided to the Chamber 3-4 weeks prior to your event.

- Send out Invitations
 - Create invitations that are personal to your business
 - Distribute invitations to those in your client base as well as close friends, associates, partners etc.
 - The Chamber will promote your mixer through the newsletter, eblasts, and social media.

- Plan for prize drawings
 - Plan to have several door prizes to give away at your event
 - Chamber Ambassadors are great about donating items as well – everyone likes to win the more prizes the better!
 - Chamber staff will coordinate the door prize drawing by collecting business cards and announcing winners.

- Coordinate Food and Drinks
 - Plan to provide food and drinks for approximately 40-50 people
 - Appetizers and finger foods are appropriate
 - Beer and wine is typical for a mixer

- Utilize Chamber Ambassadors
 - Chamber Ambassadors and Staff will be at your event so you and your staff can mingle with your guests – take advantage of this invaluable networking opportunity!

*Annual mixer schedule fills up fast – contact the Chamber office early for scheduling
805.929.1583 info@nipomochamber.org*

2016 Mixer Schedule



Mixers are held on the 2nd Thursday each month from 5:00-7:00pm and provide local businesses an opportunity for exposure and a chance to mingle and network with Nipomo Chamber friends and local business partners.

January 14 th	Holiday Break
February 11 th	Obispo Wealth Management @ The Chamber
March 10 th	The Monarch Club @ Trilogy
April 14 th	Bruno's Greenhouse
May 12 th	Healing Touch Day Spa
June 9 th	Open
July 14 th	Open
August 11 th	Frederick Law Firm
September 8 th	Dana Cultural Center
October 13 th	Open
November 10 th	Nipomo Properties
December 8 th	Open

Mixers are subject to change – for current information please see our online calendar or contact the Chamber office at 929-1583

Expand your professional horizons and meet other business owners and community leaders, share business trends and ideas, and gain exposure for your business through leads and referrals.

These monthly luncheons offer attendees ample networking opportunities, a dynamic speaker, and an opportunity to present a 25-second “commercial” highlighting their business.

Join us the 4th Thursday of each month at Blacklake Golf Resort from 11:45-1:00. Please RSVP online at www.nipomochamber.org or call the Chamber office at 805-929-1583. Luncheon cost is \$20.



The Ambassadors Club is a working committee that aids staff in the development of effective acquisition and retention of programs designed to educate local businesses about the programs and services available through the Nipomo Chamber of Commerce.

Ambassadors concentrate on the retention of existing and development of new members through an awareness program emphasizing personal contacts by Ambassadors. Ambassadors welcome new Chamber members, acts as hosts and hostesses at key Chamber events and facilitates interaction at Chamber functions.

In addition to providing an invaluable service to the community, the Nipomo Chamber Ambassadors are offered an exclusive opportunity to gain exposure for their business from networking and getting to know our local community business leaders.

The Ambassador's Club meets the 1st Wednesday of the month at noon.

Please contact the Chamber office at 929-1583 to join today!

Major Sponsorship



We would like to introduce you to our sponsorship program. Becoming a Nipomo Chamber Major, Presidents Circle or Platinum level Sponsor will give your business exposure throughout the year while helping sustain the Chamber. The Nipomo Chamber sponsors youth scholarship and community service programs and with your help we can continue to support our local business partners while helping keep Nipomo beautiful.

Your donation will provide your business with additional value and benefits to promote your business!

Our Nipomo Chamber of Commerce is a privately funded organization and with the support of our Major Sponsors and Chamber friends we are able to continue our mission - to promote the civic, economic, agricultural, educational and social welfare of Nipomo and the State of California.

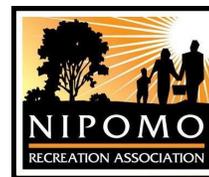
Thank you to our Sponsors!



Rotary Club
of Nipomo



Rabobank



Contact the Nipomo Chamber for information on how to become a Major Sponsor
805.929.1583 or email info@nipomochamber.org