

San Simeon Tourism Alliance 2023

Members, Partners and Interested Parties

SSTA Board Members

Michael Hanchett, Chair

Cavalier et. Al.
250 San Simeon Avenue
805.927.4441
mrh@cavetal.com

Paul Panchal

Sea Breeze Inn
Silver Surf Motel
805.927.4661
prativp@yahoo.com

Miguel Sandoval

San Simeon Lodge
9520 Castillo Drive
805.927.4601
sandoval85@ymail.com

Administrative Staff

Cheryl Cuming

CBID Chief Administrative Officer
San Luis Obispo County Tourism
Business Improvement District
P.O. Box 1875
San Luis Obispo, CA 93406
805.547.2243 Work
805.471.0182 Mobile
admin@SLOcountyBID.com

Lodging Partners

Cavalier Oceanfront Resort

9415 Hearst Drive
San Simeon, CA 93452
805.927.4688

Mark Hucek, General Manager

mhucek@cavalierresort.com

Albert Barreto, III

Coast Riders Inn

9450 Castillo Drive
San Simeon, CA 93452
805.927.4691
innkeeper@coastridersinn.com

Neil Blakta

Pacific Coast Roadhouse

9280 Castillo Drive
San Simeon, CA 93452
805.927.8650
daysinnsansimeon@gmail.com
Member: San Simeon Chamber

Pratik Vyas

Motel 6

9070 Castillo Drive
San Simeon, CA 93452
805.927.8691
pratik.vyas@greens.com

Pratik Vyas

The Morgan

9135 Hearst Drive
San Simeon, CA 93452
805.927-3878
pratik.vyas@greens.com
Member: San Simeon Chamber

Edward Herrera

Quality Inn

9260 Castillo Drive
San Simeon, CA 93452
(805) 927-3998
gm.ca831@choicehotels.com
Member: San Simeon Chamber

Jim Ramey

Ragged Point Inn

19019 Highway One
Ragged Point, CA 93452
805.927.4502
info@raggedpointinn.com
Member: San Simeon Chamber

Sands by the Sea

9355 Hearst Drive
San Simeon, CA 93452
805.927.3243
Mark Hucek, General Manager
mhucek@cavalierresort.com

Member: San Simeon Chamber

San Simeon Lodge

9520 Castillo Drive
San Simeon, CA 93452
805.927.4601

Fidel Figueroa & Miguel Sandoval

Sansimeonlodge@earthlink.net
Member: San Simeon Chamber

Sea Breeze Inn

9065 Hearst Drive
San Simeon, CA 93452
805.927.3284
prativp@yahoo.com

Member: San Simeon Chamber

Silver Surf Motel

9390 Castillo Drive
San Simeon, CA 93452
(805) 927-4661
prativp@yahoo.com

Member: San Simeon Chamber

Marketing Agency**Stacie Jacob**

Solterra Strategies
1405 Spring Street; Suite 203
Paso Robles, CA 93446.
805.286.6874
sjacob@solterrastrategies.com

Jennifer Bravo

Solterra Strategies
jennifer@solterrastrategies.com
805.591.4884

Cambria Tourism Board & Chamber**Jill Jackson**

Managing Assistant
Cambria Tourism Board
805.550.7542
admin@visitcambriaca.com

Lorienne Schwenk

Executive Director
Cambria Chamber of Commerce
767 Main Street
Cambria, CA 93428
805.927.3624
info@cambriachamber.org

Agency & Non-Profit Partners**Hearst Castle****Jim Allen**

Media & Marketing, Hearst Castle
750 Hearst Castle Road
San Simeon, CA 93452
805.927.2093
Jim.allen@parks.ca.gov

Mary Levkoff ?

Director, Hearst Castle Museum
750 Hearst Castle Road
San Simeon, CA 93452
Beverly.Steventon@parks.ca.gov

Ray Gomez ?

Manager, Hearst Castle Theater
750 Hearst Castle Road
San Simeon, CA 93452
805.927.6811
rgomez@hearstcastle.com

John Fairweather ?

General Manager
Aramark Corporation
750 Hearst Castle Road
San Simeon, CA 93452
805.927.8601
Fairweather-John@aramark.com

**Tara Stephenson, Director of Development
The Foundation at Hearst Castle**

750 Hearst Castle Road
San Simeon, CA 93452
805.927.2138
friends@friendsofhearstcastle.org ?

Piedras Blancas Light Station

Ryan Cooper, BLM Park Manager
Piedras Blancas Light Station Association
P.O. Box 127 San Simeon, CA 93452
805.927.7361/927.3719
Racooper@blm.gov
PiedrasBlancasTours@gmail.com

Tim Postiff, Vice President
Piedras Blancas Light Station
tgpostiff@gmail.com

Ryan Cooper, Park Manager
Piedras Blancas Light Station
P.O. Box 129
San Simeon, CA 93452
805.927.2968
racooper@blm.gov

Jodie Robb Nelson
Outdoor Recreation Planner
Piedras Blancas Light Station
jrnelson@blm.gov

Holly Gant
Office Coordinator
Piedras Blancas Light Station Association
omazing12@gmail.com

California State Parks

Dan Falat, District I Superintendent
750 Hearst Castle Road 9741
San Simeon, Ca 93452
dan.falat@parks.ca.gov
805.927.2065

Coastal Discovery Center

Michele Roest
Southern Region Coordinator & Community Liaison
Monterey Bay National Marine Sanctuary
805.927.2145
michele.roest@noaa.gov

PJ (Margaret) Webb
Attorney at Law
Monterey Bay National Marine Sanctuary
Sanctuary Advisory Council
pjwebb@inreach.com

Friends of the Elephant Seal

Friends of the Elephant Seal
250 San Simeon Avenue
San Simeon, CA 93452
805.924.1628
fes@elephantseal.org

Kathy Curtis
Friends of the Elephant Seal
publications@elephantseal.org

Charles Grace, General Manager
San Simeon Community Services District
111 Pico Avenue
San Simeon, CA 93452
805.927.4778
graceenvironmental@gmail.com

Courtney Murguia ???
Office Manager
San Simeon Community Services District
111 Pico Avenue
San Simeon, CA 93452
805.400.7399
cmurguia@graceenviro.com

Karen Flemion
San Simeon Community Cable
P.O. Box 96
San Simeon, CA 93452
805.927.5555
sscc@cablerocket.com

Linda Gray
Cuesta College
P.O. Box 8106
San Luis Obispo, CA 93403
lgray@cuesta.edu

Interested Parties

Evelyn Morales, Owner
El Chorlito Mexican Restaurant
9155 Hearst Drive
San Simeon, CA 93452
805.927.3872
evelyncambria@gmail.com

Miguel & Teresa De Alba, Owner
Manta Rey Restaurant
9240 Castillo Drive
San Simeon, CA 93452
805.927.1032
mantareysansimeon@yahoo.com

Paulla Ufferheide,
Sue Robinson,
Taylor Hilden,
Cambria Scarecrow Festival
805.927.2597
805.909.9000
paullau98@gmail.com
r2nsue@charter.net
hilchers@charter.net

Dennis Frahman
Cambria Film Festival
dgfrahmann@gmail.com

Debi Saunders
Hearst Ranch Winery
805.467.2241
Debi@hearstranchwinery.com

Jennifer Bravo
Paso Robles Wine Country Alliance
P.O. Box 324
Paso Robles, CA 93447
805.239.8463 X 202
jbravo@pasowine.com

Judy Holland
Diva Day Spa
250 San Simeon Avenue, Suite 4
San Simeon, CA 93452
805.927.4252
justjudy2006@hotmail.com

Mike Shimberg
Welcome Map & Dining Review
1332 Burton Drive
Cambria Ca 93428
805.927.1382
Info@welcomemap.biz
Member: San Simeon Chamber

Erin Martin
Harmony Cellars
3255 Harmony Valley Drive
Harmony, CA 93435
erin@harmonycellars.com

Cubbie Cashin
Owner, Sea for Yourself Kayak Outfitters
San Simeon Cove
805.927-1787
<http://kayakcambria.com/>