

✧ ✧ **ANNUAL GENERAL MEETING** ✧ ✧

**Virginia Avenue Park, Patio Room**  
**Wednesday**  
**March 4, 2015**  
**7pm**

*Invitees*

General Membership & Residents

**Guest Speakers**

**Rick Verbeck & Erik Milosevich** , SMPD Neighborhood Resource Officers  
•“How to respond to confrontation in your place of business”

**Matthew Gibbons**, Publisher, Gibbons Media  
•Pico Branding Presentation

**Donna J. Gentry**, Marketing Communications/Special Events Consultants,  
Gentry Group  
•Overview of the PIO 2014/2015 “Stronger Together” events  
•Social Media Recap

**\*Special Recognition for Paul Collins, Resident Board Member\***

*Announcement*

Elections will be held to fill four seats to the Board of Directors

\*Snacks and Refreshments\*

The Pico Improvement Organization  
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*The Pico Improvement Organization is a nonprofit mutual benefit corporation. Its purposes are to promote business and commerce within the Pico Boulevard Business Improvement Area, to determine the use of assessments generated by the Pico Boulevard Assessment Ordinance, and to promote goodwill between the Association members and the residential areas immediately adjacent to Pico Boulevard.*