

In This Issue - Click for article

[Sponsorship Update](#)

[New Board Member](#)

[Mfg Resource](#)

[On-Line Survey](#)

[In the Community](#)

[Community Support](#)

[CEO Roundtables](#)

[In the News](#)

[Atascadero UCSB Forecast](#)

[Paso UCSB Forecast](#)

[Upcoming UCSB Forecast](#)

[Offshoring](#)

[Workforce](#)

[SLO Airport](#)

[Marketing the CC](#)

[Company Spotlight](#)

[Softec Event](#)

Diamond Level \$10,000+

About the EVC

The **Economic Vitality Corporation** is a provider of economic development services and business resources throughout San Luis Obispo County.

In its 13th year, the EVC is a non-profit that assists local companies and entrepreneurs with a range of resources that include business loans, seminars, site selection services, international trade, business networking, and more.

- [Buy from local businesses](#)
- [Support EVC Sponsors](#)
- [Become an EVC Sponsor](#)

Thank you!

EVC SPONSORSHIP UPDATE

Over 95% of our 94 sponsors have renewed to date and those below have increased their sponsorships. Sponsors are telling us that they are doing this because of the positive outcomes that are created by EVC programs, resources and plans for the future.

We thank the following organizations for increasing their sponsorships:

[City of Atascadero](#) increased 100% to 10,000

[City of Paso Robles](#) increased 100% to \$10,000

[City of Pismo Beach](#) increased 50% to \$7,500

[County of San Luis Obispo](#)
[Paso Robles Wine Country](#)
[20 | 20 Creative Group](#)
[Pacific Gas & Electric](#)
[The Tribune](#)
[City of Paso Robles](#)
[City of Atascadero](#)

**Special Platinum Level \$ 7,500
+**

[City of Grover Beach](#)
[City of Pismo Beach](#)

Platinum Level \$5,000+

[Central Coast Printing](#)
[City of Arroyo Grande](#)
[City of Morro Bay](#)
[City of San Luis Obispo](#)
[Edna Valley Vineyard](#)
[First Bank of San Luis Obispo](#)
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[Martin Resorts](#)
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Gold Level \$2,500+

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[Madonna Inn](#)
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MiraVista Holdings
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[Sinsheimer, Juhnke, Lebens & Mclvor](#)
[Smart Business Interiors](#) (Deborah Krueger)
[Software Solutions](#)
[Systems & Marketing Solutions](#)
[The Rottman Group](#)

[City of Grover Beach](#) increased 50% to \$7,500

[City of Arroyo Grande](#) increased 25% to \$5,000

[Sinsheimer Juhnke Lebens & Mclvor](#) increased by 250% to \$2,500

[First Bank of San Luis Obispo](#) increased 500% from \$1,000 to \$5,000

New Sponsor:
Myraline Morris Whitaker \$500

If you would like to learn more about becoming a sponsor, please contact Mike Manchak at 805-788-2013

EVC welcomes a new Board Member

The EVC Board of Directors welcomes its newest member, **Karen Bright**, Council Member of the City of Grover Beach. Ms. Bright replaces former Council Member **Larry Versaw**. The EVC Board of Directors is comprised of 32 community leaders, including one elected official from each of the seven cities, a County Supervisor, a representative for all of the Chambers of Commerce, and many leaders of the business community.



[List of EVC Board of Directors](#)

New Resource



**Business Resource for
Manufacturers**

Attention

Local companies losing business to foreign competition

The EVC is creating more resources for the business community by developing a relationship with the **Western Trade Adjustment Assistance Center**.

Manufacturers losing business to foreign competition can access this valuable resource for assistance. For qualifying companies, the Center can provide money to help underwrite key consulting projects to improve a company's competitive position. The program is

Silver Level \$1,000+

[ACCO Engineered Systems](#)

[Andre, Morris & Buttery](#)

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[Bermant Development Co.](#)

[Best Western Colony Inn - Atascadero](#)

[Cal Poly, Ofalea College of Business](#)

[California Space Authority](#)

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[Sierra Vista Regional Medical Center](#)

[SLO Beauty College](#)

[SLO County Farm Bureau](#)

[Smart Business Interiors](#)

[\(Bryan Steward\)](#)

[Specialty Construction](#)

[Talley Vineyard](#)

[TriActive America](#)

operated by the University of Southern California through the U.S. Department of Commerce and the U.S. Economic Development Administration.

Over the past five years the program has assisted 47 companies implement over \$2 million in consulting projects of which federal funds cover 52% of the cost. According to the program's Executive Director, "These companies were able to achieve a 22% increase in sales and a 31% increase in productivity. The program has a 70% success rate for those companies that complete the program". Case studies of companies that have been assisted from this program are available upon request. <http://wesrac.usc.edu>

Click here for: [Frequently Asked Questions](#)

Contact: Local representative Dan Jimenez at (805) 481-8911 or dwjimenez@charter.net

EVC Launches On-Line Survey

EVC Business Survey **New**

The EVC launched an on-line survey to assess the business community throughout San Luis Obispo County. The confidential survey obtains input from business leaders on many vital issues effecting their companies. The results will be published in the coming months. The survey is also available from the [EVC website](#). Please help the business community by taking the survey now.

Click here to take the [Survey](#).

Survey was designed by a partnership with [Productive Impact, Systems & Marketing Solutions](#), and the EVC.

[Twin Cities Community Hospital](#)
[The Gas Company](#)
[Vistage](#)
[Wells Fargo Bank](#)
[Westberg + White Architects](#)
[Your People Professionals](#)

Bronze Level \$500

Jeff Cederberg
Tom Martin
Jeff Wade
Myraline Morris Whitaker

EVC IN THE COMMUNITY

Presentation: Access to Venture Capital & Angel Investors

The EVC President made a presentation at Vandenberg Air Force Base to local businesses seeking access to venture capital and angel investors. Called Opportunities Abound- Small Business Conference and Marketing Expo, the event had several speakers and drew a large number of attendees. The EVC presentation educated businesses people from across the state about doing business in San Luis Obispo County and resources available from the EVC such as the Venture Capital & Angel Investor Network.

June Tri-Chamber Luncheon

The EVC President was the keynote speaker at the south county's tri-chamber meeting sponsored by the Chambers of Commerce of Arroyo Grande, Grover Beach and Pismo Beach. The subject of the talk was about the EVC and our local economy.

Hunger Awareness Day



The EVC helped broadcast and support Hunger Awareness Day organized by the Food Bank Coalition of San Luis Obispo County and its partners. The community stepped up to the plate by helping the Food Bank Challenge to feed the hungry in San Luis Obispo County. With the Food Bank's buying power, one dollar feeds a child for a week or a family for a day. Over \$113,000 was raised. Go to www.slofoodbank.org to make a pledge anytime.

Community Support from the EVC

On behalf of the EVC Board of Directors, letters of support and personal appearances have been made in support of the following subjects that are vital to the business community and our quality of life:

- Nurse Shortage
- FAA Grant for Airport to expand service
- County Planning Commission hearing for local wineries
- County Budgetary Hearing for Airport expansion

Central Coast CEO Roundtables

The EVC is a sponsor of the **Central Coast CEO Roundtables** since the inception of the program. In June the program was featured in the business section of **The Tribune** and a third group was launched. The program now provides services to over 40 CEOs at leading companies in the region.

For interest in the program, contact Bob Dumouchel at (805) 481-0462 or bob@smsrd.com

Click here to read [The Tribune article](#).

EVC in the News



Central Coast Business Watch

The EVC's newsletter, Central Coast Business Watch, was distributed to 45,000 persons throughout the County. For copies contact the EVC at 788-2012 or download at www.sloevc.org.

*Congratulations to **Ermina Karim**, Business Reporter at The Tribune, for writing an excellent series about daycare in the county.*

THE TRIBUNE: A DECISION OF GREAT CARE

Mary Verdin, president of Verdin Marketing Ink in San Luis Obispo, is busy planning for one of her most important productions: child care for her second baby, due in mid-October.

Click here to read [The Tribune article](#).

THE TRIBUNE: SLIM SUPPLY OF DAY CARE SQUEEZES COUNTY PARENTS

Working parents in San Luis Obispo County are struggling to find licensed day care for their children, particularly for those 2 and younger.

PASO ROBLES PRESS

June 12, 2007 by Anne Quinn

Interview about an EVC client and increased funding from the City of Paso Robles

Click here to read [The PR Press article](#).

[Radio Interviews: KVEC 920AM - First News-County Biz](#)

A weekly program sponsored by the EVC

Recent interviews include the following companies, and EVC clients:

[Dave Serwitz - MAKE THE GRADE](#)

Dave started the business after it was hard to find a tutor for himself in college. His website makethegradellc.com allows tutors to pick and choose assignments, and matches students with the best tutor.

[Victoria Lowrie - HARMONY IN HEALTH MUSIC THERAPY SERVICES](#)

Using music, she helps patients suffering from autism, Alzheimer's, and Parkinson's. Find her at hihmts.net

[Peter Kardel - CLEVER DUCKS](#)

Formerly called Computer Network Services, is waddling ahead of the competition in a market flooded with computer service companies. CEO Peter Kardel says Clever Ducks is successful by serving its niche.

[Michael Gunther - COLLABORATION LLC](#)

Why do businesses fear business plans? Michael Gunther with Collaboration LLC says many business owners don't do all the planning needed to mature and grow a business.

[Jim Aaran - CENTRAL COAST CUSTOM WATER COMPANY](#)

Jim took over CCCWC after he found himself a victim of corporate downsizing in SLO. He helps businesses market themselves on something everyone needs... water!

[Mike Manchak - EVC International Trade Course](#)

San Luis Obispo business owners thinking about expanding internationally need to think about tariffs, logistics and exchange rates. Mike Manchak talks about the seminar that teaches it all.

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### **[Dave Congalton Show, KVEC 920 AM](#)**

EVC President interviewed live on June 11 at the San Luis Obispo County Regional Airport regarding new air service to Salt Lake City by Delta Airlines. [Listen to Podcast](#)

[www.920kvec.com](http://www.920kvec.com)

## City of Atascadero Economic Forecast



*Dr. Bill Watkins of the UCSB Economic Forecast presented the following information at the Atascadero Chamber of Commerce on June 10.*

### Highlights

- Atascadero's retail tax revenue dipped slightly in 2006, even as the community saw higher-than-expected economic growth.
- Taxable sales in Atascadero dropped last year to about \$346.3 million, down from \$351.5 million the year before. The change, a decrease of about 1 percent, ran counter to the 2005 growth rate of about 5 percent.
- His analysis occurred as concerns over the community's lagging sales tax revenue have led to harsh disagreements among many residents over how to pursue future commercial growth.
- Atascadero's economy grew by 3.8 percent, credited the increase in residential construction.
- The city's population growth rate remained flat, however, as high housing costs have pushed out many young families and made way for an increase in wealthier, and older, newcomers attracted to the new homes.
- Atascadero's median home price also rose to \$493,000 from \$478,000 in 2005.

Click here to [Download Forecast](#) (10MB PDF).

Credit: Atascadero Chamber of Commerce  
Stephen Curran, The Tribune June 8, 2007

## UCSB Economic Forecast Project - City of Paso Robles



## City of Paso Robles Economic Forecast

### [The Tribune](#)

By P. Kim Bui

**AS PASO GROWS, SO DO ITS COFFERS ECONOMIC FORECAST  
WITH ITS \$2 BILLION-PLUS ECONOMY, THE COUNTY'S SECOND-LARGEST CITY HAS DEFIED  
EXPECTATIONS, SAYS A UCSB ECONOMIST BILL WATKINS**

Paso Robles is bucking the trend of a slowing national economy and is drawing in younger residents, but some local leaders say the welcome news is no reason for the city to become complacent.

"Paso Robles has done what a lot of people said couldn't be done," said Bill Watkins, director of UCSB's Economic Forecast Project. He presented the 2007 forecast Wednesday to an audience that packed the

ballroom at the Paso Robles Inn. The city population and economy continue to grow. This year, Paso Robles' population will hit 29,800 residents, cementing its place as the second-largest city in the county, behind San Luis Obispo. And the local economy is expected to pass the \$2 billion mark, according to the forecast. Ten years ago, 22,600 people lived in Paso and the gross city product was \$900 million.

Younger people continue to move to Paso Robles, with a spike in the number of 21-to 24-year-old residents and an average age of 33.7, lower than the county average of 37.8. Residents aged 35 to 44 are leaving Paso Robles, but that is in line with an exodus of young families from California, Watkins said. Economically, there is no explanation for the jump in 20-somethings, he said. But the city has exceeded most coastal California cities with a 4.1 percent growth in the number of jobs, mostly in the service industry. Average salaries were forecast to rise 0.7 percent in the next year. Watkins said retail and service jobs are the main source of employment in Paso Robles and both offer salaries that are lower than manufacturing or professional services. The growth in the number of younger Paso residents is helping the relationship between Cuesta College and the city, said Ed Maduli, interim college president, after Watkins' presentation.

"Hopefully, we're having a change in the education opportunities we are providing to the North County," he said. Robert Gilson, a downtown property owner and developer of the new Hotel Cheval, warned that the strong economy shouldn't cause the city to take a break from pursuing better things. "I think we could lose our relative advantage if we don't strive to improve ourselves," he said. Looking forward is a tough sell for some Paso Robles residents, said City Councilman Gary Nemeth. There needs to be a balance between community progress and striving to stay the small town many people love. "You have to weigh the needs of the community that's existing and plan for the community that's coming," he said.

Economic growth rate Real economic growth rate for Paso Robles has been relatively unchanged at about 5.5% for the past three years but is expected to fall.

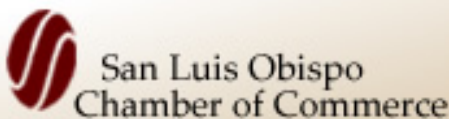
**Download the Forecast Report** from the [Paso Robles Chamber of Commerce](#) web site.

*"The forecast event was the culmination of key business leaders who share a common vision to help shape the future of Paso Robles. The foundation for the City's Economic Strategy has been set and we must work hard to implement the vision."* Mike Gibson, President & CEO, Paso Robles Chamber of Commerce

#### NOTE:

The EVC is a member of the **Paso Robles Economic Task Force**, a group of business and government leaders that helped create the City's Economic Strategy. The strategy can be found on the Paso Robles city's web site, [click here to download the City's Economic Strategy \(pdf\)](#).

## Upcoming Events



The UCSB Economic Forecast Project is holding its next local event at:

**San Luis Obispo Chamber of Commerce**

*City of San Luis Obispo Economic Forecast*

Tuesday, June 26 -- Noon -- Grace Church, San Luis Obispo

Purchase tickets by contacting the Chamber at (805) 893-5159 [www.slochamber.org](http://www.slochamber.org)

## The Real Cost of Offshoring

### **U.S. data shows that moving jobs overseas hasn't hurt the economy. Here's why those stats are wrong**

Whenever critics of globalization complain about the loss of American jobs to low-cost countries such as China and India, supporters point to the powerful performance of the U.S. economy. And with good reason. Despite the latest slow quarter, official statistics show that America's economic output has grown at a solid 3.3% annual rate since 2003, a period when imports from low-cost countries have soared. Similarly, domestic manufacturing output has expanded at a decent pace. On the face of it, offshoring doesn't seem to be having much of an effect at all.

Click here to read [BusinessWeek article](#).

## The 21st Century at Work

### ***Forces Shaping the Future Workforce and Workplace in the United States***

By RAND Corporation

What are the forces that will continue to shape the U.S. workforce and workplace over the next 10 to 15 years? With such inevitabilities as the proliferation and acceleration of technology worldwide, will more individuals work at home, will more businesses outsource their non-core functions--and with what consequences? Answering such questions can help stakeholders--workers, employers, educators, and policymakers--make informed decisions. With its eye on forming sound policy, the U.S. Department of Labor asked the RAND Corporation to look at the future of work in the near-to-medium term. The authors analyzed shifting demographic patterns, the pace of technological change, and the path of economic globalization. They observe, for example, that the workforce will continue to grow--however, at a markedly declining pace--and that the ongoing education of employees will be paramount as new technologies, such as bio- and nanotechnologies, come onto the scene and develop.

Click here for [Research Brief](#). Click here for [Full Report](#).

Credit: Dan Ripke

## Airport is taking off!



Regarding recent developments at the **San Luis Obispo County Regional Airport**, the entire community should congratulate [Klaasje Nairne](#), Airport Manager, for gaining approval from the County Board of Supervisors to proceed with the airport expansion project. The project approval begins with a \$10 million loan from the County to construct a four story parking garage before building a new passenger terminal. Generating \$176 Million per year in revenues and over 1,700 jobs, the airport is an economic engine for our local economy and a model of efficiency that should be embraced. Investments in the airport and expansions for air service are vital to our quality of life on the central coast and health of our communities. Such expanded service gives our local businesses a competitive edge and creates more job opportunities.

Thanks to the airport team for a lot of hard work and vision. [SLO Airport](#)

## Marketing the Central Coast

The EVC is an active member of the **Central Coast Marketing Team** (CCMT) ([www.ca-central-coast.org](http://www.ca-central-coast.org)), an economic development partnership of counties from Morgan Hill to Santa Maria. In May, a representative of CCMT attended an international conference in Boston called the annual **BIO 2007**. As a member of CCMT, EVC's marketing materials were distributed at this industry conference, the world's largest of its kind for the biotechnology industry. More biotechnology jobs would be very beneficial for the county's citizens and local biotechnology companies. [www.bio2007.org](http://www.bio2007.org)



## Company Spotlight - Central Coast Custom Water Company



Congratulations to **Jim Aaron** of Central Coast Custom Water Company for expanding his business with a loan from the EVC. The San Luis Obispo-based company provides a custom label service for water bottles and many other labels for wine, foods, etc. The company's mission is to give great personal service and free delivery on the central coast area. Contact Jim Aaron at 805-748-3800 or visit [www.cccwc.us](http://www.cccwc.us)

*Central Coast Custom Water Co. is a Supporting Business Partner*

*with Achievement House every order helps support Achievement House students and clients.*



**UPCOMING EVENT: Softec Dinner - End to End Software Integration**



Join Softec and learn how your businesses can take advantage of the end-to-end software integration.

**Justin Couto** of

**Couto Solutions** will demonstrate an end-to-end software integration solution

in action. Showing a new customer acquisition, order placement, shipping pipeline, and fulfillment. See and hear telephony integration, weather data decision making, and even a Google Mash up.

Wednesday, June 27th, 2007

6:00pm - 8:30 pm

Pelican Point Restaurant

2555 Price St., Pismo Beach 93449

For more details or to register for this event visit

[www.softec.org](http://www.softec.org)

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