



January 2008

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2007 Year End Update

The staff and Board of Directors wish to thank our sponsors and partners for a successful 2007.

2008 will be an exciting year for the local business community and the EVC!

Looking back on the year

With the support from corporate, government and individual sponsors, the EVC was able to provide vital resources to help entrepreneurs start and expand businesses, improve the local economy, and raise the quality of life for many. The EVC continues to address local, long-term economic issues and provide strategic planning for the region. In 2007, the EVC helped hundreds of businesses and entrepreneurs in a range of sizes and industries.

Sponsorships increased by 54% in the last fiscal year ending June 30. Also, we are pleased to have retained virtually all sponsors through renewals in 2007. Sponsorships, now over 100, are an important investment in our communities to help assure a balanced quality of life and a sustainable economy for the future.

The EVC's mission comes at a critical time in the evolution of the county's economy. Below is a recap of a recent county economic forecast that raises concerns about our local economy that the EVC is addressing.

The EVC held a range of seminars on key business subjects by experts. Other events were as follows:

2007 Events

Wine Industry Economic Impact Study forum with Assemblyman Sam Blakeslee

Business Opportunities Seminar with Congressman Kevin McCarthy

Legislative Updates with Congresswoman Lois Capps

Venture Capital Forum

Workshops, Seminars and Webinars

Events planned for 2008

[RRM Design Group](#)
[Sinsheimer, Juhnke, Lebens & McIvor](#)
[Smart Business Interiors](#) (Deborah Krueger)
[Software Solutions](#)
[Systems & Marketing Solutions](#)
[The Rottman Group](#)

Silver Level \$1,000+

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[Bermant Development Co.](#)
[Best Western Colony Inn - Atascadero](#)
[Cal Poly, Ofalea College of Business](#)
[California Space Authority](#)
[Cannon Associates](#)
[Clever Concepts](#)
[Coast National Bank](#)
[Coastal Business Finance](#)
[Cook, Ekmanian & Associates](#)
[Country Real Estate](#)
[Cuesta College](#)
[Digital West Networks](#)
[eda - design professionals](#)
[Filipponi & Thompson Drilling](#)
[Founders Community Bank](#)
[French Hospital Medical Center](#)
[Glenn, Burdette, Phillips & Bryson](#)
[Heritage Oaks Bank](#)
[Home Builders Association](#)
[IQMS](#)
[J. B. Dewar, Inc.](#)
[KCBX FM 90](#)
[Kronick Moskowitz Tiedemann & Girard](#)
[Maddalena Realty](#)
[Mission Community Bank](#)
[Morris & Garritano](#)
[Nash HR Services](#)
[Pacific Energy Company](#)
[Promega Biosciences](#)
[Quaglino Properties](#)
[Richardson Properties](#)
[Rick Engineering Co.](#)
[San Luis Capital](#)
[San Luis Sports Therapy](#)
[Santa Lucia Bank](#)
[Senn-Lee & Assoc.](#)
[Sierra Vista Regional Medical Center](#)
[SLO Beauty College](#)
[SLO County Farm Bureau](#)
[Smart Business Interiors](#)
 (Bryan Steward)
[Specialty Construction](#)
[Specialty Silicone Fabricators](#)
[Talley Vineyard](#)
[The Gas Company](#)
[Thoma Electric](#)
[TriActive America](#)
[Twin Cities Community Hospital](#)
[Vistage](#)
[Wells Fargo Bank](#)
[Westberg + White Architects](#)
[Your People Professionals](#)

Bronze Level \$500

Don Maruska
 Jeff Cederberg
 Tom Martin
 Tom Sullivan
 Jeff Wade
 Myraline Morris Whitaker

Board of Directors

International Trade Course - Starts Jan. 14 - Feb. 11

Emergency Preparedness Seminar - Feb. 20

Venture Capital Forum (2nd annual) - March 18

Tourism Industry Study Forum - Summer

A variety of workshops and seminars, including webinars (internet seminars)

[and more...](#)

Looking Forward to 2008

The EVC is commissioning a study about the tourism sector of our local economy. Using one of the most qualified firms in the tourism industry, this first-time study will assess one of the largest industries and create baseline economic information and important recommendations to make this industry more vital. This is part of a strategy being implemented by the EVC to assess our local economy.

EVC Client Testimonials

We look forward to ensuring the future economic health of San Luis Obispo County.

Michael E. Manchak, President & CEO

Sponsor Updates

NEW SPONSORS -----

Bank of America - \$5,000 Level - Grant for EVC Venture Capital Event

Airport Road Business Park of Paso Robles -- \$1,000

Airport Road Business Park is a 39 acre subdivision across from the Paso Robles Airport. The park offers 27 business park lots specifically designed for high-end, Class "A" buildings for use as corporate headquarters, technology, light industrial, R&D, etc. www.arbppsorobles.com

TechXpress of San Luis Obispo -- \$2,500

San Luis Obispo-based TechXpress is a leading information technology company offering innovative products and services for small and medium size enterprises. Founded in 1999 by Bryan Sarlitt, it has rapidly grown to one of the largest information technology service operations on the Central Coast with 40 employees serving clients in San Luis Obispo and Santa Barbara Counties.

[Don Maruska](#) - Bronze Level

INCREASED SPONSORSHIPS -----

Ed Arnold
Council Member
City of Arroyo Grande

Karen Bright
Council Member
City of Grover Beach

Michael Cannon
President
Cannon Associates

Andrew Carter
Council Member
City of San Luis Obispo

Dave Christy
Dean
Orfaea College of Business
Cal Poly State University

Kathleen Corey
Assistant VP
Heritage Oaks Bank

Jackie Crabb
Executive Director
SLO County Farm Bureau

Carl Dudley
V.P. Business Development
Coast National Bank

Maury Froman
Senior Vice President
The Rottman Group

Rick Grantham
Council Member
City of Morro Bay

Steve Harding
President
Community Banking
Mid-State Bank & Trust

Alan Iftiniuk
President
French Hospital Medical Center

Kevin Irot
Sr. V.P. & County Mgr.
First American Title Co.

Tom Jones
Sr. Regional Manager Governmental
Relations
Pacific Gas & Electric

Dave Juhnke
Managing Partner
Sinsheimer, Juhnke Lebens & McIvor

John King
Principal
King Ventures

Tim Mahoney
District Manager
Southern California Gas Company

Candy Markwith
CEO

Chevron - \$2,500 Level (from \$1,000)

AT&T- \$7,500 Level (from \$1,000)

Grants Update

We wish to thank the following organizations for their leadership and generosity in supporting EVC projects that will help our communities:

[Pacific Gas & Electric](#) - \$10,000 grant to co-sponsor the EVC's Tourism Industry Study

[California Space Authority](#) WIRED Initiative - \$7,500 grant to co-sponsor the EVC's Venture Capital Network and upcoming event

[Rabobank, N.A.](#) -- \$5,000 grant to co-sponsor the EVC's Tourism Industry Study

[Sierra Vista Regional Medical Center](#) - Tenet Foundation - \$2,500 grant to co-sponsor the EVC's Child Day Care Research Project

EVC Seminar - Starting or Buying a Business



Seminar: Starting or Buying a Business

Designed for anyone who has started or are considering starting their own business. This course is also a valuable overview for people with management responsibilities.

Starting a new business or buying an existing business is an exciting endeavor-and a big step. This webinar will help set you up for success by addressing legal issues and practical concerns as you embark on your adventure.

The instructor, June McIvor, specializes in business and financing transactions and counseling. Her experience at a top-tier law firm, as in-house counsel, and as an entrepreneur gives her unique expertise to assist clients in structuring their businesses and related transactions to reach their goals. June joined the law firm of Sinsheimer Juhnke Lebens & McIvor, LLP as a principal in December 2003.

Cost: FREE

Date: January 17, 2007

Time: 6:00-7:30pm

Sierra Vista Regional Medical Center

Noreen Martin
President & CEO
Martin Resorts

Rebecca E. McMurry
Chair
SLO County Chamber Executives

Tom O'Malley
Council Member
City of Atascadero

Harry Ovitt
Supervisor, 1st District
County of San Luis Obispo

Tim Perry
President & General Manager
KSBY-TV

Charlie Richardson
President
Richardson Properties

Eric Schwefler CPA
Partner
Barbich, Longcrier, Hooper & King

Charley Senn
President
Senn-Lee & Associates

John Shoals
Principal Planner
RRM Design Group

Fred Strong
Council Member
City of Paso Robles

Tom Sullivan
Board Member
Emeritus

Kris Vardas
Council Member
City of Pismo Beach

Chip Visci
President & Publisher
The Tribune

Format: Webinar - Internet Seminar

Requires: Broadband Internet Connection & Phone for audio

Collaborations & Partnerships

San Luis Obispo Chamber of Commerce

Technology Company Survey

With support from the EVC, the San Luis Obispo Chamber of Commerce is launching a survey to assess technology companies throughout the county.

TechXpress

The EVC and TechXpress Corp. announced a collaboration that assists the community with computer software training. The program will launch a scholarship program to provide free computer classes to young students in grade school through high school.

Paso Robles Chamber of Commerce

Recently, the EVC announced that it will hold office hours at the Paso Robles Chamber of Commerce on the second Monday of every month from 3:00-5:00 PM. Call for appointments at 805-788-2013.

Upcoming EVC Events

International Trade Course

Jan 14, 21, 28, Feb. 4, 11

Five Monday evenings. Dinner included.

In partnership with *California's Center for International Trade Development*, the EVC is hosting its international trade certification course teaching all aspects of importing and exporting. It is valuable to both the beginner as well as the experienced. Learn how to apply International Trade Practices to your Business. Free professional consulting provided during and after the class. **Certificate provided. Dinner included. \$195.** **Sign up today.** [Go to www.sloevc.org/events](http://www.sloevc.org/events) to register.

EVC Emergency Preparedness Event

Wed. Feb. 20, 2008

8:00 AM - Noon

Embassy Suites Hotel, San Luis Obispo

This event is will feature panel speakers to educate business people how to prepare for and continue business after an internal emergency or a natural disaster. The event, supported by the Governor's office, includes keynote speaker Ruben Barrales, President of the San Diego Regional Chamber of Commerce. The event is open to the public.

[Go to www.sloevc.org/events](http://www.sloevc.org/events) to register.

EVC Venture Capital Event

Tues. March 18, 2008

An evening event.

SAVE THE DATE

The EVC is holding its second annual venture capital event to help local companies seeking capital meet angel investors and venture capitalists from around the state. Entrepreneurs will be selected through an on-line application process to be one of several companies to present their business case, or to have a booth to display their company. Persons interested in presenting their company or business idea should go to www.sloevc.org/events to learn more about this event and to register. The event is open to the public.

Go to www.sloevc.org/events to register.

EVC in the Press

[SLO County's airport spreads its wings](#)

The Tribune - Dec 21, 2007

The airport generates more than \$176 million a year in revenue and more than 1500 jobs, according to information provided in June by Michael Manchak, ...

[High-tech firm closing SLO branch](#)

The Tribune - Dec 4, 2007

Mike Manchak, president of the Economic Vitality Corp. of San Luis Obispo County, called the company closure "a painful thing. ...

[Trade forum draws crowd in Paso Robles](#)

Pacific Coast Business Times - Dec 10, 2007

San Luis Obispo County has one of the highest populations of sole proprietorships in the state, said Mike Manchak, president and chief executive officer of ...

[Sun to bring power, jobs to Central Coast](#)

The Tribune - Dec 9, 2007

... the business community healthy," said Mike Manchak, president and chief executive officer of the Economic Vitality Corp. of San Luis Obispo County.

The Tribune - Nov. 25, 2007

Viewpoint: Local economy may benefit from fostering private-sector firms

By Michael Manchak

Many of us in the business community read and listened intently as the annual UCSB Economic Forecast Project was delivered recently. The Economic Vitality Corp. of San Luis Obispo County is very much in agreement with Bill Watkins' assessment that the local economy would benefit from a jump-start in more diverse private sector businesses making San Luis Obispo County their home.

Read more: <http://www.sanluisobispo.com/182/story/202214.html>

Guarded Optimism in Local Tourism Industry

The Tribune - Dec. 30, 2007

Viewpoint: Cities should unite to promote county

By Myraline Morris-Whitaker

A San Luis Obispo-only business improvement district would leave too many tourism promotion dollars on the table by jeopardizing



the formation of a countywide district. The San Luis Obispo County Visitors and Conference Bureau has a vision of the monetary benefits tourism can bring to the county in the future. Tourism generates more than \$1 billion annually for our economy, employs 18,000 people, and generates more than \$22 million in local taxes and \$40.5 million in state taxes. There were 8,171 hotel rooms in the county in 2005. By 2010, the supply is expected to grow by 50 percent if all the projects currently under consideration are brought to fruition.

Read more at <http://www.sanluisobispo.com/182/story/146912.html>



Myraline Morris Whitaker, Principal, Central Coast of California Hotel Consulting Services, 805.284.1337, info@CCCHotels.com. President of the Board of Directors for the San Luis Obispo County Visitors and Convention Bureau

Central Coast Business Watch

Latest edition now available on-line



The latest edition of the EVC's **Central Coast Business Watch** will come off the presses this week is now available on the [EVC web site](#).

Scheduled for delivery by **The Tribune** and printed by **Central Coast Printing**. Distributed to over 50,000 people, the latest version features examples of three local companies that are helping to recognize the benefits of technology companies to the area: IQMS, Promega, and Digital West Networks.

Our Local Economy -- County Economic Forecast

UCSB Economic Forecast Project - 2008 County Forecast

The EVC again co-sponsored the annual county economic forecast by Dr. Bill Watkins of the UCSB Economic Forecast Project. The results of the forecast show that the San Luis Obispo county economy has slowed to its lowest in ten years - less than one percent in 2007. Also, the growth of jobs is 1/10th of one percent, and the population growth is approximately one percent. Although recent national and state economies are showing relatively good growth, but also uncertainty, Dr. Watkins stresses that this county's economy is faced with several long-term challenges. The EVC is helping to address these challenges.

Dr. Watkins is recapped as follows (quotes):

- Population growth is slowing
- Some communities are shrinking
- Poverty is persistent
- Young families are leaving
- School enrollments are declining
- Economic growth is slow and slowing
- Job growth has slowed
- Unemployment is climbing
- Salaries are low and falling

Bright Spots for 2008

The above economic forecast highlighted two sectors of our local economy that are forecasted to be bright spots in 2008: tourism and agriculture. These industry sectors are already two of the largest in our local economy, so having these as areas of projected growth in 2008 is very good news.

See the entire presentation at: [Dr. Watkins' presentation \(Nov. 2007\)](#)

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