

January 2009

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Capital Management

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Diamond Level
\$10,000+

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[City of Atascadero](#)

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[The Tribune](#)

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\$ 7,500+

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[City of Grover Beach](#)

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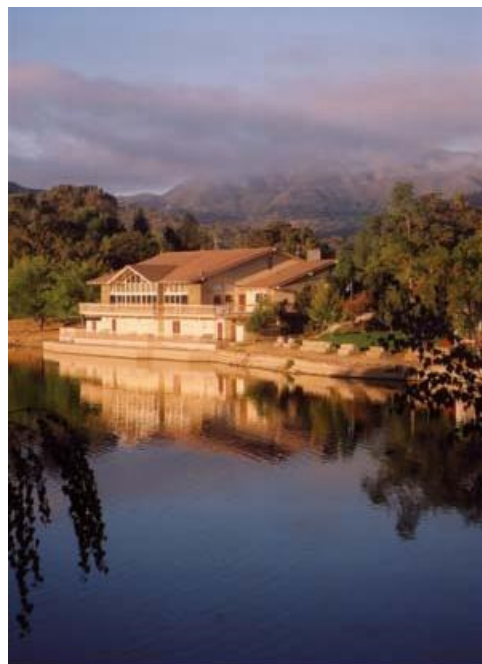
January Business Seminar was a success!



Endless Photography
By: Bonnie Jennings

Thanks to all who participated in the Business Resource Seminar in Atascadero on January 29. Hosted by the [EVC](#) and the [Atascadero Chamber of Commerce](#), the event was sponsored by the [Atascadero Office of Economic Development](#).

As the early morning fog lifted from beautiful Atascadero Lake, attendees filled the Pavilion on the Lake to hear business specialists from throughout the County. It was an inspiring location and event. The speakers discussed resources that are available to businesses throughout the county and gave advice about thriving in a tough economy. After a morning of learning and networking, the attendees left with a renewed sense of optimism to start or expand their businesses.



Pavilion On the Lake © Beverly Hausner

A special thanks to our speakers!

Ron Singleton

[SCORE \(Counselors to America's Small Business\)](#)

Andrea Zellar

[Mission Community Services Corporation](#)

Eric Schwefler

[Caliber Accounting & Tax](#)

Ron Truly

[Small Business Administration](#)

Mike Manchak

[Economic Vitality Corporation](#)

Watch for EVC announcements on [upcoming events](#).

Gold Level \$2,000+[All State Insurance](#)[Caliber Accounting & Tax](#)[Dioptics](#)[Estrella Associates](#)[First American Title](#)[KSBY-TV](#)[MKF Research](#)[Paso Robles Wine Country Alliance](#)[San Luis Sports Therapy](#)[Sinsheimer Juhnke Lebens & McIvor](#)[Software Solutions](#)[Taylor Frigon Capital Management](#)[WestPac Investments](#)**Silver Level \$1,000+**[Airport Road Business Park](#)[Andre, Morris & Buttery](#)[Best Western Colony Inn - Atascadero](#)[Cannon Associates](#)[Clever Concepts](#)[Coast National Bank](#)[Coastal Business Finance](#)[Continental Labor & Staffing Resource](#)[Country Real Estate](#)[Cuesta College](#)[Digital West Networks](#)[eda - design professionals](#)[Filipponi & Thompson Drilling](#)[First Bank of San Luis Obispo](#)[Fleet Management Solutions](#)[Founders Community Bank](#)[French Hospital Medical Center](#)[Glenn, Burdette, Phillips & Bryson](#)[Heritage Oaks Bank](#)[Home Builders Association](#)[IQMS](#)[J. B. Dewar, Inc.](#)**Event Sponsors****Special Letter to the Central Coast Business Community**

The Great Panic of 2008 left virtually every asset known to man in freefall. With the exception of U.S. Dollars and U.S. Treasuries, everything from stocks to bonds (of all apparent quality levels) to oil and all other commodities saw their values plummet with a degree of violence the likes of which we have never witnessed in our 23 years of observing markets. Even real estate values on the beautiful Central Coast of California were pounded in spite of our long held belief that, in real estate, if you own where the grapes grow you won't likely go wrong -- in the long run! The crash in October

1987 was shocking, but it was all in a few days. This time it persisted for months and it accelerated in October and November 2008. In fact, it turned into a full blown panic the likes of which we have not seen since 1907. Yet, the opportunity for real investors to build wealth today are tremendous.

[\(more\)](#)

Gerry Frigon
President & Chief Investment Officer
[Taylor Frigon Capital Management](#)

Paso Robles
 (805) 226-0280

Upcoming Events and Seminars**International Trade Course****EVC**

[Kronick Moskowitz Tiedemann & Girard](#)

[Mission Community Bank](#)

[KVEC 920-AM](#)

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[SLO Botanical Gardens](#)

[SLO County Farm Bureau](#)

[Smart Office Interiors](#)

[Southern California Gas Co](#)

[Specialty Construction](#)

[Specialty Silicone Fabricators](#)

[Systems and Marketing Solutions](#)

[TelePacific Communications](#)

[Templeton Chamber of Commerce](#)

[Thoma Electric](#)

[TriActive America](#)

[Twin Cities Community Hospital](#)

[United Staffing Associates](#)

[Vistage](#)



When

This course includes the following five Mondays:
February 23, March 2, March 9, March 16, and March 23

Where

Creekside Conference Room - 4111 Broad Street, SLO

Registration

Visit www.sloevc.org for information and registration

This course is a comprehensive overview of the critical aspects of importing and exporting. It is valuable to both a beginner as well as experienced business people. The class will cover all the aspects of an international transaction from the sourcing of a product to the final sale to the consumer.

- How to select and source international counterparts such as distributors, manufacturers, and sales agents
- What kinds of documents are required for both importing and exporting
- How to build an international quote and calculate landed cost
- How to obtain an export license or import visa
- International payments and financial options such as letters of credit and forfeiting
- International contracts such as sales representation agreements and purchasing agreements
- How to select an international freight forwarder and customs broker
- How to maximize the supply chain
- Import classifications and how to effectively import goods into the U.S.



Participants are encouraged to bring projects that they are currently working on for hands-on discussion.

Free consultation included

Taught by renowned international trade expert, Ray Bowman of Bowman Business Services.



Cost

\$195 per person
Includes certificate

Sponsored by the [Center for International Trade Development \(CITD\)](#)



[Your People Professionals](#)**Bronze Level \$500**

Alan Strasbaugh

Don Maruska

Jeff Cederberg

Myraline Morris Whitaker

Tom Martin

Tom Sullivan

Board of Directors**EXECUTIVE COMMITTEE****CHAIR****Dave Christy**Dean Orfalea College of
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Cal Poly State University**VICE CHAIR****Tom Jones**Sr. Regional Manager
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Heritage Oaks Bank**PAST-CHAIR****Tom O'Malley**Council Member
City of Atascadero**Dave Juhnke**Managing Partner
Sinsheimer, Juhnke Lebens &
McIvor**Kris Vardas**Council Member
City of Pismo Beach**BOARD OF DIRECTORS****Ed Arnold**Council Member
City of Arroyo Grande**Carla Borchard**Council Member
City of Morro Bay**Karen Bright**Council Member
City of Grover Beach**Michael Cannon**President
Cannon Associates**Andrew Carter****Starting a New Business Workshop****When**

Wednesday, February 18th from 9:00am - 12:00pm

Where

Creekside Conference Room - 4111 Broad Street, SLO

Cost

Free

Contact

SCORE at (805) 788-2631

- Going into Business Considerations
- Business Plans
- Financial Reports
- Personal Attributes

Followed by a panel discussion with questions and answers.

**2009 Vandenberg AFB Small Business Conference & GPC
Vendor Faire**
WhenWednesday, March 18, 2009 6:30 am and
Thursday, March 19, 2009 4:00 pm**Where**Pacific Coast Club
758 Nebraska Ave. Bldg 11070
Vandenberg AFB, CA 93437**Cost**

\$40.00 per person

*No Registration Fee for Government Employees, Speakers, or Not For Profit Orgs***Registration**For more information and to register, [click here](#)

Two full days of marketing and education on SBA Program Enhancements, GSA 101, Subcontracting Panel, Benefit Packaging, Labor Laws, Tax Law Changes, Non-Traditional Financing Alternatives

**The Supervision and Management Academy**

Council Member
City of San Luis Obispo

Carl Dudley
V.P. Business Development
Mission Community Bank

Steve Harding
Regional President
Rabobank N.A.

Adam Hill
Supervisor, 3rd District
County of San Luis Obispo

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

John E. King
Principal
King Ventures

Tim Mahoney
District Manager
Southern California Gas
Company

Candy Markwith
CEO
Sierra Vista Regional Medical
Center

Noreen Martin
President & CEO
Martin Resorts

Dave Pelham
President
Cuesta College

Bruce Ray
President & Publisher
The Tribune

Charlie Richardson
President
Richardson Properties

Eric Schwefler
Partner
Caliber Accounting & Tax

Charley Senn
President
Senn-Lee & Associates

John Shoals
Mayor
City of Grover Beach

Mike Silacci
Executive Director of External
Affairs
AT&T

Ed Steinbeck
Council Member
City of Paso Robles

Tom Sullivan
Board Member
Emeritus

Learn the essential skills and develop a new perspective based on solid supervisory theory to achieve success in managing people and tasks. Each four-hour class is taught using experiential learning methodologies and designed to expand your level of skill whether you are a first time manager or have been supervising others for years.

Cost

All 10 classes: paid in advance \$800 or \$100 per class

Register

Call 805.542.3132 or www.communityprograms.net

**Experts Corner:
Julian Hererra**



**Flexible & Predictable:
Temporary Staffing - A Sound Alternative
during Trying Economic Times**

During these tough economic times, it is essential that businesses find strategies to streamline their costs and run more efficiently while remaining competitive. One strategy to consider is the use of a Temporary Staffing Agency. Outsourcing the expenses inherent with recruiting and hiring to a qualified agency is not only a great Risk Management tool, but it also makes smart business sense [\(more\)](#)

Julian Hererra
Business Development Manager
[Continental Labor & Staffing](#)
Paso Robles
(805) 239-9223



EVC In the News

[The Tribune](#)
January 23, 2009

[Biz Buzz: Plans for airport hotel on standby](#)

Hamish Marshall of Westpac Investments in San Luis Obispo has postponed plans to build a \$24 million hotel and conference center next to San Luis Obispo County Regional Airport at least until the economy starts to right itself again and a terminal and parking expansion plans move forward. The

Michael Manchak
President & CEO
Economic Vitality Corporation
(805) 788-2013
mmanchak@sloevc.org

room again and a terminal and parking expansion plans move forward, the developer said.

[\(more\)](#)

The Tribune
January 14, 2009

No plans announced to close Gottschalks in San Luis Obispo

On the day that Gottschalks Inc. filed for Chapter 11 bankruptcy protection, business continued as usual at the company's San Luis Obispo store, with shelves continuing to be stocked and clusters of 75-percent-off signs on a table, waiting to be placed among the merchandise.

[\(more\)](#)

KVEC News Talk 920 AM
January 28, 2009

Marcove Executive Training

Kathy Marcove

[Click to Listen](#)

KVEC News Talk 920 AM
January 22, 2009

Endless Photography

Bonnie Jennings

[Click to Listen](#)

KVEC News Talk 920 AM
January 22, 2008

Business Resource Seminar - Atascadero

Mike Manchak

[Click to Listen](#)

EVC Press Release
January 9, 2009

EVC Announces New Business Resource Seminar

This seminar will focus on local resources available when starting or expanding a new business. Presenters will include SCORE (Counselors to America's Small Business), Mission Community Services, the Small Business Administration, and the Economic Vitality Corporation. An industry expert will be presenting from Caliber Accounting & Tax. Each organization will discuss specific services to consider for new, existing or expanding businesses.

Topics will include business resources available from each organization such as Cash flow management; Securing business financing; and Succeeding in a challenging economy.

[\(more\)](#)

If you have any contributions on future newsletters, please contact June Parent at (805) 788-2012.

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