



February 2009

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Dear Michael,

We have seen unprecedented events lately -- passing of a State budget and a federal economic stimulus plan. The EVC is staying updated on how any federal stimulus dollars may be available to our region, especially as it impacts our business community. As provided by the Governor's office, below is a recap of the federal stimulus plan and the impact on California.

Overview of American Recovery and Reinvestment Act of 2009

On February 17th, President Obama signed the \$787 billion American Recovery and Reinvestment Act into law. The bill includes:

- \$288 billion in tax relief and \$499 billion in spending
- \$144 billion for State and Local Fiscal Relief
- \$111 billion for Infrastructure and Science
- \$81 billion for Protecting the Vulnerable
- \$59 billion for Health Care
- \$53 billion for Education and Training
- \$43 billion for Energy

IMPACT ON CALIFORNIA

California is projected to receive \$95 billion; with \$11 billion of that going towards the \$42 billion budget shortfall. The timeline is as follows: 25% of stimulus spent by September 2009, 75% by September 2010 and 90% by September 2011.

What the Stimulus Means for Small Business

- \$720 million to help support a number of programs at the U.S. Small Business Administration (primarily reducing fees on 7(a) guaranteed loan guarantees);
- \$400 million in support for economic development and entrepreneurship, particularly in distressed rural, urban, and low-income communities
- Increased dollar amount for small business expensing limits from \$125,000 to \$250,000. This will allow small business owners to immediately write off business purchases and will help small business owners expand their businesses and hire new employees.
- 50 percent bonus depreciation deduction. This provides an additional one-year depreciation deduction value to 50% of the value of the property. Bonus depreciation is an incentive for businesses to invest in their business now,

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[KSBY-TV](#)

[MKF Research](#)

[Paso Robles Wine Country Alliance](#)

[San Luis Sports Therapy](#)

[Sinsheimer Juhnke Lebens & McIvor](#)

[Software Solutions](#)

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[Home Builders Association](#)

[IQMS](#)

[J. B. Dewar, Inc.](#)

[Kronick Moskowitz Tiedemann & Girard](#)

[Mission Community Bank](#)

[KVEC 920-AM](#)

providing an immediate deduction for half the cost of the investment.

The EVC will continue to work closely with the governmental agencies to determine how the stimulus funds impact the local business community.

Sincerely,

Michael Manchak
President / CEO

Sponsor Update

EVC would like to thank and welcome our newest sponsor:

[Diani Building Corp.](#)
\$1,000



**Experts Corner:
Ray Bowman**

The EVC's International Trade Coach



Export Opportunities Grow for Small- and Medium-Sized Companies

We tend to focus on all the negative things in our economy, from the mortgage debacle to the stock market meltdown. What we don't often look for are the opportunities that exist in these times to expand business and grow in new directions. Such an opportunity

exists for small- and medium-sized companies by exporting their products to foreign markets ([more](#)).

Ray Bowman
Bowman Business Services
[Email Ray](#)

SEMINAR

Managing Your Cash Flow in a Tough Economy

[Morris & Garritano](#)

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Bronze Level \$500

Alan Strasbaugh

Don Maruska

Jeff Cederberg

Myraline Morris Whitaker

Tom Martin

Tom Sullivan

Board of Directors



Free and open to the public!

[Download Flyer](#)

When

Tuesday, March 31st
8:00 AM - 10:30 AM

Where

Pismo Beach Veteran's Memorial Building
780 Bello Street, Pismo Beach

Featured Speakers

- SCORE (Counselors to America's Small Business)
- Mission Community Service Corp (MCSC)
- Small Business Administration
- Caliber Accounting and Tax
- Economic Vitality Corporation

Topics Include

- Resources available by each organization
- Succeeding in a tough economy

Registration

This seminar is free and open to the public.
Register at www.sloevc.org/events or call (805) 788-2012.

Event Hosts



Upcoming Events and Seminars

In Order by Date



Start a Business in your Pajamas



Date

Wednesday, February 25th

EXECUTIVE COMMITTEE**CHAIR****Dave Christy**Dean Orfaea College of Business
Cal Poly State University**VICE CHAIR****Tom Jones**Sr. Regional Manager Governmental
Relations
Pacific Gas & Electric**SECRETARY****Jackie Crabb**Executive Director
SLO County Farm Bureau**TREASURER****Kathleen Corey**Assistant VP
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**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.

6:00 - 8:30

WherePelican Point Restaurant
255 Price Street, Pismo Beach**Cost**

\$35.00 per person; includes dinner

RegistrationFor more information and to register, [click here](#)

Get tips and tricks from Branden Jenkins, CEO of Retail Anywhere and President/Chairman of Ground Control Systems on launching a new business. Based off his recent experience in creating eBackItUp.com, Branden will show us how he created a new business on a Saturday night without leaving his home.



U.S. Patent Office Battles in Federal Court over Patent Term Adjustment - Has the Patent Office Under Calculated the Adjustment?

**When**Thursday, February 26th
11:00 AM - 12:00 PM**Cost**

Free

Webinar RegistrationTo register for this webinar [click here](#)

Scott Menghini of Fitch Even Tabin & Flannery to present a webinar on how a U.S. Court may redefine the how patent term adjustment is calculated under U.S. Patent Law.

[More SJLM Events and Workshops](#)

California Space Authority Community Project Update

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

Director of External Affairs
AT&T

Ed Steinbeck

Council Member
City of Paso Robles

Tom Sullivan

Board Member
Emeritus

Michael Manchak

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

**When**

Friday, February 27, 2009
8:30 AM - Coffee and Networking
9:00 AM - 11:00 AM

Where

Council Chambers
Atascadero City Hall
6907 El Camino Real
Atascadero, CA

Registration

Free and open to the public!

RSVP to Dianna Minor

Dianna.Minor@CaliforniaSpaceAuthority.org

(805) 349-2633

The California Space Authority invites the public for an update about a multi-purpose, multi-year community project to be located near Vandenberg Air Force Base on Highway 1. The Center will create more than 1,500 jobs and attract up to 500,000 visitors each year. The proposed project includes an education complex helping kids with science and math ([more](#))

[Download Flyer for Event](#)

[Download Flyer for Event Project](#)

**Running a Business: The Early Years****When**

Saturday, February 28th
9:00 AM - 12:00PM

Where

Creekside Conference Room - 4111 Broad Street, SLO

Cost

Free

Registration

Register [online here](#) or call (805) 788-2631

This three-part lecture will discuss:

- Marketing- Improving Customer Service - The Complete Marketing Plan
- Cash Flow - I'm Making Money, Where Is It?
- Human Resources - Who Is Watching Your Customers When You're Not Around?

SLO TechBrew

When

Monday, March 9th
5:00 PM - 7:00 PM

Where

Mothers Tavern - SLO

Registration

To register online click [here](#) or call (805) 543-1930

Keep up on what's new on the Central Coast in a casual, social atmosphere. Join us for a cash bar, appetizers and lots of time to talk to other technology professionals.

2009 Vandenberg AFB Small Business Conference

When

Wednesday, March 18, 2009 6:30 am
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



Starting a New Business Workshop

**When**

Wednesday, March 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.

**Clean Business Investment Summit**

Clean Business™

**When**

Thursday, March 26th 7:00 AM

Where

Corwin Pavilion

University of California - Santa Barbara Campus

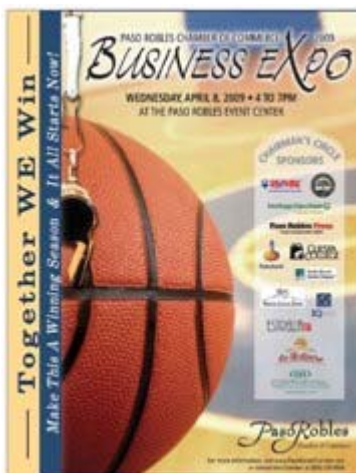
Download Directions**Registration**

For more information and to register [click here](#).

The California Coast Venture Forum (CCVF) has announced the launch of their Clean Business Investment Summit. The Summit allows clean tech, green, socially responsible, and sustainable enterprises to present their companies to investors looking for

viable, ethical Clean Business opportunities.

2009 Business Expo "Together We Win"



When

Wednesday, April 8th
4:30 PM - 7:00 PM

Where

The Paso Robles Event Center,
Bldg. #2
2198 Riverside Avenue
Paso Robles, CA

Cost

Free to the public

Registration

Register [online here](#) or call the
Paso Robles Chamber at
(805) 238-0506

This fun "Sports" themed event will showcase Paso Robles Chamber businesses. Chamber members wishing to participate may reserve their space now.

[Download Event Flyer](#)

In the News

Office of the Governor - Press Release

February 18, 2009

Memo from Governor's Special Advisor on Jobs and Economic Growth David Crane on President Obama Signing the American Recovery and Reinvestment Act

[\(more\)](#)

SBA - Press Release

February 18, 2009

SBA Applauds Stimulus Bill, Planning Underway for Broadest, Quickest Small Business Impact

[\(more\)](#)

KVEC News Talk 920 AM

February 11, 2009

Ray Bowman

[Click to Listen](#)

KVEC News Talk 920 AM
February 18, 2009
Janice Dunn (CSA) and Mike Manchak
CSA Vandenberg Air Force Base Project Update
[Click to Listen](#)

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

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