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March 2008

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Diamond Level \$10,000+

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Special Platinum Level \$7,500+

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[City of Grover Beach](#)
[City of Pismo Beach](#)
[AT&T](#)

Platinum Level \$5,000+

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[City of Arroyo Grande](#)
[City of Morro Bay](#)
[City of San Luis Obispo](#)
[Central Coast Printing](#)
[The Gas Company](#)
[King Ventures](#)
[Martin Resorts](#)
[Mid-State Bank & Trust](#)
[State Farm Insurance](#)

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[Barbich, Longcrier, Hooper & King](#)
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[Estrella Associates](#)
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[KVEC 920-AM](#)
[LS Power](#)

Dear June,

2008 is proving to be an exciting year for local business community and the EVC!

Venture Capital Event / Central Coast Capital Network

2nd Annual EVC Venture Capital Event



Speaker Bill Reichert

Photo By: Lori Steed

The EVC held its second venture capital event in partnership with [Golden Capital Venture Communities](#), a state-wide resource that connects entrepreneurs with venture capitalists and angel investors. The event featured keynote speaker **Bill Reichert** of Palo Alto-based Garage Technology Ventures. The topic of his talk was *The Future of Innovation: The New Rules for Entrepreneurs and Investors*.

The event brought together entrepreneurs, angel investors, and venture capitalists for networking and education. Eight emerging companies pitched their business to two panels of venture capitalists with audience participation. Three companies were awarded for their presentations: **AeroMech Engineering**, **AgriWorld Exchange**, and **Elements/New Image Technologies**.

[Madonna Inn](#)
[MiraVista Holdings](#)
[Paso Robles Wine Country Alliance](#)
[RRM Design Group](#)
[Sinsheimer, Juhnke, Lebens & McIvor](#)
[Smart Business Interiors \(Deborah Krueger\)](#)
[Software Solutions](#)
[Systems & Marketing Solutions](#)
[The Rottman Group](#)

Silver Level \$1,000+

[ACCO Engineered Systems](#)
[Airport Road Business Park](#)
[Andre, Morris & Buttery](#)
[Best Western Colony Inn - Atascadero](#)
[Cal Poly, Ofalea College of Business](#)
[California Space Authority](#)
[Cannon Associates](#)
[Clever Concepts](#)
[Coast National Bank](#)
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[Cook, Ekmanian & Associates](#)
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[Home Builders Association](#)
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[Pacific Energy Company](#)
[Paso Robles Chamber of Commerce](#)
[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 Botanical Gardens](#)
[SLO County Farm Bureau](#)
[Smart Business Interiors \(Bryan Steward\)](#)
[Specialty Construction](#)
[Specialty Silicone Fabricators](#)
[Templeton Chamber of Commerce](#)
[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



2nd Annual Venture Capital Event

Photo By: Lori Steed

Local businesses presenting at the event included Flight Sciences, a developer of fuel efficient passenger airplanes; Fleet Management Solutions, a GPS technology company that tracks corporate vehicles globally; AeroMech Engineering, maker of unmanned surveillance airplanes; HauteSpot Networks, a maker of digital video technologies; Invenal Laboratory, a producer of food containers; Elements/New Image Technologies, an interactive web agency; AgriWorld Exchange, an eCommerce trading platform for distributing locally grown produce; and Revolution Cars, environmentally friendly electric cars.

In addition to the 8 companies competing in a Fast Pitch competition, over 25 local companies showcased their businesses with displays. Judges were from the following venture capital firms: Garage Technology Ventures, Hercules Technology Growth Capital, DFJ Frontier Fund, Athenaeum Capital, Founders Capital Partners, Taylor / Frigon Capital Management, and WavePoint Venture Partners.

Congratulations to the following winners!



Aeromech Engineering, Inc.

www.aeromechengineering.com

Presented By: Thomas Akers, CEO

Since 1999, AeroMech Engineering has specialized in the design and development of prototype and production unmanned aerial vehicles (UAVs) for the aerospace industry.



AgriWorld Exchange, Inc.

www.agriworldexchange.com

Presented By: Arlin Torbett, Founder, Chairman, CEO

AgriWorld Exchange enables buyers and sellers worldwide to

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
Orfalea 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
Mission Community Bank

Rick Grantham
Council Member
City of Morro Bay

Steve Harding
President
Community Banking
Rabobank N.A.

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
Sierra Vista Regional Medical Center

Noreen Martin

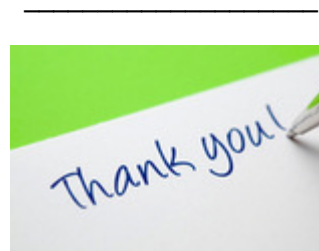
connect online in an innovative open market for fresh produce.



elements, Inc.
www.elementslocal.com

Presented By: Jeremy LaDuque, CEO, New Image Technologies, Inc.

elements inc is a web company that designs and develops online business products and consumer web sites. From conception and strategy to design and implementation, elements deliver a successful solution for deployment of enterprise web initiatives.



EVC would like to thank Bill Reichert, King Lee, and everyone for their participation in this event as well as our event sponsors and our team.



Madonna Inn

Bank of America



Barbich
Longcrier
Hooper
& King
Accountancy Corporation

Santa Maria
Valley
EDC



SJLM
Securities, Finance & Insurance

Coastal Business Finance

Funding provided in part by the Department of Labor, Employment & Training Administration, WORKED Initiative

Another Recent EVC Event

President & CEO
Martin Resorts

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

EVC Emergency Preparedness Seminar



"Ready, Respond, Recover: A Business Disaster Preparedness Seminar" held on February 20th in San Luis Obispo generated a large turnout and provided many local businesses and government organizations with valuable information on emergency planning and management.

We would like send our warm thank you to EVC's partners, staff, volunteers, and sponsors who helped make this seminar a great success. Over 220 attendees received vital information from a panel of experts and had the opportunity to network and visit informative display booths which will enable them now to set a preemptive plan for their businesses. We wish to thank all of the speakers, including Ruben Barrales, President and CEO of the San Diego Chamber of Commerce, and Tim Mahoney, District Manager for Southern California Gas Company for being an excellent Master of Ceremonies. Marty Keller of the Governor's Small Business Advocate Office included a piece on this event featured on the [SBA's State Blog](#)

Emergency Planning Documents Available On-Line

For those who were unable to attend this event, we have documents and draft emergency plans on the EVC web site to aid your family and your company in building a successful emergency plan.

Download Documents Here: <http://www.sloevc.org/events/EmergencyPrep.php>

Event Sponsors:



Local Tourism Study

Tourism impacts our entire business community in San Luis Obispo County either directly or indirectly.

The EVC is commissioning a study of the county's tourism industry. It will review the county's competitive position of the tourism



sector and determine ways to create more vitality, and benchmark the industry's health. This project will allow the EVC and the business community to better understand our county's strengths, weaknesses, opportunities and threats. Our goal is to provide vital information and insight to the local government and the business community.

Sponsor Update

We thank the following organizations for their generous support by providing grants for the Emergency Preparedness Seminar that was a great help our community.

Office of the Governor \$10,000

<http://gov.ca.gov/>

The Gas Company

\$5,000

<http://www.socalgas.com/>**State Farm Insurance**

\$5,000

<http://www.statefarm.com/>**All State Insurance**

\$2,500

<http://www.allstate.com/>**New Sponsors**

We are pleased to announce and welcome two new EVC sponsors:



Kevin Nichols, Principal
Nichols Wealth Management Group
Sponsorship - \$1,000

Since 1993, Mr. Nichols has been delivering financial planning solutions for the community to both individuals and businesses. Nichols Wealth Management Group offers customizable financial solutions based on specific needs and goals. They have a well established standard for new clients and accept only a limited number per year to optimize services delivered.

(805) 781-2773

www.lpl.com/kevin.nichols

Templeton Chamber of Commerce**Sponsorship - \$1,000**

"The Templeton Chamber is very excited and proud to be a sponsor of the EVC, an invaluable array of resources that will benefit our members and assist our community in becoming an economically viable asset for the county. We feel that building a relationship with this organization is a very important step for us as the Chamber strives to vitalize our business community."

Rob Rosales, President



In 1913, the original Templeton Board of Trade was formed with the hopes to encourage trade and commerce, increase employment, and promote the advantages the community. Today, that continues to be the focus of the Templeton Chamber of Commerce. With their well establish board, and leadership at the help, we look forward to advancing these goals within San Luis Obispo County.

(805) 434-1789

<http://www.templetonchamber.com/home.htm>



Upcoming Events and Seminars

Supplier Seminar

Mission Community Services

When

Friday, March 28, 2008 8:30am to
Noon

Where

PG&E Community Center
6588 Ontario Road
San Luis Obispo

Fee

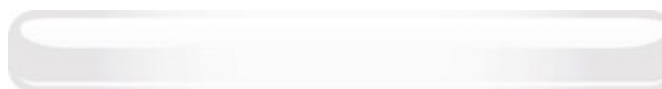
\$30 if registered before March 24th
\$40 register March 25 and after

Contact

(805)595-1357 for more information or to register.



Becoming a supplier is challenging for small businesses. Attend this workshop and learn how to access supplier opportunities now.



Starting a Business in San Luis Obispo County



When

April 8, 2008 9:00am

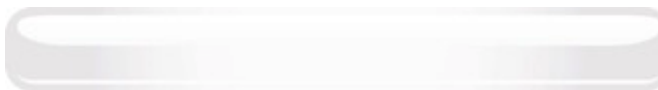
Where

Creekside Career Center - 4111 Broad Street
San Luis Obispo

Contact

Bob Mulrooney at (805) 545-8533

SCORE is a team of volunteers whose sole purpose is to work with existing and new businesses to ensure their success. If you are interested in attending this informational workshop or would like more information, please contact Bob Mulrooney at the above number.



**Exploring the Role of Women in
SLO County Businesses**



When

April 29, 2008
4:30 - 6:00pm

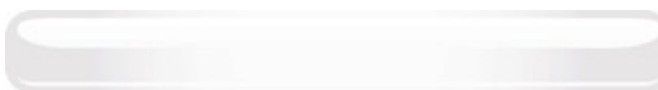
Where

Creekside Career Center - 4111 Broad Street
San Luis Obispo

Contact

SCORE at (805) 547-0779

This women's only social event is aimed at recruiting more women as SCORE Counselors. More than 50 percent of all businesses in San Luis Obispo County are owned or run by women. Reserve a spot today for this informational and social session gauging SCORE's goals and responsibilities in the community. This event will start with wine, cheese, and ice cream.



**Cuesta College Career Connection
2008 Job Fair**



Registration due by April 14

When

April 23, 2008
10:00am - 2:00pm

Where

San Luis Obispo Campus next to the Cafeteria

Contact

Anne-Marie Hoffman at (805) 546-3204

Come to Cuesta College's JobFair where lifelong learning happens and career opportunities thrive. This is an opportunity for local employers to meet with Cuesta students, potential employees, college administrators and other employers. Please

contact Anne-Marie, or visit www.communityprograms.net and click on the "Career Connections Job Fair Spring 2008" link.

EVC Success Story - Client: Jonas Bailey



Jonas Bailey, Owner of Infinity Tile & Design
www.InfinityTileDesign.com
www.westcoasthousing.org
 (805) 215-0853

"After reading many inspiring entrepreneur books, it seems that there is one ingredient which differentiates us (entrepreneurs) from the rest of the labor force. The one key ingredient is time. "

To read the full article, please visit EVC's Client Spotlight on our website, or by [clicking here](#)

In the News

Heres a look at the recent media spotlights showcasing our events



KPRL 1290 AM (Paso Robles)

Radio Interview - March 12th, Venture Capital Event

KUHL & KINF (Santa Maria)

Radio Interview - February 11th

KSBY-TV

Evening News - Emergency Preparedness Event, March 20th

KCOY-TV

Evening News - Emergency Preparedness Event, March 20th

Pacific Coast Business Times - ["Ready for the Worst: Businesses Prepare for Disasters"](#) March 10th

KVEC 920 AM (SLO) - Radio Interview, March 5th, Venture Capital Event

The Tribune

February 13, 2008

[Letters to the Editor](#)

February 23, 2008

["Business People Learn Disaster Preparation"](#)

March 15, 2008

[Specialty Shops Feel the Cash Squeeze](#)

Local retailers pinched by slumping U.S. dollar

B

Businesses that rely on overseas suppliers face a financial challenge: how to make profit without alienating customers

March 20, 2008

[Biz Buzz Innovation pays off for three local firms](#)

A panel of experts and investors names them 'Fast Pitch Winners' at an Economic Vitality Corp. seminar Tuesday

New Team Member



We are very pleased to welcome the newest team member. **June Parent** joined EVC in February as a Program Assistant. Originally from Washington State, June has gotten off to a quick start on several projects and we look forward to having her on the team.

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

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