

## March 2009

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Dear June,

### Economic Stimulus

You are no doubt aware of the looming arrival of federal economic stimulus funding across the United States, including local areas, for the purpose of reviving the country's struggling economy. The EVC has been actively involved in facilitating discussions and providing information to our local government leaders on this vital topic.

The EVC also has been designated as one of twelve organizations throughout California as district coordinators for the State Regional Economic Recovery Work program. During this month the EVC is organizing meetings for local government agencies, including the following organizations and elected leaders:

- State of California - Business, Transportation and Housing Agency
- CalTrans
- Office of Congressman Kevin McCarthy
- Office of Congresswoman Lois Capps
- Office of Senator Abel Maldonado
- Office of State Assemblyman Sam Blakeslee
- County of San Luis Obispo
- San Luis Obispo Council of Governments

There is no question this recession will present challenges to every community and every sector of our local economy. With approximately \$90 billion expected to be available to California and local governments, the EVC is helping our local governments benefit from this historic distribution of needed resources for projects and job creation. The County departments and the incorporated cities are doing all that they can to help increase the likelihood of resources to SLO County.

### Economic Diversity: Local Case Study

The EVC has always stressed the need to diversify the local economy and every sector within it, by growing promising business sectors. During this recession, diversification proves itself to be more vital to the economy, than ever before. My recent conversation with a chief executive of a local biotech company was all-telling: even in this recession, the company's sales and jobs remain "recession resistant." This sort of business strategy is embraced by the EVC and we will continue to strive for development of more diverse sectors in our local economic mix.

### County Economic Development Strategy

The EVC and County of San Luis Obispo will soon formally

[San Luis Sports Therapy](#)[Sinsheimer Juhnke Lebens & McIvor](#)[Software Solutions](#)[Southern California Gas Co](#)[Taylor Frigon Capital Management](#)[WestPac Investments](#)**Silver Level \$1,000+**[Airport Road Business Park](#)[Andre, Morris & Buttery](#)[Best Western Colony Inn - Atascadero](#)[Cannon](#)[Clever Concepts](#)[Coast National Bank](#)[Coastal Business Finance](#)[Continental Labor & Staffing Resource](#)[Country Real Estate](#)[Cuesta College](#)[Diani Building Corp](#)[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.](#)[Kronick Moskowitz Tiedemann & Girard](#)[Mission Community Bank](#)[KVEC 920-AM](#)[Morris & Garritano](#)[Nichols Wealth Management Group](#)[Northwestern Mutual](#)[OptiSolar](#)[Orfalea College of Business, Cal Poly](#)[Pacific Energy Company](#)[Paso Robles Wine Country Alliance](#)[Promega Biosciences](#)

announce it's collaboration to create a strategic plan for our county's economy. Vibrant economies require solid planning and realistic strategies...there is no better time than now to plan for our long-term economic health. This impacts everyone. Stay tuned for more news and progress on this exciting program.

Michael Manchak  
President/CEO

**EVC Events & Workshops****Succeeding in a Tough Economy**

**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](http://www.sloevc.org/events) or call (805) 788-2012.

- [Quaglino Properties](#)
- [Richardson Properties](#)
- [Rick Engineering](#)
- [RRM Design Group](#)
- [San Luis Capital](#)
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- [Senn-Lee & Associates](#)
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- [SLO County Farm Bureau](#)
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**Bronze Level \$500**

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Event Hosted By Economic Vitality Corporation in partnership with the Arroyo Grande Chamber of Commerce, Grover Beach Chamber of Commerce, Nipomo Chamber of Commerce, and the Pismo Beach Chamber of Commerce



# Redefine your Online

# >> Presence



**Free Webinar**

**April 10, 2009 | 10:00 - 11:30 AM**

[Download Flyer](#)

Taught by **Bob Dumouchel, CEO of Systems and Marketing Solutions**, a Google AdWords Qualified Company this free webinar will be a business introduction to:

- Understanding how Google AdWords operates
- Strategies and tactics of AdWords
- Guiding profitable traffic to your website
- Strengthening your marketing strategy through AdWords

Bob recently released his book "AdWords Expert Handbook," to be available in major online bookstores. He holds current certifications as a Google AdWords Advertising Professional and Google Analytics Professional.

**To Register**

Visit [www.sloevc.org/events](http://www.sloevc.org/events) or [reserve your seat here](#)

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**Upcoming Events and Seminars**

In Order by Date



**Starting a New Business Workshop**



**When**

Wednesday, March 18th from 9:00 AM - 12:00 PM

**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**

**Bruce Ray**  
President & Publisher  
The Tribune

**Charlie Richardson**  
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Richardson Properties

**Eric Schwefler**  
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**Tom Sullivan**  
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Emeritus

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**Michael Manchak**  
President & CEO  
Economic Vitality Corporation  
(805) 788-2013  
[mmanchak@sloevc.org](mailto:mmanchak@sloevc.org)



**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.



**Small Business Procurement, Education & Networking Fair**

**When**

Thursday, March 26th 8:30 AM - 4:00 PM

**Where**

Cal Poly Chumash Auditorium

**Registration**

[Click here for online registration](#) and more info

The Procurement Fair is designed to provide contracting and purchasing opportunities between State and Local Agencies and Small and Disabled Veterans Business Enterprises.

**Hosted by Caltrans District 5, Cal Poly, Mission Community Services Corp., and Ventura SBDC**



**Webinar**  
**Overview of Federal & State Trademark Registration**



**When**

Friday, March 27 12:00 - 1:00 PM

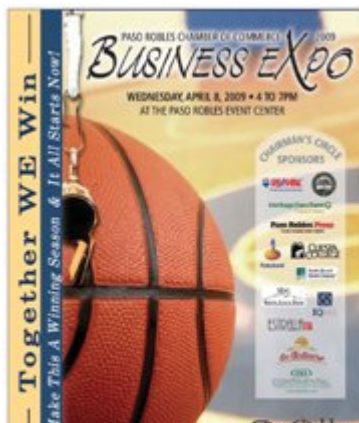
**Registration**

To register for this [free webinar click here](#) or visit [www.sjmlaw.com/](http://www.sjmlaw.com/)

This presentation provides a brief overview of the rights concerning the registration of trademarks under California law and Federal law.



**2009 Business Expo**  
**"Together We Win"**



**When**

Wednesday, April 8th  
 4:30 - 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

Paso Robles Main Street Association  
March 12, 2009

### Looking for a business loan?

Free help and loan guarantees are available from SLO Economic Vitality Corp.

[\(more\)](#)

Atascadero News  
March 4, 2009

### Officials discuss Space Center at Atascadero forum

Atascadero City Hall was the setting for space enthusiasts who came to hear an array of leaders in the industry talk about the proposed California Space Center.

[\(more\)](#)

The Tribune  
February 29, 2009

### UCSB economists moving to Cal Lutheran

Several UCSB economists, known for producing forecasts for San Luis Obispo County communities, are moving to the California Lutheran University School of Business.

[\(more\)](#)

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

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