

April 2008

In This Issue - Click for article

[Upcoming Events](#)

[Sponsor Update](#)

[EVC Success Story](#)

[In the News](#)

Diamond Level \$10,000+

[County of San Luis Obispo](#)

[City of Paso Robles](#)

[Governors Office - Small Business](#)

[Advocate](#)

[City of Atascadero](#)

[Pacific Gas & Electric](#)

[Rabobank, N.A.](#)

[The Tribune](#)

Special Platinum Level \$7,500+

[Madonna Inn](#)

[City of Grover Beach](#)

[City of Pismo Beach](#)

[AT&T](#)

Platinum Level \$5,000+

[Bank of America](#)

[Barbich, Longcrier, Hooper & King](#)

[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](#)

Gold Level \$2,500+

[All State Insurance](#)

[Collaboration LLC](#)

[ConocoPhillips](#)

[Chevron](#)

[Dioptics](#)

[Estrella Associates](#)

[First American Title](#)

[KSBY-TV](#)

[KVEC 920-AM](#)

[LS Power](#)

[MiraVista Holdings](#)

[Paso Robles Wine Country Alliance](#)

[RRM Design Group](#)

[San Luis Sports Therapy](#)

[Sinsheimer, Juhnke, Lebens & McIvor](#)

[Smart Business Interiors \(Deborah Krueger\)](#)

[Software Solutions](#)

[Systems & Marketing Solutions](#)

Dear June,

Entrepreneurs are on the move...

The EVC is in close touch with a wide spectrum of the business community across the county and we have noticed an increase in the demand for business resources. The resources are from the EVC and its partner organizations like SCORE, Mission Community Services, and the Small Business Development Center, and even private companies like Collaboration. This increase in demand is occurring even in a soft economy and is contrary to reports of people waiting on the sidelines for the economy to recover before starting or expanding a business.

Some recent employment numbers...

The unemployment rate in San Luis Obispo County in March was 5.1%, up from a revised 4.8% in February, and above the year-ago estimate of 4.1%. This compares with an unemployment rate of 6.4% for California and 5.2% for the nation during the same period. Although the unemployment rate in the county has increased to 5.1%, it is still relatively low compared to other parts of the state.

Learn about international trade...

We are please to announce the next EVC International Trade Course beginning June 9th to help entrepreneurs learn all they need to know about importing and exporting. It is the only course of its kind in the tri-counties. See more below.

Small Business is very significant to California's economy?

- The nation's 25 million small businesses represent 99.7 percent of all firms in America, according to the SBA.
- Approximately 3.5 million or 14 % of these businesses are located in California
- California's small companies created over 230,000 net new jobs between 2002 and 2003 (latest figures available)
- California's small businesses provide more than 6.9 million jobs statewide
- The majority of small firms in California are in the professional services, technology, construction and health care industries.

Need a speaker about the local economy?

If your organization is interested in having an EVC presentation made about the local economy, please call Mike Manchak at

[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](#)
[Coastal Business Finance](#)
[Cook, Ekmanian & Associates](#)
[Country Real Estate](#)
[Cuesta College](#)
[Digital West Networks](#)
[eda - design professionals](#)
[Filipponi & Thompson Drilling](#)
[First Bank of San Luis Obispo](#)
[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](#)
[Nichols Wealth Management Group](#)
[Pacific Energy Company](#)
[Paso Robles Chamber of Commerce](#)
[Promega Biosciences](#)
[Quaglino Properties](#)
[Richardson Properties](#)
[Rick Engineering Co.](#)
[San Luis Capital](#)
[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

Ed Arnold
 Council Member
 City of Arroyo Grande

Karen Bright
 Council Member
 City of Grover Beach

788-2013.

Thank you.

Upcoming Events and Seminars

INTERNATIONAL TRADE COURSE EVC

When

Begins June 9th, Five Monday Evenings
5:30 pm - 8:30pm

Where

Creekside Career Center, San Luis Obispo

Register

- * By Phone: June (805) 788-2012
- * Online: [Click Here](#)
- * Mail In: Refer to link above

A comprehensive overview of the critical aspects of importing and exporting for 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.

For more information please [click here](#) or download the flyer [here](#)



Womens Business Partners Roundtable Mission Community Services

When

Wednesday, April 23rd 11:00am - 1:30pm

Where

Embassy Suites
 333 Madonna Road
 San Luis Obispo

Fee

\$50 - Pre-Registration
 \$60 - After April 18th

Contact

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



The Semi-Annual Women's Business Partners Roundtable brings together a diverse group of women in different stages of business. The gathering is focused on reinforcing business aspirations and connecting participants to the larger community of women entrepreneurs on the Central Coast.

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.

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 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

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

Jim Mainard
DreamWorks Animation
Head of Production Development
Softec



Warning: This is going to be a hugely popular event so make sure you reserve your place today. Advance registration will be required for this event and we expect this event to sell out.

Walk-ins will not be allowed at this event

Date

Wed, April 23, 2008

Time

6:00 - 8:30pm

Location

Pelican Point Restaurant, 2555 Price Street, Pismo Beach, CA 93449

Cost

\$30 pre-registered (more than 3 days prior to the event)

Jim Mainard, Head of Production Development, DreamWorks will discuss some of the interesting technical and creative challenges facing DreamWorks in the making of "The Bee Movie" released in November 07 as well as Kung Fu Panda, releasing in June 08.

Jim will provide a glimpse into the future of film making in which he will discuss the new opportunities and challenges in authoring stereoscopic 3D movies, a medium in which DreamWorks Animation has committed to releasing all of its future movies."

To Register: <http://www.softec.org/>

San Luis Obispo Small Business Expo
California Public Utilities Commission
California Water Association

When

Thursday, May 8th
7:00am - 1:00pm



Charlie Richardson
 President
 Richardson Properties

Eric Schwefler CPA
 Partner
 Barbich, Longcrier, Hooper & King

Charley Senn
 President
 Senn-Lee & Associates

John Shoals
 Mayor
 City of Grover Beach
Fred Strong
 Council Member
 City of Paso Robles

Tom Sullivan
 Board Member
 Emeritus

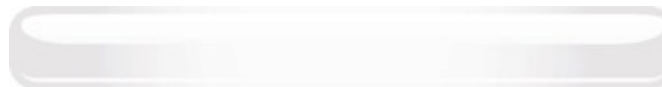
Kris Vardas
 Council Member
 City of Pismo Beach

Chip Visci
 President & Publisher
 The Tribune

Where
 Embassy Suites
 333 Madonna Road
 San Luis Obispo



Free event features presentations by utilities and matchmaking opportunities by procurement specialists (one-on-one scheduled meetings). On site registration will be available. However, for those participating in the matchmaking fair, please register in advance by e-mailing; smallbiz@cpuc.ca.gov. Please include company name, contact information and type of business.



California Coast Venture Forum
CCVF

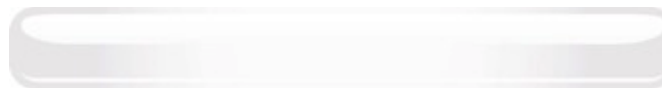
When
 Friday, May 16th
 7:00am - 6:30pm

Where
 Four Seasons Biltmore Hotel
 Santa Barbara

Contact
www.ccvf.org



The Venture Forum Networking Event and MarketPlace will provide exposure to promising high-growth businesses, interesting and experienced investors and pro-active sponsors. This year's Venture Forum will include well-known speakers, a Venture Capital Partner Panel, and twenty pre-qualified exciting new presenting and exhibiting companies



Financial / Sales Bootcamp
Collaboration LLC



When
 May 15th and 16th
 8am - 5pm

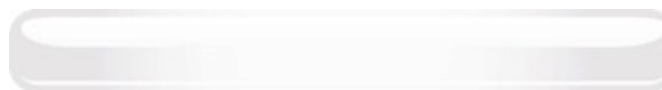
Where
 Collaboration Training Center

Contact
 Christine Sommer
 (805) 541- 9040

Limited seating, register now.

Through this intensive 2 day boot camp you will identify what key areas of financials are most vital to monitor and how to positively impact your cash flow. You will also be given tools to help you increase sales with your customers and prospects and how to measure your sales performance.

For more information: [Collaboration Events](#)



FastTrac New Venture Workshop

Collaboration LLC



When

4 day course - May 2, 14, 28, and June 4.

Orientation dates and course times vary.

Please refer [here](#) for more info.

Where

Collaboration Training Center

Contact

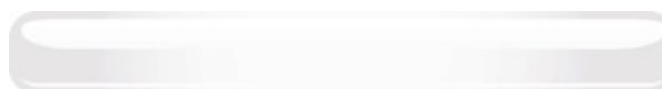
Christine Sommer

(805) 541- 9040

Are you an entrepreneur thinking about starting a new business or someone in their first year of business? Some areas that addressed during the program that are often overlooked by starting entrepreneurs include:

- Who is your target market?
- Does this business idea meet your personal vision of owning your own business?
- Who is your customer profile?
- What is your financial monthly breakeven?
- What do you need financially on a personal level to make this business feasible?

For more information: [Collaboration Events](#)



Cal Poly College of Engineering Summer Camp



The Cal Poly College of Engineering is planning a wonderful event this summer for female and under-represented students in local high schools and middle schools to make them familiar with engineering. This will be done through a week long fun-filled projects where the students see and feel the joy of engineering.

Consider offering a scholarship to one or more students attending the program. You can make an investment in the career goals of a local student to include college and engineering.

Call Dr. Zahed Sheikh: 805-756-6225

zsheikho@calpoly.edu

- More to info on this event to come -

Sponsor Update

We thank the following organizations for their generous support

San Luis Sports Therapy - \$2500

<http://www.slsportstherapy.com/>

EVC Success Story - Client: Martha Van Inwegen



Martha Van Inwegen

Founder

Life Elements

www.LifeElements.com

"I've put my soul out there for everyone to see and I've asked for help. It's amazing how people have responded. It's cool!"

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

In the News

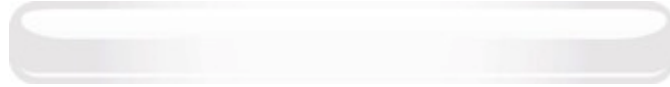
CNN Money

100 Best Places to Live and Launch

Rank: 78 - San Luis Obispo

"...San Luis Obispo is wired in more ways than one: The area's fiber optic lines create superior connectivity. Not surprisingly, high tech businesses flourish, as well as engineering and architecture firms"

[Read More](#)



KVEC News - 920 AM

Arlin Torbett, Owner Founder
Agriworld Exchange

KEVC News - 920 AM

Jeremy LaDuque, CEO
New Image Technologies / elementsLocal

San Luis Obispo Tribune

[Biz Buzz: Innovation Pays Off for Three Local Firms, March 20th](#)



THANK YOU - Venture Capital Event

Congratulations to the winners of the
2nd EVC Venture Capital Conference
March 18, 2008

AeroMech Engineering
AgriWorld Exchange
elementsLocal

Thanks to the Event Sponsors



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

[Forward email](#)

Email Marketing by

✉ **SafeUnsubscribe®**

This email was sent to jparent@sloevc.org by mmanchak@sloevc.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Economic Vitality Corporation | PO Box 5257 | San Luis Obispo | CA | 93403