

May 2008

In This Issue - Click for article

[Upcoming Events](#)

[Sponsor Update](#)

[EVC Success Story](#)

[In the News](#)

[UCSB Economic Forecast Project](#)

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](#)

[Diopics](#)

[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,

The Economy Across the River..the Santa Maria River that is

Regional Report: Economic Forecast for Northern Santa Barbara County and Santa Maria

As a member of the Board of Directors for the UCSB Economic Forecast Project (UCSB-EFP), with great interest I attended the recent economic forecast for Northern Santa Barbara County held in Santa Maria on May 12 at Allan Hancock College.

Drum roll please..

At the May 12th presentation, Dr. Bill Watkins of UCSB-EFP made it clear that Northern Santa Barbara County and Santa Maria are in a deep recession and are not predicted to recover until 2009 or 2010. Its real estate market is "close to freefall, both in sales and price," and there is a retail sales slump, population declining, and agriculture sector being weak. Dr. Watkins said "The South Coast economy [Southern Santa Barbara County] is idling along at its normal pace but the North County economy has switched from its normal high speed to reverse." He also said "The region is in its third year of recession. It's gross product shrunk in 2006 and 2007, and it will shrink again in 2008." One of the presenters, a real estate economist Kirk Lesh, predicted that a normal real estate market is not expected until sometime in 2011.

On the bright side..

Dr. Watkins pointed out positive news that bright spots in northern Santa Barbara County is Vandenberg Air Force Base, which he points out is "a pillar of strength for the region's economy", and also that the industrial sector is "doing relatively well."

[Download Presentations](#)

Interesting to note: Rockets versus wine

We find increasingly that citizens from both counties are living in one county and working in the other, and that the two counties don't really compete with each other economically. Take for instance, recent economic impact studies of Vandenberg Air Force Base by UCSB Economic Forecast Project, and a study commissioned by the EVC and the Paso Robles Wine country Alliance of the SLO County wine industry. When one

[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](#)
[Fleet Management Systems](#)
[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

compares the single largest economic impacts in both counties, in Santa Barbara County it is Vandenberg Air Force Base, and in SLO County it is the wine industry. Pending completion of other EVC studies, each has an overall economic impact of approximately \$1.8 Billion dollars annually.

Upcoming Local Forecast Data

There are three upcoming economic forecasts in SLO County. See the calendar below.

The EVC holds a firm belief that the businesses and citizens of San Luis Obispo and Santa Barbara counties would gain more economic benefit from thinking regionally, than only thinking by county or by city. This is for certian, working together as a region has more upside economically long-term.

Michael Manchak
 President & CEO
 Economic Vitality Corporation

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
- * ***Dinner and certification included.***
- * ***Free expert consulting available***

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.

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

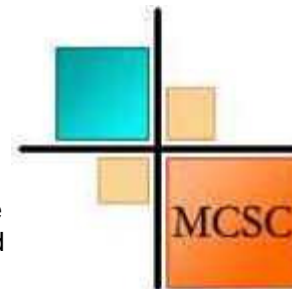
Tim Perry

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

Friday Brown Bag Dialogues Mission Community Services

Brown Bag Dialogues are held every Friday (with the exception of holidays) and are always free!

- May 30 - Polly Mertens, Create Your First Website in a Weekend
- June 6 - Elizabeth McGregor: Good Communications in Advertisements
- June 13 - Annie Shanks, LUTCF Financial Advisor
- June 20 - Lori Rai: Global Business After Traveling to China and Kazakhstan
- June 27 - Anita Robinson



For more information please visit: (805) 595-1357

Monday Business Plan Writing Workshops

Mondays from 4:00 to 5:00pm and costs \$10.00 per participant, starting May 26th!

If you are in the process of writing a Business Plan to get a loan, run your business effectively, manage growth, or find out if your business idea is even feasible, this is the workshop for you. Andrea Zeller, Executive Director of MCSC/WBP, provides tips and direction to make writing your business plan easier.

The doors are open to all aspiring and existing business owners!

For more information please visit: (805) 595-1357

Family Child Care Business Course

**Co-Sponsored by the EVC
Classes Start June 17th!**

The Developing your Family Child Care Business training program can help you create a Business Plan and a parent Handbook. Additional topics included in this 11-week course include:

- Exploring the role of the entrepreneur in child care
- Organizing and managing a child care business
- Defining your services and determining licensing
- Pricing your services
- Keeping track of finances
- Setting policies for your business

For more information, please [click here for flyer](#)

Computer Training Classes

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
Mayor
City of Grover Beach

Mike Silacci
Executive Director of External Affairs
AT&T

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

KCBXnet

All classes held in the KCBXnet Training Room at 4100 Vachell Lane in San Luis Obispo.

For more information on the courses and to sign up: Call the KCBXnet office at 781-2580 or register online at www.kcbx.net

Introductory Four-Part Course:

Intro to Computers and Windows

Wednesdays 7:00-9:00 pm June 4, 11, 18 & 25

Intro to Digital Photography

Monday May 12 7:00 - 9:00pm

Four-Part Courses:

Microsoft Word Series

Wednesdays 7:00 - 9:00 pm May 7, 14, 21 & 28

Microsoft Excel

Tuesday & Thursday 6:00 - 8:00 pm June 16, 18, 23 & 25

Open House: Fleet Management Solutions Softec



When

Wed, May 28, 5:30pm - 7:30pm

Where

3426 Empresa Drive, Suite 100, San Luis Obispo, CA 93401
([map](#))

Fleet Management Solutions: www.fmsgps.com

The Central Coast Software and Technology Association
<http://www.softec.org>

Sponsor Update

Fleet Management Solutions
is the newest EVC Sponsor!
www.fmsgps.com



EVC Success Story
Kimberly Walker, Borracha, Inc.



Kimberly Walker
Founder
Borracha, Inc.
Wine Wipes
www.winewipes.com/

'dirty mouth, tannin teeth, malbec mouth, red badge of courage, wine tattoo'

"...I took matters into my own hands and created a recipe that would wipe that wine off my smile."

[Click here for more](#)

In the News

Hunger Awareness Day Tuesday, June 10th

Last year 26,000 local residents used Food Bank services, and this year the need is even greater from the effects of high grocery and gas prices.

The "One Day, One Dollar" campaign last year produced over \$100,000! The Tribune and SKBY have stepped up to help share the stories of dozens of aid organizations.



Individual help can greatly impact the lives of many seniors and families with children in a few small ways.

Please consider helping by committing to one of the following:

1. Skip a coffee and donate the money
2. Consider a company donation in any amount
3. Agree to forward this message to your friends, family, and colleagues

4. Post/make announcements and fliers at your businesses

Make donations online at www.slofoodbank.org; by mail to my office, 711 Tank Farm Road, Suite 210, SLO 93401 or to the Food Bank, PO Box 2070, Paso Robles 93447 or by phone to 877-714-1122. Checks payable to Food Bank / Hunger Awareness.

KVEC News - 920 AM[Stephen Hughes](#)**The Property Ferret****KEVC News - 920 AM**[Wendy Oliver](#)**Dbali Bali Isle Imports****PR NewsWire**

Features EVC 2nd Annual Venture Capital Event's Fast Pitch competitor, **Fleet Management Solutions** as one the "[Top Ten Companies to Watch](#)"

The Tribune: Biz Buzz - May 20th**County jobless rate declined during April**

Fewer residents filed for unemployment than in March, but the number was still greater than that of a year ago..[more](#)

Pacific Coast Business times: May 12th**Start-Ups giving SLO Economy a Boost**

Entrepreneurs push ahead despite, and in support of, the slow economy As a recession looms and the unemployment rate increases in the Tri-Counties, prospects for business are surprisingly upbeat [more](#)

**UCSB Economic Forecast Project****UPCOMING UCSB ECONOMIC FORECAST PROJECT EVENTS:****City of Paso Robles**

Wednesday, June 11, 2008

8:30 am - 11:30 am

The Paso Robles Inn Ballroom

\$65 per person or \$550 for Reserved Tables of 8

Includes continental breakfast and event materials

For more information please visit:

<http://www.pasorobleschamber.com/>**City of Atascadero**

Thursday, June 5th

7:30am - 11:00am

Pavilion on the Lake, Atascadero

\$40 per person

Includes continental breakfast and event materials

Please visit: www.atascaderochamber.org or contact the Chamber (905) 466-2044 for more information or reservations

City of San Luis Obispo

Friday, May 30th

12:00pm - 2:00pm

Grace Church, San Luis Obispo

Members: \$45

Non Members: \$60

Table of 8 (members): \$360

Please visit www.slochamber.org or contact call Ermina at (805) 786-2761

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

Forward email

✉ **SafeUnsubscribe®**

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

Email Marketing by



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