



*June 2009*

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**Diamond Level**

**\$10,000+**

[AT&T](#)

[County of San Luis Obispo](#)

[City of Atascadero](#)

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[Pacific Gas & Electric](#)

[Rabobank, N.A.](#)

[The Tribune](#)

**Special Platinum Level**

**\$ 7,500+**

[City of Grover Beach](#)

**Platinum Level \$5,000+**

[Bank of America](#)

[City of Arroyo Grande](#)

[City of Morro Bay](#)

[City of Paso Robles](#)

[City of Pismo Beach](#)

[First Solar](#)

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[SunPower Corporation](#)

**Gold Level \$2,500+**

[Caliber Accounting & Tax](#)

[California Space Authority](#)

[Dioptics](#)

[Don Maruska & Company](#)

Dear June,

**Local Entrepreneurial Spirit Going Strong**

A positive impact from our local economic challenges is the trend of local citizens pursuing their dreams by starting a business. The EVC is pleased to support businesses start and expand, and create the jobs needed most during this time. Recent examples include the following EVC clients:

**Sprigs N' Things** - Custom floral design studio [www.sprigsnthings.com](http://www.sprigsnthings.com)  
In partnership with Coast National Bank

**Central Coast Home Health** - in-home healthcare [www.cchh08.com](http://www.cchh08.com)  
In partnership with Founders Community Bank

**San Luis Rides** - Electric scooter and bike shop  
[www.sanluisrides.com](http://www.sanluisrides.com). In partnership with San Luis Trust Bank

**KJB Embroidery Screen Printing** - Custom apparel and accessory print shop. In partnership with Mission Community Bank  
[www.kjbsportwear.com](http://www.kjbsportwear.com)

**New Officers for EVC Board of Directors**

The EVC is pleased to announce new corporate officers for the 2009-2010 fiscal year. The Board continues to be comprised of the region's top representatives in their fields and from a range of critical sectors in our business community. The new officers are as follows beginning July 1, 2009:

- Tom Jones, Chair
- Candy Markwith, Vice Chair
- Steven Harding, Treasurer
- Jackie Crabb, Secretary
- Dave Juhnke, Board Counsel
- Dave Christy, Past-Chair
- Kris Vardas, Executive Committee member-at-large

**Tom Jones** is Sr. Regional Manager, Governmental Relations, Pacific Gas & Electric Company. **Candy Markwith** is Chief Executive Officer of Sierra Vista Regional Medical Center. **Steven Harding** is Regional President of Rabobank, N.A. **Jackie Crabb** is Executive Director of the Farm Bureau. **Dave Juhnke** is Managing Partner of Sinsheimer Juhnke Lebens & McIvor, LLP. **Dave Christy** is Dean of the Orfalea College of Business at Cal Poly. **Kris Vardas** is Council Member for the City of Pismo Beach.

"The EVC's Board members continue to be leaders of our county's business community and the entire organization is honored to have such an excellent Board of Directors. We are excited for the future of the organization and proud of our accomplishments", said Michael Manchak, CEO of the EVC.

[Estrella Associates](#)[First American Title](#)[KSBY-TV](#)[Marcove Executive Training](#)[Martin Resorts](#)[MKF Research](#)[San Luis Sports Therapy](#)[Sinsheimer Juhnke Lebens & McIvor](#)[Software Solutions](#)[Southern California Gas Co](#)[Taylor Frigon Capital Management](#)[Tolosa Winery](#)[WestPac Investments](#)

"One of the strengths of the EVC is the willingness of community members to invest deeply in tackling some very tough issues that face San Luis Obispo County. Each of us are community members and also stakeholders in our future economic vitality. It is a pleasure to work beside such focused and dedicated citizens", said Dave Christy, Chair of the EVC.

### New EVC Board Member

The Board of Directors welcomes Justin Baldwin as its newest Board member. Justin and his wife Deborah own [Justin Vineyards & Winery](#), a Paso Robles winery with a growing reputation worldwide. With a background in international investment banking and a leader in the local wine industry, Justin is an excellent addition to the EVC Board. The wine industry represents a \$1.8 Billion dollar economic impact annually in this county, so Justin's contribution as a Board member is vital.

Michael Manchak  
President & CEO  
mmanchak@sloevc.org

### Silver Level \$1,000+

[Airport Road Business Park](#)[Andre, Morris & Buttery](#)[Best Western Colony Inn - Atascadero](#)[Cannon](#)[Clever Concepts](#)[Coastal Business Finance](#)[Continental Labor & Staffing Resource](#)[Cuesta College](#)[Diani Building Corp](#)[Digital West Networks](#)[Endless Photography By Bonnie Jennings](#)[Filipponi & Thompson Drilling](#)[First Bank of San Luis Obispo](#)[Fleet Management Solutions](#)[French Hospital Medical Center](#)[Glenn, Burdette, Phillips & Bryson](#)[Heritage Oaks Bank](#)[Home Builders Association](#)[IQMS](#)[J. B. Dewar, Inc.](#)[Justin Winery](#)[Kronick Moskovitz Tiedemann & Girard](#)[Liberty Coatings](#)[Longcrier and Associates](#)[Mission Community Bank](#)

## Annual Business Community Survey

Deadline: July 6, 2009

[KVEC 920-AM](#)[Morris & Garritano](#)[Northwestern Mutual](#)[Orfalea College of Business, Cal Poly](#)[Paso Robles Wine Country Alliance](#)[Promega Biosciences](#)[Quaglino Properties](#)[Richardson Properties](#)[RRM Design Group](#)[Santa Lucia Bank](#)[Senn-Lee & Associates](#)[Sierra Vista Regional Medical Center](#)[SLO County Farm Bureau](#)[Specialty Construction](#)[Specialty Silicone Fabricators](#)[Systems and Marketing Solutions](#)[TelePacific Communications](#)[Templeton Chamber of Commerce](#)[Thoma Electric](#)[TriActive America](#)[Twin Cities Community Hospital](#)[United Staffing Associates](#)[Vistage](#)[Your People Professionals](#)**Bronze Level \$500**

Alan Strasbaugh

Jeff Cederberg

Myraline Morris Whitaker

Tom Martin

Tom Sullivan

**Board of Directors****EXECUTIVE COMMITTEE****CHAIR****Dave Christy**Dean Orfalea College of Business  
Cal Poly State University**VICE CHAIR****Tom Jones**Sr. Regional Manager  
Governmental Relations

The Economic Vitality Corporation (EVC) is launching its **annual Business Survey**. This is an ongoing effort to evaluate the sentiments of the county's business community in order to provide the best business resources possible to our local communities. Please complete this survey about your business to help evaluate the needs of our business community. It should take approximately five minutes to complete. The results will be very important.

Last year, this survey received responses from 300 companies throughout the County, among various sectors. With such information, the EVC increases its knowledge about the needs of the business community, and provides better resources. The highlights from last year's survey are listed below.

Your participation is greatly appreciated and important to the health of our communities.

**[Please click here for survey](#)**

**Deadline:**

**July 6, 2009 at 5:00 PM**

**Highlights from the 2008 survey****Revenues:**

- 58% of companies claimed an increase in revenues
- 25% of companies claimed a decrease in revenues

**Top 3 Major Business Challenges:**

- 55% claimed Cost of Housing
- 46% claimed Local Economic Conditions
- 31% claimed Quality of Workforce

**Workforce:**

- 51% of companies expanded their workforce
- 26% reduced their workforce

**SLO County Regional Airport Survey**

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

##### **Justin Baldwin**

Owner & Operator  
Justin Winery

##### **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.

##### **John E. King**

Principal  
King Ventures

##### **Tim Mahoney**

### ***Thanks to everyone who took part in the Airport's survey.***

In partnership with SLOCATA and the EVC, the San Luis Obispo County Regional Airport commissioned a survey to gauge travel patterns of our community. The survey received over 2,000 responses, a record.

The data collected will enable the Airport to show which destinations are most in demand and not currently served by airlines in SLO ultimately creating a better picture of where future air service development efforts should be focused.

Here's a recap of the survey:

- **58% of SLO travelers use other airports**
  - 18% use Los Angeles International
  - 11% use San Jose International
  - 10% use San Francisco International
  - 20% use Santa Barbara Municipal
  - 9% use Santa Maria Airport
- **42% of respondents reported using the SLO County Regional Airport frequently**
- **51% use other airports for more flights to more cities. The top 3 reasons:**
  - Lower fares
  - More frequent flights
  - More non-stop destinations
- **57% of respondents use United Express most**
- **Most respondents would like to see American Airlines and Delta Air return.**
  - 37% would like American Airlines to return
  - 28% would like Delta to return
  - 23% would like Horizon to return
  - 12% would like Continental to return
- **The majority of respondents to the survey travel to California, Nevada and Arizona.**
- **Top three destinations indicated by respondents:**
  - Denver
  - Sacramento
  - Seattle

## **Sponsor Update**

We wish to welcome and thank the following new EVC Sponsors:

**Tolosa Winery: \$2,500**  
[www.tolosawinery.com](http://www.tolosawinery.com)



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

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

**Marcove Executive Training: \$2,500**  
[www.marcovetraining.com](http://www.marcovetraining.com)

**JUSTIN Winery: \$2,000**  
[www.justinwine.com](http://www.justinwine.com)

**Liberty Coatings: \$1,000**  
[www.libertyenterprises.org/coatings.html](http://www.libertyenterprises.org/coatings.html)

**Longcrier & Associates: \$1,000**  
[www.longcriercpas.com](http://www.longcriercpas.com)

**Endless Photography By Bonnie Jennings: \$1,000**  
Website coming soon



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**Please Note:** OptiSolar is now [First Solar](#)

## Upcoming Events and Seminars

In Order by Date



## MacSuperstore Open House



**When**  
Friday, July 10  
12:00 - 1:00 PM

**Where**  
TBA

**Cost**  
Free and open to the public

Michael Gunther will be presenting at this Brown Bag about the Sales Cycle.



**Webinar**  
**Financing your Company: Debt or Equity**



**When**

Friday, July 10  
11:00 AM - 12 Noon

**Registration**

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

In today's climate, it's not easy to find financing for your company's needs. June McIvor's webinar will address the trade-offs between debt and equity financing with some insights into the current market for each.



**Starting a New Business Workshop**



**When**

Wednesday, July 15  
9:00 AM - 12:00 PM

**Where**

TBA

**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.

**In the News**

June 30, 2009

EVC Press Release

### **EVC Announces New Board Officers**

The Board of Directors of the Economic Vitality Corporation of San Luis Obispo County (EVC) is pleased to announce their corporate officers for the 2009-2010 fiscal year. The Board continues to be comprised of the region's top representatives in their fields and from a range of critical sectors in our business community.

[\(more\)](#)

June 30, 2009

INC.

### **2009 INC. 5000 list of the fastest-growing private companies in America**

EVC sponsor Fleet Management Solutions (FMS) has been named in INC magazine's 5000 list. With this achievement, FMS joins the ranks of an elite group including: Microsoft, Timberland, Intuit, Jamba Juice, Oracle, and Under Armour.

[\(more\)](#)

June 2008

### **SBA Announces America's Recovery Capital (ARC) Loan Program**

The Small Business Administration's America's Recovery Capital (ARC) Loan Program can provide up to \$35,000 in short term relief for what it calls "viable small businesses suffering immediate financial hardship." These loans are 100 percent guaranteed by the government and have no lender fees attached. Each small business is limited to one ARC loan which will be offered by some SBA lenders for as long as funding is available or until September 30, 2010, whichever comes first.

[Click here for more information on the ARC Loan Program](#)

[Download SBA's ARC Program Announcement \(pdf\)](#)

June 24, 2009

The Tribune

### **SLO Airport Survey Results**

Rather than catch a flight at the San Luis Obispo County Regional Airport, local business travelers are hitting the highway, frequently making the three hour plus drive to Los Angeles or the Bay Area. That's one conclusion from a recent survey designed to gauge how often business travelers fly out of the county's airport, where they travel and which destinations they prefer.

[\(more\)](#)

May 2009

KVEC 920 AM with King Harris

### **EVC Client: Erin McClellan, Owner, Sprigs N' Things**

[List to Interview](#)

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

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