

October 2008

In This Issue - Click for article

[TechVC Roundup](#)

[Sponsor Update](#)

[Upcoming Events](#)

[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](#)

[Madonna Inn](#)

[The Tribune](#)

Special Platinum Level \$ 7,500+

[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](#)

[Don Maruska](#)

[The Gas Company](#)

[King Ventures](#)

[Martin Resorts](#)

[RaboBank, N.A.](#)

[State Farm Insurance](#)

[SunPower Corporation](#)

Gold Level \$2,500+

Dear June,

In a world of economic uncertainty, we are pleased to report good news in our local business community.

*Michael Manchak
President / CEO
Economic Vitality Corporation
mmanchak@sloevc.org*

Airport Update: Good News!

In August we reported that the **EVC** and the **San Luis Obispo Chamber of Commerce** joined forces to help the airport retain and attract commercial airline service at the county airport by forming the **San Luis Obispo County Air Transportation Alliance (SLOCATA)**. The Alliance is comprised of business leaders who understand the importance of a vital local airport to our economy. The Alliance is also advocating for infrastructure improvements at the airport that will enhance service.

In mid-August, the Alliance and airport management met with American Airlines in Dallas. In September, we met with US Airways in Phoenix, resulting in expanded service from US Airways beginning this fall. We have effectively regained most of the service lost once American and Delta leave our airport.

Lessons Learned

Lesson #1: When the business community gets behind an important issue and promotes the great assets in this county, good results occur.

Lesson #2: If the community does not use and promote the airline service at our airport, it will be lost.

Next Steps

The Alliance continues to move forward to retain and attract service at the airport to help our communities. The EVC has commissioned an Air Market Study for use for possibly gaining service to new destinations from our local airport.

Welcome

[All State Insurance](#)[Collaboration LLC](#)[Chevron](#)[Dioptics](#)[Estrella Associates](#)[First American Title](#)[KSBY-TV](#)[KVEC 920-AM](#)[Myraline Morris Whitaker](#)[MiraVista Holdings](#)[MKF Research](#)[Paso Robles Wine Country Alliance](#)[RRM
Design Group](#)[San Luis Sports Therapy](#)[Sinsheimer, Juhnke, Lebens & Mclvor](#)[Software Solutions](#)[Systems & Marketing Solutions](#)[Taylor Frigon Capital
Management](#)

Silver Level \$1,000+

[ACCO Engineered Systems](#)[Airport Road Business Park](#)[Andre, Morris & Buttery](#)[Best Western Colony Inn - Atascadero](#)[Orfalea College of Business, Cal Poly](#)[Cannon Associates](#)[Clever Concepts](#)[Coast National Bank](#)[Coastal Business Finance](#)[Continental Labor & Staffing Resource](#)[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](#)

A warm welcome to **Richard Howell**, the new county airport manager who moved recently from Texas. The Alliance continues to work closely with airport management, including **Craig Piper** and **Phil D'Acri**, on this important effort to protect and maximize one of the county's most important assets.

Special Thanks

We wish to recognize and thank the following organizations for their generous assistance in sponsoring an Air Market Study:

- **SLO County Regional Airport**
- **SLO County Council of Governments**
- **Pacific Gas & Electric Company**

Tourism Study Released

The EVC releases the results of the first-ever comprehensive analysis of the county's tourism industry. The final report is available for download on the [EVC website](#). The study, by **Carl Ribaldo** of **Strategic Marketing Group**, offers vital recommendations to strengthen one of the largest industries in this county. Following recent public meetings held by the EVC, groups have formed to help implement the report's recommendations.

The EVC wishes to thank the following project sponsors:

[Founders Community Bank](#)[French Hospital Medical Center](#)[Glenn, Burdette, Phillips & Bryson](#)[Heritage Oaks Bank](#)[Home Builders Association of the Central Coast](#)[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](#)[Northwestern Mutual](#)[OptiSolar](#)[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 Office Interiors](#)[Specialty Construction](#)[Specialty Silicone Fabricators](#)[Telepacific Communications](#)[Templeton Chamber of Commerce](#)[Thoma Electric](#)[TriActive America](#)[Twin Cities Community Hospital](#)

VCtech Roundup

The EVC continues to help local entrepreneurs access capital they need to start and grow businesses on the central coast through its **Central Coast Capital Network**. The next event is on **October 29th** when the EVC partners with **SOFTEC** for a fun-filled evening of hearing selected local entrepreneurs pitch their businesses to a panel of real venture capitalists. Keynote speaker, **JoAnne Miller of Milk Street Ventures**, will inform and entertain. The deadline to apply for a pitch has been extended to **Friday, October 10th**.

Tourism Market Study Results

[Vistage](#)[Wells Fargo Bank](#)[Westberg + White Architects](#)[WestPac Investments](#)[Your People Professionals](#)**Bronze Level \$500**

Alan Strasbaugh

Jeff Cederberg

Tom Martin

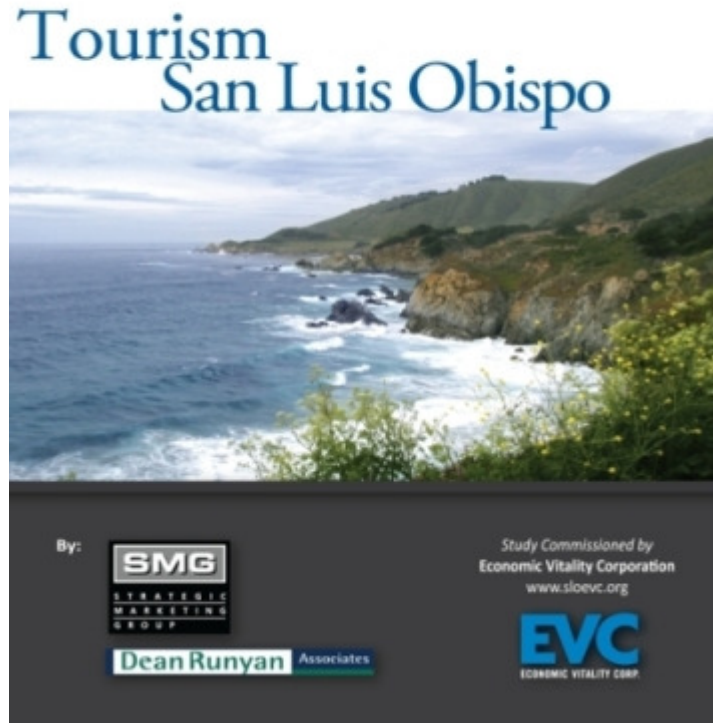
Tom Sullivan

Board of Directors**CHAIR****Dave Christy**Dean Orfalea College of Business
Cal Poly State University**VICE CHAIR****Tom Jones**Sr. Regional Manager Governmental
Relations
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**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**Carl Dudley**V.P. Business Development
Mission Community Bank**Rick Grantham**

Council Member

San Luis Obispo County Tourism Analysis Report 2008

September 2008



Results of the San Luis Obispo County Tourism Analysis Report
are available now!

[Click here to download reports](#)

techVC Roundup

Following the EVC's annual venture capital event, join us for an evening of pitches from selected entrepreneurs seeking capital, a talk from venture capitalist JoAnne Miller, and hear from a

City of Morro Bay

Steve Harding
Regional President
Rabobank N.A.

Kevin Irot
Sr. V.P. & County Mgr.
First American Title Co.

**MEMBER OF
EXECUTIVE COMMITTEE**
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

Harry Ovitt
Supervisor, 1st District
County of San Luis Obispo

Dave Pelham
President
Cuesta College

Tim Perry
President & General Manager
KSBY-TV

Charlie Richardson
President
Richardson Properties

Eric Schwefler CPA
Partner
Caliber Accounting & Tax

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

MEMBER OF

panel of venture capital judges.

October 29, 2008

6:00 - 8:30pm

Pelican Point Restaurant, Pismo Beach

Keynote Speaker

JoAnne Miller

Milk Street Ventures

For more information and to participate, please visit:

<http://sloevc.org/venturecapital/index.php>

Tickets available at www.Softec.org

EVC Central Coast Capital Network

Sponsorship Update

EVC would like to thank our newest sponsor:



SunPower Corp.

\$5,000

Upcoming Events and Seminars

Starting a New Business Workshop



When

Wednesday, October 15, 2008

9:00am - 12:00pm

Location

Creekside Conference Room

4111 Broad Street - SLO

Cost

Free

Contact

Bob Mulrooney, (805) 545-8533

EXECUTIVE COMMITTEE

Kris Vardas
Council Member
City of Pismo Beach

Chip Visci

President & Publisher
The Tribune

- Going into Business Considerations
- Business Plans
- Financial Reports
- Personal Attributes

Followed by a panel discussion with questions and answers.

Michael Manchak

President & CEO
Economic Vitality Corporation
(805) 788-2013
mmanchak@sloevc.org

SLO Tech Brew**When**

Monday, October 13, 2008
5:00pm - 7:00pm

Location

Mother's Tavern - 725 Higuera Street, SLO

Contact

(805) 543-1930

Keep up on what's new on the Central Coast. Santa Barbara's best networking event for technology professionals finds a regular home in San Luis Obispo. It will be a standing event on the second Monday of each month. Cash bar, appetizers and lots of time to talk to other technology professionals.

NO RSVP required.

E-Marketing Workshop**When**

Thursday, October 23, 2008
6:00pm - 9:00pm

Location

Creekside Career Center
4111 Broad Street - SLO

Cost

\$49 per participant

Contact

(805) 595-1357

Seven ways to boost your business success with powerful e-marketing techniques that anyone can do! Learn how to use Web 2.0 and other creative e-marketing strategies to boost your small business success.

Small Business Report Card

**When**

Thursday, November 20, 2008

6:00pm - 9:00pm

Location

Creekside Career Center

4111 Broad Street - SLO

Cost

\$49 per participant

Contact

(805) 595-1357

How can you tell if your business is performing well? This workshop uses your company's financial statements to reveal the strengths and weaknesses of your company - and illuminates opportunity for solid improvement.

EVC In the News

[KEYT-TV](#)

[September 30, 2008](#)

[SLO County Reacts To Wall Street Downfall](#)

San Luis Obispo, CA--Troubles on Wall Street are being felt right here in the Tri-Counties. After yesterday's rejection of the bailout bill many are worried about credit tightening. The president of Economic Vitality Corporation of San Luis Obispo County says, loans are getting harder to obtain which may pose challenges for some home buyers. He also says cash flow is tight and many local business may encounter trouble getting access to much needed capital.

[Watch Interview](#)

[The Tribune](#)

[September 30, 2008](#)

[SLO County borrowers might find it tougher to get loans](#)

Loans are still available locally for first-time homebuyers and small businesses, but the crisis on Wall Street has heightened concern about further credit tightening at a time of economic uncertainty.

"Wall Street's troubles are definitely having a negative impact on Main Street in San Luis Obispo County," said Mike Manchak, president of the Economic Vitality Corp. of San Luis Obispo County

[\(more\)](#)

[Paso Robles Press](#)

[September 29, 2008](#)

EVC presents countywide tourism study

The Economic Vitality Corporation presented a tourism study Thursday that suggested San Luis Obispo County cities should work together, not against each other.

SLO County should have some serious meetings about leveraging the county as a whole instead of perpetuating a trend of internal, competing interests when considering how to best approach the tourism market, said Carl Ribaud, president of Strategic Marketing Group, who presented a new tourism study commissioned by the EVC Thursday at the Paso Robles Inn. The recommended approach would focus on leveraging tourist dollars and countywide promotion efforts to help edge out competition coming from the north and south in neighboring Monterey and Santa Barbara counties

[\(more\)](#)

The Tribune

September 24, 2008

US Airways adds flights to Phoenix from SLO

After intense lobbying from county and San Luis Obispo city representatives, US Airways has decided to add another flight to San Luis Obispo County Regional Airport within the next few months. Late last week, Economic Vitality Corp. President Mike Manchak, San Luis Obispo Chamber of Commerce President and CEO David Garth and interim county airport manager Klaasje Nairne met with top officials at US Airways headquarters in Phoenix. As a result of the meeting, the airline has committed to adding a daily flight with a 50-seat plane that will depart from San Luis Obispo around 5 p.m., starting Dec. 18

[\(more\)](#)

The Tribune

September 24, 2008

Biz Buzz: tourism boost relies on cooperation of county businesses, leaders

San Luis Obispo County needs to work harder at collaboration to attract tourist dollars, especially in face of stiff competition from its Central Coast neighbors, says a recently released study commissioned by the Economic Vitality Corp. Tourism ranks as one of the largest contributors to San Luis Obispo County's economy, and this first-ever study will enable the area's government leaders and businesses in the tourism industry to have key information addressing strengths and weaknesses, said Michael Manchak, EVC president. The study estimates current tourism revenue to be about \$1.12 billion a year, he said

[\(more\)](#)

Pacific Coast Business Times

September 24, 2008

SLO's efforts to help airport are paying off

Business and political leaders in San Luis Obispo have shown a lot of moxie lately in their battle to restore air service to the county's regional airport. After flying to Dallas in a vain attempt to get American Airlines to restore commuter service to Los Angeles, they remained undaunted. And their efforts were rewarded in recent days when U.S. Airways signed on for additional flights and expanded aircraft on its route from the Central Coast to Phoenix, shortly after the leadership group met with top brass at U.S. Airways

[\(more\)](#)

KSBY-TV

September 23, 2008

Action News gets first look at San Luis Obispo County tourism study

While many Americans are feeling angst about the national economy, a new study will be unveiled Wednesday detailing the economic impact of tourism in San Luis Obispo County.

[\(more\)](#)

The Tribune

September 5, 2008

Put the brakes on SLO airport expansion plans, consultant says

The county does not have enough money coming in to continue building a new terminal and parking garage at the San Luis Obispo County Regional Airport, according to a consultant's report that the Board of Supervisors is set to discuss Tuesday. The report from Jacobs Consultancy of Burlingame is likely to cast a further cloud of uncertainty over the \$32.6 million proposed terminal and the \$15 million parking structure, which are central to the airport's long-range expansion plan

[\(more\)](#)

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 info@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