



November 2008

In This Issue - Click for article

[TechVC Roundup](#)

[Upcoming Events](#)

[In the News](#)

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[City of Paso Robles](#)

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Dear June,

Following the EVC's annual Venture Capital Seminar held in March, we are excited to be growing the only venture capital resource in the county - the EVC's Central Coast Capital Network. This resource helps educate local entrepreneurs about the process of accessing capital and helps them network with investors.

Last week the EVC and SOFTEC co-hosted the first dinner of its kind in the county that brought together over 100 people at the Pelican Point Restaurant in Pismo Beach. The successful event enabled venture capitalists and angel investors to educate and network with local entrepreneurs. A few exciting companies were featured to make pitches with audience participation. The keynote speaker, Jo Anne Miller, gave an inspiring talk, and the panel of judges who were assembled to critique four selected entrepreneurs making pitches are world-class. The judges provided vital input to some of the brightest entrepreneurs in the region who were selected to pitch their existing businesses or business ideas. One of the judges, George Gilder, is a best-selling author and investor who has an article featured in the current edition of FORBES magazine.

With the support of our sponsors, we anticipate holding more of these events to help grow businesses and jobs, and create a more balanced local economy.

Michael Manchak
President & CEO

techVC Roundup

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EVC AWARDS WINNER AT VENTURE CAPITAL EVENT

The EVC in partnership with SOFTEC, co-hosted a first-ever event on October 29th called the **techVC Roundup**. The purpose of this event was to help local entrepreneurs pitch their technology-based business ideas and find capital. The successful dinner event hosted over 100 attendees, investors and entrepreneurs for a night of networking and idea-sharing. **Jo Anne Miller** of Milk Street Ventures, a highly-respected venture capitalist, gave the keynote speech entitled "Investing to Build Great Companies in Good Times and Bad". Ms. Miller described the trends in early-stage investing, today's "hot sectors" and the significance of investing during challenging economic times. A panel of venture capitalists served as judges for the business pitching segment of the evening which featured **Jo Anne Miller** of Milk Street Ventures, **Ed McNulty** of the Central Valley Fund, **Gerry Frigon** of Taylor Frigon Capital Management, and **George Gilder**, Chairman of George Gilder Fund Management. Gilder is an internationally recognized author and venture capitalist who is often quoted in national publications including The Wall Street Journal and has an article featured in the current issue of Forbes magazine entitled "The Coming Creativity Boom".



Photo Credit: Lori Steed

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Local businesses that were selected to present their ideas to the audience and judges included **WiHire**, an online multimedia networking platform connecting college students and recruiters; **TekTegrity**, a managed computer service provider; **eBridge International**, an internet and communications service for underserved populations and developing countries; and **Dropln Development**, a developer of computer applications to leverage the knowledge of workers and customers. Russ Levanway, CEO of TekTegrity, was presented with an award as the winner of the event for best overall presentation.



Photo Credit: Lori Steed

The EVC and Softec expanded their existing partnership to help entrepreneurs in the technology sector who are seeking capital. The event enhanced the EVC's annual spring event by providing networking and education about accessing capital. "Helping to grow businesses and educate entrepreneurs is what the event was all about -- and it worked. This county is not home to organized venture capital or angel investor organizations, so the EVC is growing such resources through its Central Coast Capital Network. This event highlighted some of the brightest entrepreneurs in the county and the panel of judges was world-class", said Michael Manchak, President and CEO of the Economic Vitality Corporation. "It is important for entrepreneurs to understand the process of accessing capital. The area has such a wealth of entrepreneurial spirit, and events such as this one provide entrepreneurs with the exposure and experience to seek capital and grow their businesses", said Hillary Trout, President of the Softec Board of Directors.

Upcoming Events and Seminars

Governor's Conference on Small Business & Entrepreneurship

[Wells Fargo Bank](#)[Westberg + White Architects](#)[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
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Sinsheimer, Juhnke Lebens & McIvor**MEMBER OF****EXECUTIVE COMMITTEE****Kris Vardas**Council Member
City of Pismo Beach**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**THE GOVERNOR'S
CONFERENCE ON**
Small Business & Entrepreneurship

The Governor's Conference will gather California's most inspired and innovative entrepreneurs and small business leaders to create a forum for ideas, inspiration and practical solutions that will drive the state's entrepreneurial economy forward into its next era of prosperity.

WhenTuesday, November 18, 2008 9:00 AM - Wednesday,
November 19, 2008 5:30 PM**Location**The Renaissance Montura Hotel Los Angeles
Los Angeles International Airport
9620 Airport Boulevard
Los Angeles, California 90045
310.337.2800**Registration and More Information**

The Governor's Conference will feature world-renowned speakers and experts from the fields of economic development, technology, venture capital, and entrepreneurship. The conference will also showcase many of California's up and coming 20-something entrepreneurs.

Last Call for Registration!
UCSB Economic Forecast Project:
San Luis Obispo County
Economic Outlook: 2009

**When**Friday November 7, 2008. Registration starts at 7:00 AM.
Program begins at 8:00 AM**Location**

Performing Arts Center, Cal Poly

Registration

- Registration and breakfast begin at 7:00 AM and the program begins at 8:00 AM.
- Includes a continental breakfast and one copy of the 2009 San Luis Obispo County Economic Outlook.

Carl Dudley
V.P. Business Development
Mission Community Bank

Rick Grantham
Council Member
City of Morro Bay

Steve Harding
Regional President
Rabobank N.A.

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

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

- Registration is \$120 if registered before October 31, 2008. After October 31, registration is \$135.
- Complimentary parking when arriving before 8:00 AM.
- Register at: www.slochamber.org

The program this year will feature Dr. Bill Watkins and a new presenter line-up.

[Download Flyer and Registration Form](#)

-

Starting a New Business Workshop



When

Wednesday, November 19, 2008

9:00am - 12:00pm

Location

Creekside Conference Room
4111 Broad Street - SLO

Cost

Free

Contact

Bob Mulrooney, (805) 545-8533

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

Followed by a panel discussion with questions and answers.

SLO Tech Brew

When

Monday, November 10th

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

Chip Visci
Former President & Publisher
The Tribune

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

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.

Cal Poly Senior Projects in International Business



In collaboration with the EVC, Cal Poly professors Colette Frayne and Bill Pendergast will jointly supervise Senior Project classes in Winter and Spring quarters 2009. Senior Projects are valuable because they give students a chance to see what life is like in their chosen field.

Students seek hands-on company projects such as the following*:

- Identify attractive foreign markets
- Find foreign suppliers
- Evaluate foreign manufacturing options
- Hedge foreign currency and payment risks
- Write a publishable case study on an international business venture
- Prescribe product modifications for foreign markets
- Prepare cross-cultural negotiation strategy
- Develop a business plan for an international social venture

For more information or if you need an intern, please contact:

For more information, contact:

Professor Colette Frayne: c_frayne@hotmail.com

Professor Bill Pendergast: wpenderg@calpoly.edu

**Availability of specific projects depends on company needs.*

EVC In the News

[Mustang Daily - Cal Poly](#)

October 6, 2008

SLO Airport slated for expansion

Two new construction projects that will lay the groundwork for future renovations at the San Luis Obispo County Regional

Airport are underway, thanks to two recent grants. "It's just kind of a preparation for our future," said Assistant Airport Director Craig Piper. "It's for the future terminal and the future complex."

[\(more\)](#)

KVEC News Talk 920 AM

October 22, 2008

techVC Roundup Radio Interview

Jo Anne Miller

Milk Street Ventures

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KVEC News Talk 920 AM

October 29, 2008

EVC Client: [San Luis Rides](#)

Jake Carter

[Click to Listen](#)

KVEC News Talk 920 AM

October 30, 2008

UCSB Economic Forecast: [2009 San Luis Obispo County Outlook](#)

Dr. Bill Watkins

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

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