



December 2008

In This Issue - Click for article

Message from the Small Business Administration

Upcoming Events

Client Spotlight

Experts Corner

In the News

Google Adwords Book

Diamond Level \$10,000+

[AT&T](#)

[County of San Luis Obispo](#)

[City of Atascadero](#)

[City of San Luis Obispo](#)

[Madonna Inn](#)

[Office of the Governor](#)

[PG&E](#)

[SLO County VCB](#)

[The Tribune](#)

[Rabobank, N.A.](#)

Special Platinum Level \$ 7,500+

[California Space Authority](#)

[City of Grover Beach](#)

[City of Paso Robles](#)

Platinum Level \$5,000+

[Bank of America](#)

[City of Arroyo Grande](#)

[City of Morro Bay](#)

[City of Pismo Beach](#)

[Don Maruska & Co](#)

[King Ventures](#)

[Martin Resorts](#)

[SLO Botanical Gardens](#)

[State Farm Insurance](#)

Dear June,



As 2008 comes to a close, the EVC team and Board of Directors wish to thank all of our sponsors and partners for supporting our mission to create a vital economy. We also wish to congratulate all of the entrepreneurs who we have helped to start and expand businesses in 2008. We are thankful for the opportunity to serve our communities and create opportunities for many throughout San Luis Obispo County.

We look forward to an exciting year in 2009.

Happy Holidays

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

Message from the Small Business Administration

"For the first two months ending November 30, 2008 there have been slightly more SBA participated loans to business in SLO County than Fresno County and so far SLO County is our number one SBA loan producing county by number of loans in our district.

[SunPower Corporation](#)**Gold Level \$2,500+**[All State Insurance](#)[Caliber Accounting & Tax](#)[Dioptrics](#)[Estrella Associates](#)[First American Title](#)[KSBY-TV](#)[Myraline Morris Whitaker](#)[MKF Research](#)[Paso Robles Wine Country Alliance](#)[San Luis Sports Therapy](#)[Sinsheimer Juhnke Lebens & McIvor](#)[Software Solutions](#)[Taylor Frigon Capital Management](#)[WestPac Investments](#)**Silver Level \$1,000+**[Airport Road Business Park](#)[Andre, Morris & Buttery](#)[Best Western Colony Inn - Atascadero](#)[Cannon Associates](#)[Clever Concepts](#)[Coast National Bank](#)[Coastal Business Finance](#)[Continental Labor & Staffing Resource](#)[Country Real Estate](#)[Cuesta College](#)[Digital West Networks](#)[eda - design professionals](#)[Filipponi & Thompson Drilling](#)[First Bank of San Luis Obispo](#)[Fleet Management Solutions](#)[Founders Community Bank](#)[French Hospital Medical Center](#)[Glenn, Burdette, Phillips & Bryson](#)[Heritage Oaks Bank](#)[Home Builders Association](#)

This speaks well for the entrepreneurial and lending climate in SLO County especially considering the smaller comparative population of SLO County with other counties in this SBA District

- Ronald E. Truly
Deputy District Director
U.S. Small Business Administration

U.S. Small Business Administration



Free Seminar

Learn About Local Business Resources

Managing Cash Flow in a Tough Economy

Thursday, January 29, 2009

8:00 AM - 10:30 AM

Lake Pavilion

9315 Pismo Avenue - Atascadero

Featuring

SCORE (Counselors to America's Small Business)
Mission Community Services
Caliber Accounting & Tax
Economic Vitality Corporation

Topics Include

- * Resources available from each organization
- * Succeeding in a tough economy

To Register

Call (805) 466-2044 or visit www.AtascaderoChamber.org

Hosted By

Atascadero Chamber of Commerce
Economic Vitality Corporation

Sponsored By

City of Atascadero

[IQMS](#)

[J. B. Dewar, Inc.](#)

[Kronick Moskowitz Tiedemann & Girard](#)

[Mission Community Bank](#)

[KVEC 920-AM](#)

[Morris & Garritano](#)

[Nash HR Services](#)

[Nichols Wealth Management Group](#)

[Northwestern Mutual](#)

[OptiSolar](#)

[Orfalea College of Business, Cal Poly](#)

[Pacific Energy Company](#)

[Paso Robles Chamber of Commerce](#)

[Promega Biosciences](#)

[Quaglino Properties](#)

[Richardson Properties](#)

[Rick Engineering](#)

[RRM Design Group](#)

[Rutledge Company](#)

[San Luis Capital](#)

[Santa Lucia Bank](#)

[Senn-Lee & Associates](#)

[Sierra Vista Regional Medical Center](#)

[SLO Botanical Gardens](#)

[SLO County Farm Bureau](#)

[Smart Office Interiors](#)

[Southern California Gas Co](#)

[Specialty Construction](#)

[Specialty Silicone Fabricators](#)

[Systems and Marketing Solutions](#)

[TelePacific Communications](#)

[Templeton Chamber of Commerce](#)

[Thoma Electric](#)

[TriActive America](#)

[Twin Cities Community Hospital](#)

[Vistage](#)



Upcoming Events and Seminars

EVC Sponsor

How an Egyptian Goddess changed the world of Design Patent



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

Tom Lebens to present webinar



The San Luis Obispo County Bar Association's, Intellectual Property Section welcomes you to a presentation on how a decision by the U.S. Court of Appeals for the Federal Circuit may redefine the world of design patents by providing a single framework for analysis of design patent rights.

When

December 12, 2008; 12:00 pm - 1:00 pm

Where

<https://www1.gotomeeting.com/register/138550378>

[Your People Professionals](#)

Bronze Level \$500

Alan Strasbaugh

Jeff Cederberg

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
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

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

EVC Sponsor

The Central Coast Business Symposium 2009



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

When

Monday, January 26, 2009, 3 p.m. - 7 p.m.

Where

Clark Center in Arroyo Grande

Topics to be included:

"The Employment Class Every Business Should Take"

"Life After an Historic National Election"

"Protecting Your Business from Internal Theft"

"Managing Investments in a New Era"

Keynote Presentation By:

Bob Stapleton

American Entrepreneur and Owner of Team Columbia, the World's
#1 Cycling Team

Tickets:

Tickets are \$50 and are available now through the Clark Center.

EVC Partner

Starting a New Business Workshop



When

Wednesday, January 21, 2009

9:00am - 12:00pm

Location

Creekside Conference Room
4111 Broad Street - SLO

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

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

Chip Visci
Former President & Publisher
The Tribune

Michael Manchak
President & CEO
Economic Vitality Corporation
(805) 788-2013

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.

EVC Sponsor

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.*

mmanchak@sloevc.org

EVC Sponsor

The Supervision and Management Academy



Learn the essential skills and develop a new perspective based on solid supervisory theory to achieve success in managing people and tasks. Each four-hour class is taught using experiential learning methodologies and designed to expand your level of skill whether you are a first time manager or have been supervising others for years.

Course topics include:

- Making the leap from employee to supervisor
- Effective communication
- Interviewing and hiring
- Performance management and evaluation
- Company policy and labor law
- Leadership
- Managing organizational change
- Decision making implications
- Conflict and negotiations
- Managing the diversity of a team

Classes being in January and September

Cost

All 10 classes: paid in advance \$800 or \$100 per class

Register

Call 805.542.3132 or www.communityprograms.net

EVC Client / Success Story

Heidi Seastrand - Life Transformations



"My journey of learning and healing is a personal one that led to Life Transformations which provides positive Attention Deficit Disorder (ADD) Success Coaching, Transformational Coaching, and Neurofeedback Therapy.

By using state-of-the-art electroencephalography (EEG)



technology, neurofeedback therapy provides non-invasive exercise of your brainwaves and strengthens your mind to promote life changes and symptom reduction.

Neurofeedback is a non-mediated solution to improve self-regulation related to stress, attention, anxiety, depression, anger management, sleep-loss, ADD and hyperactivity. My emphasis is on reducing symptoms and increasing long-term personal success. These techniques have helped people of all ages overcome their limitations and get a clearer perspective on their personal goals" ([more](#))

Heidi A. Seastrand
Life Transformations
1411 Marsh Street #103
San Luis Obispo
805.295.9417
www.heidiseastrand.com

EVC Client Experts Corner

Cutting Costs By Outsourcing Your IT



In a challenging economy cost cutting becomes an absolute necessity for many companies and expenditures become subject to a critical analysis. Systems, operations, and processes that are not providing a sizable ROI should be carefully analyzed to determine if efficiencies and cost cutting can be achieved. With technology so critical to many companies for their day to day operational success, the IT (Information Technology) budget may be sizable. One way

businesses are improving their bottom line is by outsourcing some or all IT services. Outsourcing IT services can give your company a strategic advantage because you gain access to a huge technical knowledge base and implementation talent that you would not normally have access to in-house ([more](#))

Jeremy Koellish
TekTegrity
205 Suburban Road
San Luis Obispo, CA 93401

805-596-0135
info@tektegrity.com

EVC In the News

The Tribune
December 17, 2008

Biz Buzz: US Airways adding third flight to SLO

With intense lobbying from local business and airport leaders, San Luis Obispo County Regional Airport is getting back at least some of the seats it lost with recent cuts by two commercial air carriers.

A new US Airways flight from Phoenix is scheduled to make its inaugural landing at San Luis Obispo County Regional Airport at 4:38 p. m. Thursday.

In recent months, American Eagle and Delta pulled their service from the area, leaving 100 workers without a job and ending five daily flights - about a third of the commercial air service. US Airways, as well as United Express, remain to serve the community. In response, local leaders formed an ad hoc group called the San Luis Obispo County Air Transportation Alliance. In mid-September, 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 to convince them that it would be in their best interest, as well as the county's, to maintain and enhance their commercial air service here.

As a result of the meeting, the airline committed to adding a daily flight with a 50-seat plane that will depart from San Luis Obispo around 5 p. m.

It will be the third daily flight to Phoenix on US Airways. The airline also recently agreed to change from 50- to 86-seat planes on its two current flights.

"The efforts of our local communities made this happen," said Richard Howell, airport manager. "Key county chambers, the Economic Vitality Corp., governmental bodies and interested individuals pulled together to mitigate what could have been a disaster to our area's economic stability, and we can't thank them enough."

The public has been invited to attend the landing celebration from 4 to 5 p. m. at the airport. The party includes refreshments, live music, photo opportunities and a US Airways drawing for two round-trip tickets

The Tribune
December 4, 2008

Viewpoint: Kudos to governor for small-business effort

Governor Schwarzenegger and his team should be commended for

taking a big step recently toward helping California's business community at a conference on small business and entrepreneurship in Los Angeles.

The two-day conference produced a large number of enthusiastic business and government leaders from throughout the state to develop solutions to foster entrepreneurship. The event coincided with the launch of the Kauffman Foundation's Global Entrepreneurship Week. The much-needed event was actually a strategy session to develop state policies to help foster economic development, remove hurdles to entrepreneurship and create jobs.

[King Harris, KVEC News Talk 920 AM](#)

[September 24, 2008](#)

A Shot in the Arm

Mike Manchak is one very positive guy. He'd better be, because he is the President and CEO of the Economic Vitality Corporation, created to stimulate the economy in San Luis Obispo County by providing direction, financial services, and resources to the business community. I can attest to the success of the EVC, having had at least 50 of its clients, mostly start-up businesses, on the KVEC morning news show.

[\(more\)](#)

[KVEC News Talk 920 AM](#)

[December 3, 2008](#)

Cal Poly

Professor William Pendergast

[Click to Listen](#)

[KVEC News Talk 920 AM](#)

[December 3, 2008](#)

Life Transformations

Heidi Seastrand

[Click to Listen](#)

[KVEC 920 AM](#)

[Dave Congalton](#)

[December 3, 2008](#)

[Radio Interview - Mike Manchak](#)

Google Adwords Book



Download a free copy of Systems & Marketing Solutions'
[Google Adwords Book Here](#)

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