



Monthly eNewsletter

for the Months of
April-May 2013

IN THIS ISSUE

[Top Stories](#)

[New Sponsors](#)

[Interview Series](#)

[Business Resources
Spotlight](#)

[Feature Stories](#)

[In the News](#)

[Upcoming Events](#)

[New Sponsor Benefit](#)

[Join Us on LinkedIn](#)

2013 SBA Central California Small Business Person of the Year



On behalf of the EVC Board of Directors (and our communities), it is with great honor to congratulate EVC Board member, Ty Safreno, as well as his wife and business partner, Trudie Safreno, founders of Trust Automation Inc. of San Luis Obispo, as recipients of a U.S. Small Business Administration (SBA) award. Trust Automation's office in Fresno, California announced that Ty Safreno has been selected as the 2013 Central California Small Business Person of the Year. SBA honors Central California entrepreneurs for their contributions to the economy. This competition included nominations across fifteen counties.

Congratulations, Ty & Trudie Safreno and the team at Trust Automation!

MICHAEL E. MANCHAK
President/CEO
Economic Vitality Corporation

Join Mailing List 

Support EVC 

**TRUST AUTOMATION OF SAN LUIS OBISPO SELECTED FOR CENTRAL
CALIFORNIA 2013 SMALL BUSINESS PERSON OF THE YEAR AWARD**
National Small Business Week June 17-21, 2013

San Luis Obispo, CA - The U.S. Small Business Administration's (SBA) Fresno District Office announced Ty and Trudie Safreno, owners of Trust Automation Inc. of San Luis Obispo, have been selected as the 2013 Central California Small Business Person of the Year.

An award reception and presentation for Trust Automation will be held on June 17th at 3:00 pm at the business headquarters location, 143 Suburban Road, Building 100, San Luis Obispo. For information regarding the award presentation, please contact Melende Ward at (559) 487-5791 X 2709.

[EVC SPONSORS](#)

Diamond \$10,000+

[County of San Luis Obispo](#)
[Pacific Gas & Electric](#)
[Southern California Gas](#)
[The Tribune](#)

Emerald \$7,500+

[AT&T](#)
[Compass Health](#)
[First Solar](#)
[KSBY - TV](#)
[KCOY CBS 12 / FOX 11 TV](#)
[MidAmerican Solar](#)
[RRM Design Group](#)

Platinum: \$5,000+

[Bank of America](#)
[Boutique Hotel Collection](#)
[Chevron](#)
[City of Arroyo Grande](#)
[City of Atascadero](#)
[City of Grover Beach](#)
[City of Morro Bay](#)
[City of Paso Robles](#)
[City of Pismo Beach](#)
[City of San Luis Obispo](#)
[Martin Resorts](#)
[Pacific Coast Business Times](#)
[Rabobank, N.A.](#)
[Richardson Properties](#)
[RRM Design Group](#)
[SunPower Corporation](#)

Gold: \$2,500+

[Aviation Consultants Inc](#)
[Caliber Accounting & Tax](#)
[Calzyme Laboratories](#)
[Cannon](#)
[Carmel & Naccasha LLP](#)
[Central Coast Marketing](#)
[Clever Concepts](#)
[CoastHills FCU](#)
[Collaboration](#)
[Digital Foundation](#)
[Digital West](#)
[Don Maruska & Co](#)
[Ed Cox - Vistage](#)
[FAIRWAY](#)

Annually, SBA honors Central California entrepreneurs for their contributions to the economy. Small businesses have proven, year after year, to be the greatest sources of innovation, jobs and growth for California's economy. Nominations are judged on seven basic criteria: staying power, growth in number of employees, increase in sales and/or unit volume, current and past financial reports, innovativeness of product or service, response to adversity and evidence of contributions to community-oriented projects.

[Read Full Press Release](#)



Other related articles:

- [The Tribune - "Owners of SLO's Trust Automation Honored by SBA"](#)
- [Pacific Coast Business Times - "SBA Honors Trust Automation with Small-Business Award"](#)

Dave Christy

Long-standing EVC Board member, Dave Christy will serve as the new Provost and Vice President for Academic Affairs at Baruch College in New York City. Please find below an announcement from Cal Poly President, Jeff Armstrong. Dave has been an EVC Board member for approximately eight years, during which time his contributions have been extraordinary for the EVC, the Orfalea College of Business, and the business community. Dave served as EVC Chair from July 2008 to June 2009, and remained on the Executive Committee for several years. He was instrumental in guiding completion of several economic impact studies and overseeing the committee that commissioned these hallmark reports, including the wine and tourism industry studies. He was also on the steering committee which developed the Economic Strategy, the EVC's largest and single most important project. To foster entrepreneurship and greater vitality in the region, Dave was critical in helping create and sustain both the Hot House business incubator, as well as entrepreneurship programs at Cal Poly - all to support a healthier local economy and create jobs. On behalf of the Board, I would like to congratulate Dave on his new endeavor. We are excited for Dave, but will miss him very much.



Thank you and our best wishes to you, Dave.

Kris Vardas, Chairman, EVC Board of Directors

[First American Title](#)
[First California Bank](#)
[Fleet Management Solutions](#)
[IQMS](#)
[Justin Winery](#)
[Mangano Homes](#)
[Medicorp](#)
[Mission Community Bank](#)
[More Office Solutions](#)
[Next Intent](#)
[Opinion Studies](#)
[REC Solar](#)
[SESLOC](#)
[Sierra / Twin Health Network](#)
[Sinsheimer Juhnke](#)
[Mclvor & Stroh](#)
[Specialty Silicone Fabricators](#)
[Taylor Frigon Capital Management](#)
[Trust Automation](#)
[Verdin](#)
[Volny Construction](#)
[WestPac Investments](#)

Silver: \$1,000+

[Air Pollution Control District of SLO County](#)
[Andre Morris & Buttery](#)
[California Enterprise Development Authority](#)
[Chris Leschinsky](#)
[Coastal Business Finance](#)
[Cuesta College](#)
[French Hospital Medical Center](#)
[Glenn Burdette](#)
[Heritage Oaks Bank](#)
[Home Builders Assoc.](#)
[InfoGard Laboratories](#)
[Innovative Concepts](#)
[J.B. Dewar](#)
[Kronick Moskovitz](#)
[Tiedemann & Girard](#)
[Lee & Associates](#)
[Longcrier & Associates](#)
[m3 marketing solutions](#)
[Madonna Enterprises](#)
[Morris & Garritano](#)
[Northwestern Mutual](#)
[Omni Design Group](#)
[Orfaea College of Business](#)
[Pacific Western Bank](#)
[Paso Robles Wine Country Alliance](#)
[Phillips 66](#)
[Phone & Wireless](#)
[Productive Impact](#)
[Promega Biosciences](#)
[Public Policy Solutions](#)
[Quaglino Properties](#)
[RL & Associates](#)
[RNM Engineering](#)

Tourism in San Luis Obispo County



By Stacie Jacob
Visit San Luis Obispo County
May 2013

Tourism creates jobs and revitalizes local communities. Recent statistics by Dean Runyan Associates in partnership with Visit California, quantify San Luis Obispo County tourism as a \$1.2 billion industry employing more than 15,500. Furthermore, \$79 million of this impact equate into direct tax receipts supporting the county. As we look at the key economic drivers for San Luis Obispo County tourism and even more specifically wine tourism raises to the top. Tourism and wine are two key industries in the Uniquely SLO Cluster working to keep San Luis Obispo County a viable economic engine.



Visit San Luis Obispo County, a 501 c 6 destination marketing organization, focuses on managing the countywide brand to create awareness of the county's attractions encouraging leisure and business travelers to choose San Luis Obispo County. This effort is executed through a variety of marketing practices including public relations, brand marketing, event marketing, and digital marketing all in cooperation with the county's community partners for a unified approach to market and brand Visit San Luis Obispo County.

Sunset SAVOR the Central Coast, a partnership between Visit San Luis Obispo County and Sunset Magazine, brings the local tourism experience to life during a four-day experiential event September 26-29, 2013. The event weekend itself generates a \$3.6 million economic impact while marketing to a key demographic who will return to the area again and again as we introduce new tourists to Visit San Luis Obispo County. Investing in tourism keeps San Luis Obispo County economically strong, creates jobs locally and generates awareness through third-party credibility for the destination.

To learn more about the San Luis Obispo County destination go to www.VisitSanLuisObispoCounty.com.

[Read Press Release](#)



San Luis Obispo Regional Forum 2013

CAN-DO CALIFORNIA: THRIVING REGIONS LEAD TO A THRIVING STATE

By Christine Rogers
Program Manager
Economic Vitality Corporation



[San Luis Garbage](#)
[San Luis Sports Therapy](#)
[SLO County Farm Bureau](#)
[San Luis Obispo Council of Governments](#)
[SLO Wine Country Software Solutions](#)
[Specialty Construction](#)
[Templeton Chamber of Commerce](#)
[Templeton Community Services District](#)
[Thoma Electric](#)
[Ultrex](#)
[United Staffing Assoc.](#)
[Wallace Group](#)
[Your People Professionals](#)
[Zurn Wilkins](#)

Bronze: \$500+

[Charley Senn](#)
[Myraline Morris Whitaker](#)

Endowment Fund Founders Circle

[Bradley Goodwin](#)
[Caliber Accounting & Tax](#)
[Compass Health](#)
[Digital West](#)
[Hind Foundation](#)
[King Ventures](#)
[Martin Resorts](#)
[Pacific Western Bank](#)
[Rabobank, N.A.](#)
[Trust Automation](#)

View Monthly Employment Reports



SPONSOR NEWSLETTERS

[APCD of SLO County](#)

[Assemblyman Katcho Achadjian](#)

[Caliber Accounting](#)

The Economic Vitality Corporation is a member of the California Stewardship Network ("CSN"), a group of economic development organizations focusing on regional strategies and solutions for local economic challenges. The Economic Strategy project is one of 14 regional economic development efforts being championed by the California Stewardship Network.

SAN LUIS OBISPO REGIONAL FORUM 2013

In April 2013, the Economic Vitality Corporation (EVC) participated in a statewide effort along with 15 other regions, and hosted the "San Luis Obispo Regional Forum 2013". At this event, local stakeholders participated in an interactive session, facilitated by John Melville of Collaborative Economics, who was instrumental in the development of the countywide Economic Strategy. These discussions focused on the following topics:

- Update on the local economy and the "Clusters of Opportunity"
- Update on the assessment and implementation of Economic Strategy project
- Review five Signature Initiatives and action plans developed from the 2012 California Economic Summit

In addition to reviewing local economic progress, Collaborative Economics revisited the Signature Initiatives and progress achieved since the California Economic Summit in 2012. Participants were invited to provide additional input into regional economic priorities and potential supportive state actions. The outcomes of these regional discussions are intended to inform the Second Annual California Economic Summit to be held in Los Angeles on November 7th - 8th 2013.

[Read Full Article](#)

Watch for EVC on KCOY-TV

By Jeff Wade
Central Coast Marketing



Thanks to KCOY for their EVC sponsorship and creating eight new Public Service Announcements for airing over the next year which started May 1. We assembled a variety of SLO County industry leaders, EVC sponsors and clients to express why they feel the EVC plays a critical role that contributes to economic vitality thereby helping communities prosper. We hope that it will inspire other businesses to get involved and support the EVC, through industry cluster groups or direct sponsorship.

[Watch and Enjoy Here!](#)



California Economic
Forecast

California Regional
Bulletin

California Valley Solar
Ranch

Community Foundation

County of SLO

Hind Foundation

LeanCEO

Longcrier & Associates

Mission Community
Services

Northwestern Mutual

Pacific Coast Business
Times

SLO Airport Services

SLO Chamber

SLOCOG

Softec

Taylor Frigon

The Planning Network

Topaz Solar Farm

United Staffing

Verdin

YPNG

YPP

New Sponsors

**WE WOULD LIKE TO THANK OUR NEWEST SPONSOR:
Phillips 66 - \$1,000**

The 1,780-acre Santa Maria Refinery, located adjacent to State Highway 1 on the Nipomo Mesa, has been in operation for more than 50 years. Only about 200 acres, or roughly 11 percent of the land, is used for company operations. Our primary function at the Santa Maria refining facility is to convert heavy crude oil into high quality feedstock for further processing into gasoline, diesel and jet fuel. Crude oil is brought by pipeline into the facility from suppliers all over California's Central Coast region. The high quality feedstock produced at Santa Maria is sent by pipeline to our refining facility in Rodeo, Calif., for finishing into marketable petroleum products. Our only finished products are petroleum coke (carbon) and sulfur.



Santa Maria Refinery

Thank you Jim Anderson!

[About Phillips 66](#)

Interview Series

ANITA ROBINSON - COAST NATIONAL BANK

This EVC interview series focuses on business leaders who are directly impacting our local economy. This month Mike Manchak interviewed **Anita Robinson**, Chief Executive Officer of **Coast National Bank**, a community bank headquartered locally with branches throughout San Luis Obispo County.



[Read Full Interview](#)



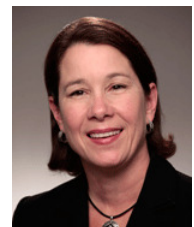
Business Resources Spotlight

SLO COUNTY ENERGY WATCH OUTREACH

*Maintenance programs optimize your energy use...REDUCE
OPERATING COSTS!*

Building Owners, Managers and Tenants all benefit from optimized HVAC systems operation. Don't just wait for the next equipment failure, regular maintenance of your heating and air conditioning system will:

- Reduce energy use;
- Improve operation;
- Enhance health and safety;



SAN LUIS OBISPO COUNTY
**energy
watch**

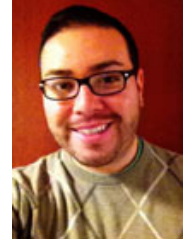
- Extend equipment life;
- Avoid emergency repairs; and
- Keep occupants comfortable during our summer season.

[Read Full Article](#)

HIRING SOLUTIONS THAT MAKE SENSE

On-The-Job-Training Program

By Andrew Moreno
Project Manager
Economic Vitality Corporation



On the Job Training, or OJT, is a partnership between an employer and the Business and Career One-Stop Center to get qualified candidates trained and working, and lower your hiring and training costs for the effort. The purpose of the OJT program is to match employers with job seekers desiring to upgrade their skills in regular full-time employment with San Luis Obispo County employers. As an employer, you will receive free screening, job coaching, assessment, and referrals of applicants. You make the hiring decision and determine the job performance standards. Paperwork is kept at a minimum with assistance from a One Stop Center representative.

Under the OJT program, you receive a 50% reimbursement of the trainee's wages during the training period. You also receive clear reimbursement terms and a schedule. The OJT includes a simple contract and process. The Business and Career One-Stop Center is skilled at assisting employers with their hiring needs from recruitment and screening, to assessment and interview scheduling, to human resource assistance. Call today to share your hiring needs.

For more information contact: Cheryl Garnsey, Job Developer at (805) 903-1434

If you are interested in learning more about similar programs for your business or start-up, contact Andrew Moreno at (805) 788-2028 or amoreno@sloevc.org.

Feature Stories

UNSTATED ASSUMPTIONS ABOUT GOVERNMENT STIMULUS



By Taylor Frigon Capital Management
May 6, 2013

Here's a [link](#) to a Yahoo video of former Wall Street analyst Henry Blodget declaring that ["The Economic Argument is Over -- and Paul](#)



[Krugman Won](#)" in which Mr. Blodget asserts that government stimulus is the way to help economies grow, and that anyone who argues to the contrary has now been silenced by a recently-discovered spreadsheet error.

READ MORE →

GROWING ECONOMY FURTHER COMPLICATES HR FOR SMALL BUSINESSES

By Sandra Dickerson
Your People Professionals
April 17, 2013



Even before the recent economic recovery, California was always one of the most complicated states in which to be an employer. This has always been an especially difficult burden for small to mid-sized employers. Now, however, with economic activity increasing in most industries and virtually all areas of the Golden State, it seems that all companies are struggling to keep up with myriad of laws, regulations, and rules. If you are not careful, this can easily take critical focus and resources away from your business.



READ MORE →

HOW TO GROW YOUR COMPANY

What I learned from leading an entrepreneurial company to the top of its industry

By Matthew Wild

Matthew Wild is a business executive with a successful track record of consistent double-digit growth over 8 years as a recent CEO of a company with nearly 300 employees throughout California and Arizona. Matthew lives in Arroyo Grande and received his degree in Accounting and Entrepreneurship from the University of Arizona and is licensed as a Certified Public Accountant in Arizona. He is presently seeking his next effort to bring value to another entrepreneurial company.



READ MORE →

CIE LAUNCHING INNOVATIVE INDIEGOGO CAMPAIGN TO FUND HOTHOUSE ACCELERATOR

Cal Poly Center for Innovation & Entrepreneurship
May 3, 2013

The Cal Poly Center for Innovation & Entrepreneurship's roster of programs is seemingly endless - the organization gives students and recent alumni the chance to participate in programming like the Kauffman Foundation's FastTrac® TechVenture™, events like Startup Weekend SLO and more. At the very heart of CIE's mission is the idea that Cal Poly students have the talent and vibrancy to build real companies while in a university setting.

[READ MORE →](#)

NEXT INTENT INVESTS IN NEW 5-AXIS CNC MACHINING CENTER

OKK Equipment Expands Capacity and Precision

Next Intent
May 22, 2013



With the increasing volume of customer work that requires 5-axis machining, Next Intent has invested in a new OKK VC-X350 machining center to augment the 6 other OKK machine tools already in place. The additional capacity enables Next Intent to provide quicker turnaround and hold close tolerances for Aerospace, Aircraft and Defense industry projects. "The complexity of parts produced by Next Intent increasingly requires 5-axis machining which enables five sides of an intricate design to be machined in one operation and can be crucial for meeting close tolerance specifications," stated Rodney Babcock, President of Next Intent.



[READ MORE →](#)

HR COMPLIANCE VS BEST PRACTICES

The Difference Could be Costly to Your Business

By Sandra Dickerson
Your People Professionals
May 17, 2013



In every discipline, be it accounting, manufacturing, or human resources, implementing Best Practices means leveraging the experience of others by using techniques that have been proven in the real world to work more effectively and efficiently...GOOD IDEA! However, in the highly regulated world of HR for California employers...NOT GOOD ENOUGH! The fact is that you really need both solid HR practices and detailed HR compliance to minimize the risks to your company of serious financial consequences.



READ MORE →

In The News

RRM DESIGN GROUP EXPANDS INTO SANTA MARIA

By Julie Lynem
The Tribune
April 4, 2013



RRM Design Group has opened an office in Santa Maria. The office will allow the San Luis Obispo-based multi-disciplinary design firm to better serve its northern Santa Barbara clients and become part of a community it has worked with since the firm's founding in 1974. Two people will work out of the Santa Maria office, with more to follow as that office grows.

SanLuisObispo.com
THE TRIBUNE

READ MORE →

AIRPORT MAP COULD CRIPPLE SLO'S GROWTH

By Stephen Nellis
Pacific Coast Business Times
April 12, 2013



Business and government leaders in San Luis Obispo are alarmed over an obscure, unelected commission that they say would create a choke point for all new development in a wide swath of the city. The Airport Land Use Commission doesn't report to any elected body on the Central Coast, and its seven members aren't elected by the public. But it has the power to create safety zones around the county's airport that restrict the density of development, potentially slashing hundreds of planned homes or making projects like hotels and business parks unworkable as far away from the airport as the Higuera and Madonna intersection.

PACIFIC COAST
BUSINESS TIMES

READ MORE →

CALIFORNIA'S CENTRAL COAST FEATURED IN *WHERE TO RETIRE* MAGAZINE

By Lindsay Lindquist
Where to Retire
April 15, 2013

Pacific Grove, Cambria and Grover Beach, CA, have been selected by Where to Retire, the only magazine in America geared toward helping people with retirement relocation decisions, as "California Coastal Gems" for retirement. The towns are profiled in the May/June issue, available nationwide on April 16, 2013.

READ MORE →

AFFORDABLE CARE ACT RESOURCES

By Congresswoman Lois Capps
April 17, 2013



California was the first state in the nation to enact legislation under the Affordable Care Act (ACA). Listed below are useful websites for information to learn more about the ACA and how it will affect you and your employees. For example:

READ MORE →

ROSETTA TAPS TOM ADAMSKI TO SERVE AS CEO

By Alexandra Bruell
Ad Age
April 19, 2013



Tom Adamski is taking over as CEO at Publicis Groupe digital shop Rosetta. Mr. Adamski, 40, most recently held the position of president and chief client officer. The move means that Rosetta co-founder and CEO Chris Kuenne will assume the role of chairman. Both executives will report into Publicis Groupe COO Jean-Yves Naouri. The succession moves comes two years after Publicis acquired the digital shop for \$575 million in cash, adding to its collection of some of the industry's biggest digital agencies, including Digitas and Razorfish.

ROSETTA.

READ MORE →

SLO ECONOMIC FORUM FOCUSES ON BENEFITS OF COLLABORATION

By Julia Hickey
The Tribune
April 24, 2013

Which of San Luis Obispo County's most pressing economic problems could benefit from collaboration with larger statewide and regional initiatives? More than 15 business and government leaders came together in San Luis Obispo on Wednesday at a regional forum of the California Economic Summit for a conversation to answer just that question.

SanLuisObispo.com
THE TRIBUNE

READ MORE →

THE CULTURE OF MINDBODY

SLO software maker remains committed to healthy lifestyles as it grows, accepts investments and considers going public

By Julie Lynem
The Tribune
May 3, 2013

With its contemporary spa-like atmosphere - complete with a café where employees can grab a bite to eat - MindBody is the type of business that could easily be in Silicon Valley, known for a dynamic culture that promotes innovation and prides itself on social interaction. It's the type of place where employees, many of them 20- and 30-somethings, exude energy, whether they're sitting in a cubicle or standing near one, juggling and working simultaneously. MindBody encourages workers to maintain a healthy and active lifestyle, and they can do so by signing up for free onsite fitness classes or massages, which are subsidized by the company.



SanLuisObispo.com
THE TRIBUNE

READ MORE →

Former EVC Client

URBAN RENEWAL - SAN LUIS OBISPO'S ELEGANT NEW GRANADA HOTEL & BISTRO

By Brian Cook
U.S. Airways Magazine
May 13, 2013

In case anyone needed another reason to visit the city that's been called the "Happiest Place in the USA," it's the Granada Hotel & Bistro. San Luis Obispo, California - or SLO as locals call this Central Coast Jewel with a relaxed vibe - has added its first modern boutique hotel to an enviable list of attractions that include wineries, beaches, and mountains; scads of recreational diversions; a Mediterranean climate; and upscale shopping and dining.



READ MORE →

Upcoming Events

EVC
Partner

MCSC BROWN BAG DIALOGUE

Google AdWords for Business Owners & Business Development Managers

Come join us for a BBD exploring the concepts of the Google AdWords system

every business needs to know. This presentation will be ideal for the business owner that oversees the process or the business development professional that needs to make the system work to create results in the marketplace.

May 24 , 2013
Noon - 1:00 PM
MCSC SLO Offices
To register please call (805) 595-1357



PG&E'S "TIME FOR BUSINESS LUNCHEON



Do you have the flexibility to run equipment and shift significant power use to off peak times? Learn how to utilize "Time of Use" rates to your advantage. Local free events including lunch are being held to discuss this model. You may already be on Time of Use, make the most of the program!

May 31, 2013
10:00 AM - 1:00 PM
Mitchell Park, San Luis Obispo
[View Flyer](#)



[REGISTER HERE](#)

HEALTH CARE REFORM BENEFITS COMPLIANCE 2013

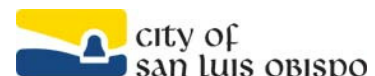
Confused about the complexities of the Patient Protection and Affordable Care Act (PPACA)? Recent Regulations along with details from our California Health Insurance Exchange make May a good month to focus on the upcoming year in healthcare reform. The 2014 changes will require significant preparation by plan sponsors. Morris & Garritano's senior employee benefit advisor, Dave Morgan, will discuss the PPACA with a focus on compliance and strategic readiness.

May 31, 2013
8:00 - Noon
Paso Robles Inn Ballroom
[View Flyer](#)

CITY OF SLO FUTURE FAIR 2



Future Fair 2 is an open house event that will showcase land use and circulation ideas for specific parts of the City. The public will have opportunities to provide input on which ideas should move forward in the Land Use and Circulation Elements Update process. We hope you will stop by between 1 and 5 PM - stay as little or as long as you like to share your ideas for the City's future.



JOB SEEKER ACADEMY



EVC
Partner

Struggling to find a job? Sending resumes with no response?
Getting the interview but not the job? You need a new strategy! Attend the one day Job Seeker Academy to learn from the experts how to compete in this tough job market.

June 4, 2013
8:30 AM - 4:30 PM
Morro Bay Veteran's Memorial Hall
[View Flyer](#)



For more information or to register call Dulce at (805) 903-1400.

CENTRAL COAST MID-YEAR ECONOMIC FORECAST



EVC
Partner

The Paso Robles Chamber of Commerce in partnership with the Atascadero Chamber will host the Mid-Year Update which is a follow up to the November Forecast. A progress report on the local economy will be the focus of the Mid-Year Update of the Central Coast Economic Forecast on Thursday, June 6, 2013. Economic Forecaster Chris Thornberg and featured guest speaker Gordon Bosserman with Andre, Morris & Buttery will anchor the event.

June 6, 2013
7:30 - 11:00 AM
Pavilion on the Lake, Atascadero
[View Flyer](#)



[REGISTER HERE](#)

TECH BREW - IFIXIT 2.0!



EVC
Partner

At this event iFixit will be showing off one of their toys - a 3D printer. If you are as curious as I am to see one in action - please attend! There Ryan Lutz will provide a demonstration, show off some sample items he made and give a back story about this 3D printer.

June 10, 2013
5:00 - 7:00 PM
Pappy McGreggors



[REGISTER HERE](#)

What to carpool to this event? Post a message of the [EVC's LinkedIn page](#).

THE EMERGENCE OF MASSIVE OPEN ONLINE COURSES IN HIGHER EDUCATION: WHAT TO "MOOC" OF IT?



There's a flash flood rolling through the higher education landscape that is poised to change the traditional post-graduate, higher education delivery system: the emergence of Massive Open Online Courses, or "MOOC"s. Please join the MIT Enterprise Forum of the Central Coast the evening of June 12, 2013 for an in-depth discussion of The Emergence of Massive Open Online Courses in Higher Education: What to "MOOC" of It?

June 12, 2013

5:00 - 8:00 PM

Cabrillo Pavilion Arts Center, Santa Barbara



[REGISTER HERE](#)

What to carpool to this event? Post a message of the [EVC's LinkedIn page](#)

MAKING PEOPLE HAPPY BY BUILDING ENJOYABLE AND INTUITIVE WEB APPLICATIONS



Join us for the mid-year Central Coast Economic Forecast hosted by the Atascadero Chamber of Commerce and the Paso Robles Chamber of Commerce and find out what's going on in our local economy.

June 18, 2013

5:30 - 8:30 PM

Cal Poly Tech Park, San Luis Obispo



[REGISTER HERE](#)

NEW BENEFIT FOR EVC SPONSORS

To show our appreciation to our sponsors, the EVC is providing our sponsors in 2013 with a complimentary subscription to the **PACIFIC COAST BUSINESS TIMES** and **THE TRIBUNE**.

For information on subscriptions view [Pacific Coast Business Times Flyer](#) and [The Tribune Flyer](#)

For questions regarding sponsorship please contact Mike Manchak at



Join the EVC on LinkedIn to get connected to local business leaders and participate in a variety of discussions. [JOIN TODAY](#)

Sponsor Newsletters and Press Releases

Would you like your newsletter linked to the EVC's newsletter? Or, would you like your company press release featured in our upcoming newsletter? For this benefit to EVC sponsors contact Kaila Anderson at (805) 788-2012 or info@sloevc.org.



EVC Board of Directors

Executive Committee

CHAIRMAN

Kris Vardas, Council Member
City of Pismo Beach

VICE-CHAIR

Mike Silacci, Regional Vice President
AT&T External Affairs

SECRETARY

Jackie Crabb, Council Member
City of Pismo Beach

TREASURER

Steven Harding, President
Rabobank, N.A.

Eric Schwefler, CPA, Partner
Caliber Accounting & Tax

Board Members

John Ashbaugh, Council Member
City of San Luis Obispo

Rodney Babcock, President
Next Intent

Michael Cannon, President
Cannon

Dave Christy, Dean
Orfalea College of Business, Cal Poly

Jolie Ditmore, CEO & Co-Owner
Medicorp

Henry Dubroff, Founder & Editor
Pacific Coast Business Times

Carl Dudley, Senior Vice President
Mission Community Bank

Kevin Harlan, General Manager
KCOY CBS 12 / FOX 11 Television

Adam Hill, Supervisor 3rd District
County of San Luis Obispo

Stacie Jacob, Executive Director
Visit San Luis Obispo County

Nancy Johnson, Council Member
City of Morro Bay

Dave Juhnke, Managing Partner
Sinsheimer Juhnke McIvor & Stroh

Bob Kelley, Council Member
City of Atascadero

John E. King, Principal
Boutique Hotel Collection

Tim Mahoney, District Manager
Southern California Gas Company

Candy Markwith, CEO
Sierra Vista Regional Medical Center

Noreen Martin, CEO
Martin Resorts

Kevin Meyer, Managing Partner
Gemba Academy & Kanso Strategies

Ziyad Naccasha, Founding Partner
Carmel & Naccasha LLP

Debbie Peterson, Council Member
City of Grover Beach

Bruce Ray, President & Publisher
The Tribune & SanLuisObispo.com

Caren Ray, Council Member
City of Arroyo Grande

Ty Safreno, CEO / CTO
Trust Automation

Craig Schmidt, Member
SLO County Chamber Executives

Darren Smith, CEO
Compass Health

Ed Steinbeck, Council Member
City of Paso Robles

Gil Stork, Superintendent & President
Cuesta College

Paul Teixeira, Supervisor 4th District
County of San Luis Obispo

Tim Williams, Founder / CEO
Digital West

Charley Senn
Board Member Emeritus

Tom Sullivan
Board Member Emeritus

Staff

Michael Manchak, President & CEO
(805) 788-2013 | mmanchak@sloevc.org

Valarie Koos, Chief Financial Officer
(805) 788-2013 | info@sloevc.org

Christine Rogers, Program Manager
(805) 788-2015 | crogers@sloevc.org

Kaila Anderson, Program Coordinator
(805) 788-2012 | info@sloevc.org

Andrew Moreno, Project Manager
(805) 788-2028 | amoreno@sloevc.org

Economic Vitality Corporation 735 Tank Farm Road, Suite 264, San Luis Obispo, CA 93401
(805) 788-2012 | www.sloevc.org | info@sloevc.org

Join us on LinkedIn 

[Forward email](#)



Try it FREE today.

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

Economic Vitality Corporation | 735 Tank Farm Road, Suite 264 | San Luis Obispo | CA | 93401