



Monthly eNewsletter

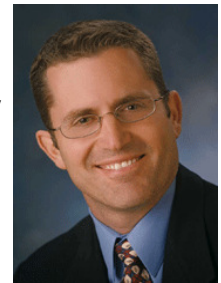
For the Month of
December 2011

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2011: Looking Back at a Year of Accomplishments



The past year has been one of the most meaningful years in my profession. As an active participant of the Economic Strategy Project, not only as Chairman but on two of the industry cluster groups, I have admired the way the Business Community and local government has worked together toward common goals. On behalf on the EVC and Business Community, I want to thank the County Board of Supervisors for endorsing the Economic Strategy, for directing staff to develop a framework for evaluating the economic effects of projects brought forward to the County for consideration, and for setting the stage to create a new and more effective economic element of the County's General Plan. These positive changes in government policies have solidified the Economic Strategy and established a foundation through the EVC Board of Directors, over 120 business champions on the project, over 100 EVC sponsors, and thousands of supporters across the county. With thanks to our supporters, this enables the continued implementation of concrete changes to improve our local economy for long-term economic vitality and prosperity.

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Emerald \$7,500+

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Proud of 2011, Ready for 2012

We end the year at the EVC having accomplished many important objectives for our communities and stakeholders to make a stronger local economy.



2011 remained yet another stubborn year to recover from the Great Recession and the challenges nationally, statewide and locally remain. The county's key industries have increasingly seen bright spots and modest gains across the board. What has been most exciting for me and the 32 EVC Board members is watching the economic strategy empower the business community to use the strategy as a platform to strategize over needed changes to embrace business opportunities like never before. The result will be job creation and greater sustainability in the industry sectors.

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Letters From Our Elected Officials to EVC Stakeholders

CONGRESSWOMAN LOIS CAPPS

As our economy continues to struggle, I remain more focused than ever on creating jobs and strengthening growth. That means breaking the partisan gridlock in Washington and working together to increase access to credit for small businesses, invest more in innovation and clean energy technologies, strengthen the housing market, rebuild our crumbling infrastructure, and improve access to higher education. Last October, I hosted a Job Creation Day in Washington, D.C. with local leaders in business, economic development, housing, labor and education from all over the Central Coast for an intense day of learning, discussion and brainstorming with top policymakers and experts about how best to create jobs and stimulate economic growth locally and nationwide. I was thrilled by the quality of ideas and input generated in the day's discussions. I am firmly committed to putting these ideas to work next year to stimulate growth and rebuild our economy to better compete in the future.



- *Congresswoman Lois Capps*

CONGRESSMAN KEVIN MCCARTHY

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Entrepreneurs and small business owners comprise the engine that drives our economy, and it is organizations like the Economic Vitality Corporation that help support them. There is no question that 2011 has been a tough year, but I believe in the greatness of America and the men and women whose ideas and innovative spirit have made us the most prosperous nation in the world. As we look forward to 2012, I will be doing what I can in Washington D.C. to push policies that promote economic growth and instill the confidence the private sector needs to make that new investment and hire that extra employee. I thank the Economic Vitality Corporation for all the good work they do in supporting San Luis Obispo and Central Coast businesses. I wish everyone a very Merry Christmas and Happy New Year.

- Congressman Kevin McCarthy

SENATOR SAM BLAKESLEE

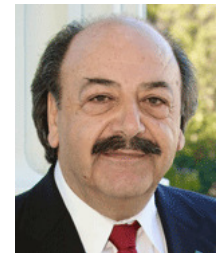
Merry Christmas and Happy New Year! I hope that this season is one of joy, thanksgiving, and time spent enjoying friends and family. I am very thankful to have had the opportunity to spend time in the district and with my family before January and the kick-off of the 2012 legislative session. This last year was busy to say the least with many twists and turns.



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ASSEMBLYMAN KATCHO ACHADJIAN

First I would like to acknowledge the tremendous efforts of the San Luis Obispo Economic Vitality Corporation for nurturing the kinds of coalitions and relationships between government and the public and private sector which are so necessary to stimulate the local economy, foster job creation and spur increased financial investment in the business community.



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SUPERVISOR ADAM HILL

One of the most significant and most challenging features of our on-going economic development strategy is to change the mindset and culture of government so that we can be more responsive to the needs of our business community. In this regards, 2011 was a great step forward.



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Public Service Announcements



Economic Strategy Update



The undertaking and implementation of the Economic Strategy project is a bold venture into uncharted territory. This project, and the commitment of the County and EVC over the past year, have provided a strong base on which our industry leaders could empower their strengths, assess change, and capture opportunities. I am pleased to share the following words from our cluster Co-Chairs about their own experiences over the past year.

- **Christine Rogers**
Economic Vitality Corporation

We launched the Green Energy cluster with the vision of San Luis Obispo County...

- **Don Maruska, Don Maruska & Company**

I am pleased to reflect on my experience as a Co-chair of the Building Design...

- **Leonard Grant, RRM Design Group**

To me, this project ties the County together in a way that I've not seen before...

- **Tim Williams, Digital West**

Having participated in somewhat similar projects in another community, I was...

- **Mac Brinton, InfoGard**

It has been a wonderful opportunity to work with a group of talented...

- **Kris Vardas, Pacific Gas and Electric Company**

When the Economic Strategy Report came out with agriculture, wine and...

- **Jackie Crabb, SLO County Farm Bureau**

The Economic Strategy is really all about people. I have enjoyed working side...

- **Tim Mahoney, Southern California Gas Company**

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Economic Strategy Drives Progress

The Economic Strategy recognized the need to achieve timely approvals for projects which support sustainable economic development and long term growth. As a result of those initiatives:

- *Process Improvement Committee- Championed by Supervisor Frank Mecham - resulted in improved predictability, ease of processing,*

Click to watch video



Click to watch video



timeliness and accountability for industry professionals and project proponents.

- The Business Assistance Team- Concept developed, now in its pilot phase - provides facilitated permit processing for projects which support countywide planning and economic goals and objectives.

These collaborations between the County and the business community enhance our ability to expand existing industry, develop new businesses, and identify San Luis Obispo County as an environment that supports and encourages economic development.

[ARTICLE ON STRATEGY OUTCOME](#)

SLO PUTS PROJECT ON FAST TRACK

By Stephen Nellis
Pacific Coast Business Times
December 16, 2011



A new headquarters for a fast-growing marketing company in San Luis Obispo is unfolding at lightning speed. Level Studios, a digital marketing and web design firm with clients such as Apple and Blackberry maker Research in Motion, applied to build a 46,000-square-foot headquarters on county land near the San Luis Obispo Airport to facilitate expanding its Central Coast workforce from 150 to about 300.



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Feature Stories



INVEST IN COMPANIES, NOT THE MARKET

By Gerry Frigon
Taylor Frigon Capital Management
December 19, 2011

In spite of the fact that the media has been unrelenting in their bashing of the state of the US economy and their gloomy forecasts for an impending recession, we believe investors would be much better served by focusing on businesses and spending less time trying to predict what is about to happen next.



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SPECIALIZED MANUFACTURING ALLIANCE SCHEDULES 2012 BUSINESS FORUMS

The EVC Cluster team of Specialized Manufacturing companies has scheduled monthly presentations by local experts on business critical topics such as Navigating the Building Construction Permit Process, Lean Manufacturing and Human Resources Law. The Forums will be held the second Tuesday of each month starting January 10th.



Ty Safreno,
Co-Chair, Specialized
Manufacturing Alliance

These sessions will provide valuable information and resources to conduct daily operations more effectively and reduce the cost of doing business. There is no fee and all local businesses are invited to attend. Click this link for details and to see the entire 2012 calendar.

[View Forum Schedule](#)

EVC SPEAKS AT TOURISM WORKSHOP

Mike Manchak was a guest speaker at the annual Tourism Vision Workshop that was spearheaded by Stacie Jacob of the San Luis Obispo County Visitors & Conference Bureau. The December 15th event was held at the Courtyard by Marriott in San Luis Obispo. He spoke about the EVC's past Tourism Industry Study and the Economic Strategy's focus on tourism through its Uniquely SLO County cluster. The event included such speakers as Barb Newton, President of Sunset Magazine, and others. The EVC applauds the VCB for holding this valuable event for one of the largest industries in this county.



EVC PUSHES HOUSING SURVEY FOR LOCAL BUSINESS OWNERS

KCOY 12 / FOX 11
December 22, 2011

SAN LUIS OBISPO COUNTY - An economic development group on the Central Coast is conducting a survey to see how critical housing needs are to the local economy. The Economic Vitality Corporation of San Luis Obispo County commissioned an assessment and strategy plan for the local economy. Part of the plan tries to identify the housing needs in the county. Dozens of businesses confirm that housing for employees is critical to the success of a company. A survey is being done to gather more information on the subject.



"Looking at historical data, you know it's always the best place to start because that's factual, but there is a part of the story that's not told by the data, and that's what we're hoping to capture as part of this survey." says Christine Rogers

with the Economic Vitality Corporation of San Luis Obispo County.

Information from the survey will help builders, planners and local government officials make more informed decisions, when it comes to housing needs.

To learn more about the survey and participate [Click Here](#)

MORRO BAY 2011 COMMERCIAL FISHERIES ECONOMIC IMPACT REPORT

The Morro Bay Commercial Fisherman's Organization hired Lisa Wise Consulting to help them create a report (attached) focusing on the accomplishments of the commercial fishing industry particularly over the last 4 years, when earnings in Morro Bay have increased from \$1.7 million to \$4.3 million. Commercial fishing generated spending in the community and related employment has risen with the growth in earnings. The report looks at these and several other related issues in more detail.



[Download Report](#)

Sponsor News

PIERRE JOSEFSOHN INCREASES EVC SPONSORSHIP TO \$1,000



A special thanks to Pierre Josefsohn, a local angel investor, for increasing his EVC sponsorship to the silver level. We are grateful for the support of our sponsors who enable us to carry out the EVC's mission.

FOLLOW-UP ON FILE: APPLIANCES? THE KEY IS LOCAL SERVICE

By Raven Railey
The Tribune
November 21, 2011



In May 2010, Mike Mlnarik used a business loan from the Economic Vitality Corp. of San Luis Obispo County to purchase Morro Bay Appliance from his parents. At a time when some local appliance stores are concerned about big box home stores and Internet vendors, Morro Bay Appliance relies on an old-fashioned willingness to make house calls.

SanLuisObispo.com
THE TRIBUNE

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BUFFET PLUGS INTO SOLAR FARM

Pacific Coast Business Times

December 7, 2011



The 550-megawatt Topaz solar project in northern San Luis Obispo County got a new owner on Dec. 7 when Warren Buffet's Berkshire Hathaway announced it was acquiring the project from Arizona-based First Solar.

PACIFIC COAST
BUSINESS TIMES

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Upcoming Events

CLIENTSIDE 2012 - NEW DIRECTIONS FOR MATURE WEB TECHNOLOGIES (HTML, CSS AND JS) OR HOW TO MAKE YOURSELF MORE PRODUCTIVE AND HIGHER VALUED



CLIENTside 2012 explores current trends in web development, new design patterns and better tools for cranking out awesome web apps. The recently release jQuery Mobile Framework will be used for examples throughout the presentation.

January 17, 2011

5:30 - 8:30 PM

Cal Poly Tech Park, San Luis Obispo



[REGISTER NOW](#)

The EVC is a proud sponsor of these events.

THE ROBOT WILL SEE YOU NOW: HOW NON-MEDICAL TECHNOLOGIES ARE REVOLUTIONIZING HEALTH CARE



The speakers and panel discussion will focus on how non-medical technologists can apply their skills to come up with new approaches to health care problems, and how technology entrepreneurs can approach health care organizations with a very different business culture than other industries

January 18, 2011

5:00 - 8:00 PM

Cabrillo Pavilion Arts Center

ENTERPRISE FORUM



[REGISTER NOW](#)

START UP WEEKEND SLO THIS JANUARY

Startup Weekends are 54-hour events where developers, designers and marketers get together, share crazy ideas and actually create startups in one weekend. Having occurred in over 150 locations worldwide, Startup Weekend is now coming to San Luis Obispo this January.



January 20 - 22, 2012
Advanced Technology Labs
Cal Poly, San Luis Obispo

[REGISTER NOW](#)

PROJECT MANAGEMENT FOR THE SMALL BUSINESS GOVERNMENT CONTRACTOR

Join Mission Community Services and learn principals and components of project management.

February, 14, 2012
9:00 AM - Noon
Mission Community Services Corp., San Luis Obispo
[Download Flyer](#)



[REGISTER NOW](#)

The EVC is a proud sponsor of this event.

OUTCOME OF ECONOMIC STRATEGY

LOCAL EMPLOYERS' JOB FAIR - CAL POLY AND CUESTA COLLEGE

Looking for talented students for part-time jobs, full-time jobs or internships? Do you feel like all the great talent keeps getting pulled to LA and San Francisco? Wouldn't you love to capitalize on the great students we have here on the Central Coast? Well, look no further because 2012 has two great events where you can get access to some of the best young employees around! Registration will be available early January 2012, but for now, save the date and spread the word!

Cal Poly's Local Employers' Job Fair

February 23, 2012
9:30 AM - Noon
Chumash Auditorium, Cal Poly, San Luis Obispo

Cuesta College's SLO County Job & Career Exploration Fair

March 28, 2012
10:00 AM - 2:00 PM
Room 5401, Cuesta College, San Luis Obispo

For more information [Click Here](#)

OUTCOME OF ECONOMIC STRATEGY

Workforce Housing Survey

PLEASE COMPLETE SURVEY TODAY!

The survey deadline has been extended to December 23!

As a result of the economic strategy project, the Building Design & Construction cluster is issuing a "call to action" to everyone in the county to take the following survey.

[CLICK HERE FOR SURVEY](#)

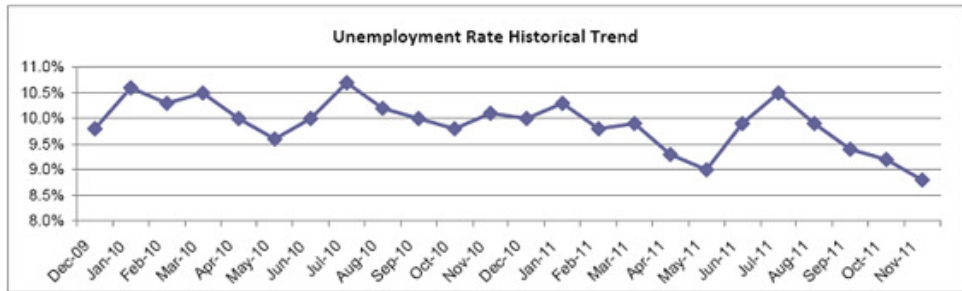
2011 EVC Holiday Celebration

The EVC's holiday celebration for our supporters was another success this year. Thanks to EVC Board member **Darren Smith** of **COMPASS HEALTH** for sponsoring the celebration at **VENTANA GRILL** in Pismo Beach, and for EVC Board member Justin Baldwin, Founder of **JUSTIN WINE** for supplying his fine wines for the event.



Unemployment In San Luis Obispo County

The unemployment rate in San Luis Obispo County was 8.8 percent in November 2011, down from a revised 9.2 percent in October 2011, and below the year-ago estimate of 10.1 percent. This compares with an unadjusted unemployment rate of 10.9 percent for California and 8.2 percent for the nation during the same period.



San Luis Obispo-Paso Robles Metropolitan Statistical Area (MSA)

Beacon Economics Employment Report



BEACON ECONOMICS

[Click Here to View Most Recent Report](#)

Economic and Financial Market Review and Outlook



Rabobank

[Click Here to View Most Recent Report](#)

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For this benefit to EVC sponsors contact Kaila Anderson at (805) 788-2012 or info@sloevc.org.

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