



## Monthly eNewsletter

for the Month of  
**December 2012**

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### End of Year Letter by EVC Chairman Kris Vardas

Happy holidays! As 2012 comes to a close, I look fondly upon all the accomplishments made to improve the economic health within the County. Through the hard work of staff and members of the economic clusters, along with the support from our sponsors and partners, the EVC continues to make great strides in implementing the countywide Economic Strategy. Some of the key accomplishments this year include helping hundreds of entrepreneurs start and grow their businesses to create more jobs on the central coast, adoption by the County Board of Supervisors of an update to the Economic Element of the county's General Plan as well as a one-year, two-phase pilot project for a program managed by the EVC to measure the economic impacts of project and government policies. In parallel, the EVC continues to partner with various organizations on a number of other business initiatives, including working directly with the San Luis Obispo County Regional Airport to retain and attract more flights and fostering entrepreneurship with our partners to help establish business incubators throughout the County. A proud moment for us all was having the EVC receive a statewide award from CALED (California Association for Local Economic Development).



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Next year will begin with release of an updated Economic Strategy that includes new initiatives to address issues that stall economic development and prevent retention of business, as well as ways to maximize the contributions of business leaders who are volunteering their time to implement the strategy.

I am very thankful to have the opportunity to continue to serve as Chairman, and I hope that this holiday season brings joy to all of our supporters knowing that they have made a difference in our community by working together to create a more vital economy.

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## End of Year Letter by EVC President Michael Manchak

As the EVC and its supporters approach the end of 2012, we are proud of the many successes for our community and local economy. Our sponsors are the lifeblood of the organization, for which we welcomed new members this year. In addition to our new members, 10 joined the EVC's new Endowment Founder's Circle, which raised total commitments of \$100,000 this year.



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In November, The Tribune reported from the annual county economic forecast, by the Central Coast Economic Forecast (for which the EVC is a sponsor) the following: "The county's economy, which grew 3.4 percent in 2012 compared to a year ago, is leading the way in California, growing faster than 14 regions in the state...and an unemployment rate that is one of the lowest in California." After a long recovery, this is great news. Much work still remains to ensure that our practices and government policies are competitive in the long-term.

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## 2012 EVC Holiday Celebration

The EVC's holiday celebration for our supporters was another success this year. The event was held on December 12, 2012 at VENTANA GRILL in Pismo Beach. **Senator Sam Blakeslee** and Supervisor



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James Patterson were recognized for their service at the event.

Thanks to EVC Board members Darren Smith of COMPASS HEALTH and Henry Dubroff of PACIFIC COAST BUSINESS TIMES for sponsoring the celebration.



Silver: \$1,000+

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## Letters From Our Elected Officials To EVC Stakeholders

### CONGRESSWOMAN LOIS CAPPS

While our economy is slowly improving, I remain focused on creating jobs and strengthening economic growth to benefit all Central Coast families and businesses. I believe we do that by increasing access to credit, investing in cutting edge research and development, helping innovative entrepreneurs start and grow new businesses, rebuilding our crumbling infrastructure, and improving access to higher education, especially in the science and technology sectors. Making progress on these issues requires us to break the partisan gridlock in Washington by working together for the good of the country. I am confident we can do that and am excited to get to work on behalf of the new 24th Congressional District, which I am honored to begin representing in 2013.



*Congresswoman Lois Capps*

### CONGRESSMAN KEVIN MCCARTHY

America has always been the land of hope and opportunity,



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**Bronze: \$500+**

**Tom Sullivan**  
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[California Economic Forecast](#)  
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[County of SLO](#)  
[Hind Foundation](#)

and folks in San Luis Obispo continue proving this mantra true over and over again. From local small businesses on Higuera Street to the farmers and ranchers that feed the nation to the burgeoning wineries, San Luis Obispo's stature rises above our county's impressive scenery. It's a community where we have made the most of our opportunities and, like you, I want my children to have even more opportunities than my generation had. That is why I am working to reduce wasteful government spending and fighting for commonsense, pro-growth policies that will help small businesses grow, create jobs, and secure a bright future for generations of Americans to come.

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## SENATOR SAM BLAKESLEE

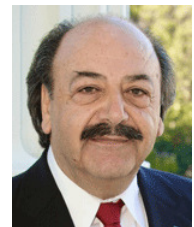
As I end this November my final year in the Legislature, I am very thankful for the opportunities I have had to represent our Central Coast Community in both the Assembly and Senate over the past 8 years. I cannot help but reflect on the many successful as well as unsuccessful attempts I have had in creating and advocating lasting solutions to protect our public education, small business, health services, and tax payers in California.



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## ASSEMBLYMAN KATCHO ACHADJIAN

The county of San Luis Obispo has not been immune to the symptoms of the economic downturn that are being experienced across our nation and our state. Despite a gradual thawing in business activity there are still not enough head of household jobs and not enough help for businesses to create jobs locally or to woo businesses back to our state. Good head of household jobs have a direct benefit on public safety, local schools, parks and basic infrastructure in San Luis Obispo County because a robust business environment increases the tax base without increasing taxes. It is encouraging however, to see the SLO County Economic Vitality Corporation taking the lead to study and discover local solutions instead of waiting for help from Washington, D.C. or Sacramento.



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## SUPERVISOR ADAM HILL

During difficult economic times, it is challenging to be a voice





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of optimism. Many people have suffered set-backs and hardships and still struggle today. Still, I have always accepted that part of my role as an elected leader is to provide some realistic hope and assurance about the state of our county. Things are certainly picking up across many sectors and we see this evidenced in new commercial buildings, new infrastructure, new housing projects, new rounds of venture capital, and new hiring throughout our community. There is also a continually blooming interest in our community as a tourist destination and large event venue-we have a great marathon, the AMGEN bike tour is returning, and Savor keeps growing its attendance.



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## EVC Interview Series

### INTERVIEWS OF LOCAL BUSINESS LEADERS

#### Ryan Comerford - FAIRWAY



This EVC interview series focuses on business leaders who are directly impacting our local economy. This month Mike Manchak interviewed **Ryan Comerford**, President and CEO of **FAIRWAY**.



[Read Interview](#)

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## Feature Story

### A WORLD OF PERSISTENT INFLATION

*A commentary by Taylor Frigon Capital Management*



Last week, the venerable American Institute for Economic Research (AIER) published a clear and comprehensive study of monetary policy in the post-WWII United States, entitled "A World of Persistent Inflation," by Stephen R. Cunningham and Polina Vlasenko. While somewhat long and involved, it provides an excellent discussion of an absolutely critical topic for investors, as well as some much-needed historical perspective to frame the shorter-term news that can monopolize one's attention in this "information age." The essay's conclusions are stark and fairly straightforward: increased government expenditures can be covered by increased taxes or by increased government borrowing, both of which can create increased public resentment.

**TAYLOR FRIGON**  
CAPITAL MANAGEMENT LLC

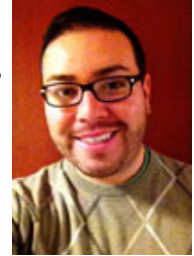
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## EVC News

### ECONOMIC VITALITY CORPORATION HIRES PROJECT MANAGER

The Economic Vitality Corporation of San Luis Obispo County (EVC) is pleased to welcome Andrew Moreno to its team as the new Project Manager of the Business Outreach Services program. The EVC's Business Outreach Services program will convene partners who operate within the workforce or economic development system for the purpose of developing and implementing a comprehensive business outreach plan.



As part of the business outreach plan, EVC will develop a resource network website that will highlight the programs that serve business demand-driven needs. Mr. Moreno began his career in the Central Valley working as a grant writer and administrator with a specialized engineering and community development consulting firm. He has successfully procured over 15 million in grant funds for various public agencies, including grant funds for the development of a new community park; a Safe Routes to School sidewalk improvement project, and an energy conservation planning guide. Mr. Moreno holds a bachelor's degree in communication and a minor in economics from Saint Mary's College of CA; a master's degree in leadership studies and communication from Gonzaga University; and a master's degree in environmental management and sustainability from Harvard University. Mr. Moreno can be reached at [amoreno@sloevc.org](mailto:amoreno@sloevc.org) or (805) 788-2028.

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## In the News

### 6 REASONS WHY LOS ANGELES IS SUDDENLY BOOMING WITH STARTUPS

By David Hochman  
Forbes  
November 26, 2012

Los Angeles outranks New York, London, Seattle, Chicago, Berlin and most other big cities in an extensive new report on the world's top 20 startup ecosystems compiled by researchers at Startup Genome. Only Silicon Valley and Tel Aviv rate higher when it comes to optimum characteristics for launching a business (access to capital, talent pool, market size, work ethic, etc.). L.A. has been a launchpad in recent years for successful upstarts like Hulu, eHarmony, Maker Studios, LegalZoom, ShoeDazzle, BeachMint, Cornerstone OnDemand and more.

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## WHAT'S HAPPENING WITH OUR LOCAL ECONOMY?

By Kris Vardas and Michael Manchak  
The Tribune and SanLuisObispo.com  
December 2, 2012



With the future of our nation's economy discussed at nearly every office and dinner table, word is spreading about a local project that's laying the groundwork to help local companies thrive and create new jobs. As the only countywide nonprofit economic development organization, the Economic Vitality Corporation is at the forefront of fostering job creation and providing assistance to local businesses. In an effort to help our local economy, the EVC, the business community and the county of San Luis Obispo are collaborating to implement an Economic Strategy. As our region struggles with a lack of head-of-household jobs, the EVC and its partners are encouraging policies and programs that foster a healthy business community to create jobs and build a larger tax base (not more or new taxes).

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**SanLuisObispo.com**  
THE TRIBUNE

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## IQMS IN PASO ROBLES HONORED WITH THREE AWARDS

The Tribune and SanLuisObispo.com  
December 13, 2012



IQMS, a Paso Robles company that designs and develops software for manufacturers, received three Stevie Awards at the 10th



annual American Business Awards ceremony. IQMS' innovative Automation Group was honored with a silver award in the Product Development Team of the Year category, and the company's latest software release was recognized with a bronze award in the Best New Supply Chain Management Software category. IQMS also won a People's Choice Award in the Favorite Supply Chain Management Solution category. Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service.

***Congratulations Nancy and Randy Flamm!***

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## ANOTHER LOCAL STARTUP

For the last year Alec Ramsey and Lee Johnson have been creating a product aimed at helping the environment called the Jimmy Towel which is a reusable, quick-drying hand towel that zips into a stylish, pocket-sized case for use whenever you're not at home. Currently 51,000 trees are cut down



every day to make paper towels, the Jimmy Towel could be a major step in lowering this number.

For more information visit: [www.kickstarter.com/projects/166525302/jimmy-pocket-towel-saves-trees-and-reduces-waste](http://www.kickstarter.com/projects/166525302/jimmy-pocket-towel-saves-trees-and-reduces-waste)

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## CALIFORNIA VALLEY SOLAR RANCH VIDEO

The video highlights the project's milestones, from its inception in 2008, to the 2011 construction start, through 2012, as we've started to energize completed parts of the plant. To date, the project has created more than 350 jobs during construction. On-site species such as the San Joaquin kit fox and giant kangaroo rat are prospering, raising their young among solar trackers. Local businesses are benefiting from direct and indirect expenditures attributed to the project.



[View Video](#)



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## Upcoming Events



### CENTRAL COAST LEAN SUMMIT 2013

Join Cal Poly for Central Coast Lean Summit 2013. This year they will be

- Providing lean content that will be of value to a wide variety of lean practitioners including those in business, education, government and non-profits.
- Continuing to build the Central Coast Lean Community by providing visibility and networking opportunities.
- Building on the successful 2012 Summit (100+ attendees).

January 4, 2013  
8:00 AM - 5:00 PM  
Chumash Auditorium, Cal Poly Campus



[REGISTER HERE](#)

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## Save the Date LOCAL EMPLOYERS JOB FAIRS

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 2013 has two great events where you can gain access to some of the best young employees around! Registration will be available early January 2013,





but for now, save the date and spread the word!

Cal Poly's Local Career Fair

February 28, 2013

9:00 AM - Noon

Cal Poly Campus, Chumash Auditorium



Cuesta College Job and Career Fair

March 20, 2013

10:00 AM - 2:00 PM

Cuesta College Campus, Room 5401



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### NEW BENEFIT FOR SPONSORS

To show our appreciation to our sponsors, in 2013 the EVC is providing all of our sponsors with a free 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 (805) 788-2013 or [mmanchak@sloevc.org](mailto:mmanchak@sloevc.org).*



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## Join Us on LinkedIn



Join the EVC on LinkedIn to get connected to local business leaders and participate in a variety of discussions.

[JOIN TODAY](#)

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## 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](mailto:info@sloevc.org).

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