



Monthly eNewsletter

for the Month of
February 2013

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EVC Welcomes Supervisor Paul Teixeira to EVC Board of Directors

The EVC is pleased to welcome **Supervisor Paul Teixeira**, District 4, County of San Luis Obispo, to its Board of Directors. We would also like to note that Supervisor Adam Hill is still serving on the EVC Board.



EVC Success Story



MARTHA VAN INWEGEN, FOUNDER, LIFE ELEMENTS, INC.

"It is great to see our clients succeed" - Mike Manchak, EVC

As many of you know, being an entrepreneur is much easier said than done. My first venture was co-founding a technology company in 1998, which we successfully sold during the (first) dot-com bubble. Times changed and I went back into the corporate world, but soon longed again for the freedom to be my own boss, which brings us to 2006, when I first met the team at the EVC. At that time I had just launched the first products from Life Elements.



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EVC Thanks Jason Giffen for His Service

We would like to thank Jason Giffen, Director of the County of San Luis Obispo Department of Planning and Building, for his collaboration and extensive efforts to help the Economic Strategy. The EVC presented him with an award at our Board of Directors meeting on February 27, 2013.



Local Employers' Job Fair

Outcome of
Economic
Strategy

Second Job Fair at Cal Poly for Local Companies Only

The Second Annual Local Employers' Job Fair, hosted by Cal Poly Career Services, was held on February 28th and continued to build upon the prior year's success. An outcome of the Knowledge & Innovation Cluster of the EVC's countywide Economic Strategy project, this event provides an opportunity for Cal Poly students to learn about job and internship opportunities from local businesses.



[Read Full Article](#)

New Sponsors

MISSION COMMUNITY BANK INCREASES SPONSORSHIP TO \$2,500

We are pleased to announce that Mission Community Bank increased their EVC sponsorship to the \$2,500 level. As the premier business bank on California's Central Coast, we appreciate the opportunity to serve you. With offices in San Luis Obispo, Atascadero, Paso Robles, Arroyo Grande, Santa Maria and Oxnard, Mission Community Bank puts local deposits to work locally - making loans to businesses, individuals and non-profit organizations.



Thank you Carl Dudley!

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[Sinsheimer Juhnke McIvor & Stroh Specialty Silicone Fabricators](#)
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[Tolosa Winery Trust Automation](#)
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IQMS INCREASES SPONSORSHIP TO \$2,500

We are pleased to announce that IQMS has increased their EVC sponsorship to the \$2,500 level. IQMS is an innovative, agile software provider utilizing cutting-edge technology and tools to develop customer and industry solutions for manufacturers worldwide. IQMS is committed to our customers' success by providing software, services, support, training and consulting that will improve efficiencies and help them become world-class leaders.

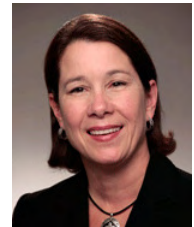


Thank you Randy and Nancy Flamm!

Business Resources Spotlight

SLO COUNTY ENERGY WATCH OUTREACH *Lighting Updates - Savings and Rebates*

There are a wide range of rebates available for installing or retrofitting lighting fixtures, bulbs and controls. Based on recent changes to federal efficacy standards, many bulb types and fixtures are being phased out through the end of this year, and are being discontinued or replaced by new products which comply with the more efficient standards. These changes impact general service fluorescent lamps, used in most offices and commercial buildings, and incandescent reflector lamps, which are used for recessed and track lighting. By updating commercial lighting now, businesses may take advantage of available rebates and incentives, and immediately start saving on the cost of energy.



[Read Full Article](#)



SMALL BUSINESS. BIG PLANS. YOUR TIME IS NOW.

Interested in learning more about cutting-edge ideas and trends in the business world? Have a good idea for a business? Or, are you already in a business? If so, you are welcomed to attend the Cal Poly Small Business Development Center (SBDC) for their newest workshop series, **Coffee & Conversation**. Attendance is open to the public and free. The Coffee & Conversation workshop series provides talking points on a plethora of ideas/trends, including the foundation for developing a sound business plan, marketing strategies, financial analysis, and management skills. The Coffee & Conversation workshop series are held on the 2nd and 4th Wednesday of every month to explore the latest ideas



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in business.



Next workshop - March 13, 2013 at HotHouse, 955 Morro, San Luis Obispo

For full article containing a schedule of upcoming workshops [Click Here](#)

Feature Stories



I FIGURED I WAS THE ONLY ONE WHO KNEW THE TRUTH

By Taylor Frigon Capital Management
March 4, 2013

Legendary basketball center and power forward Moses Malone, who played in both the ABA and the NBA (he was the MVP of the NBA three times, including twice in a row in the '81-'82 and '82-'83 seasons) once said, "I didn't pay attention to the things people said about me. I didn't want to know what they were saying, because I figured I was the only one who knew the truth". This statement strikes us as one that is critically important in many spheres of life -- not only in sports but in investing as well.



READ MORE →

HOW LEAN IS YOUR BUSINESS?

Do you have a project that is overly burdensome, too complex or simply unmanageable? The students at the Orfalea College of Business and the "Central Coast Lean" program may be able to help. **Central Coast Lean (CCL)** is an action research and community outreach program in the Orfalea College of Business that seeks to build knowledge and understanding around building a local community of lean practice across business, education, nonprofit organizations and government.



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VISIT SAN LUIS OBISPO COUNTY 2013 VISITORS GUIDE

VISIT SAN LUIS OBISPO COUNTY released its 2013 Visitor's Guide this week. The theme, Your Guide to Pure Play, focuses on the adventure activities tourists enjoy when visiting San Luis Obispo



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

County. From Hearst Castle to the coastline and beaches to wine country and ag tourism, San Luis Obispo County is the perfect place to play.

- Stacie Jacob, Executive Director, Visit San Luis Obispo County



To order your free copy of the visitors guide [Click Here](#)

GROVER BEACH HOTEL & CONFERENCE CENTER SET FOR APRIL COASTAL COMMISSION HEARING

By Mayor Debbie Peterson



Thirty years in the planning, the 150 room Grover Beach Hotel and Conference Center, goes before the Coastal Commission for a Local Coastal Plan Amendment at the Commission's April meeting in Santa Barbara. The Hotel is a joint powers authority between the city of Grover Beach, State Parks and Pacifica Hotels on over 13 acres of beach front land located west of Highway One on Grand Avenue, just across from the Grover Beach Amtrak Station.



READ MORE →

NEXT INTENT MANUFACTURED DRILL COLLECTS MARS ROCK POWDER

Biggest Curiosity Rover Accomplishment Since Landing

By Rodney Babcock

Next Intent

February 20, 2013



Showing their expertise in close tolerance and sophisticated CNC machine component design and manufacturing, the drill constructed for the NASA/JPL Mars Science Laboratory by Next Intent has successfully drilled and collected a powder sample from a rock on Mars. NASA/JPL hopes that the rock chosen and the sample collected may reveal evidence of a past wet environment on Mars. This successful drilling and sample collection on Mars is a first and has been lauded as the biggest milestone accomplishment for the Rover Curiosity team since the Mars Science Laboratory (MSL) spacecraft acted as a crane to lower the rover to the surface.



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DOES YOUR TEAM PLAY WELL TOGETHER?

By Sandra Dickerson

Your People Professionals



February 20, 2013

All business owners and managers share a common challenge, hiring the right talent and ensuring the best fit for the job, the team and the organizational culture. To meet this challenge we have all tried to incorporate behavioral analysis into our hiring decisions whether through the interview process or through the use of psychometric assessments. Business owners and managers know they must have an understanding of individual employees to create an effective organization. It is very challenging to figure out how a job candidate or employee fits into the organizational culture, the team and the specific job they will perform. Your People Professionals has found psychometric assessments provide invaluable information about current and potential employees and have utilized these tools for a number of years.



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SB 33 - SUPPORT

The EVC supports SB 33 to help the state's business community. Click the link below to read full letter of support.

[Read Full Letter of Support](#)

In the News

SAN LUIS OBISPO COUNTY PRESENTS ITS 2012 ANNUAL REPORT

By Dan Buckshi
San Luis Obispo County
February 7, 2013

On February 5, 2013, County Administrator Dan Buckshi presented the County's third Annual Report to the Board of Supervisors. The County's first ever Annual Report was developed at the end of 2010, in an effort to better inform the public about the services that the County provides. Due to overwhelmingly positive feedback from prior years, this year's report continues to provide an overview of County services, as well as information about some of the County's major accomplishments in the past year.



[Read Full Press Release](#)
[Download 2012 Annual Report](#)

AUDIO STREAM OF COUNTY BOARD OF SUPERVISOR MEETINGS NOW AVAILABLE

By Bob Cuddy
The Tribune
February 12, 2013



In an effort to provide access to some of those who were shut out of listening to Board of Supervisors meetings when KCBX stopped broadcasting them in January, the county government has set up an audio stream. "While the new Internet audio streaming of meetings is not a full replacement for a radio broadcast," County Administrator Dan Buckshi said, "it does provide residents with the capability to listen to a meeting live, using their smart phones or tablets."

Listeners can find the stream at: www.slocounty.ca.gov/clerk/BoardofSupervisors/Live_and_archived_meetings_online.htm

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EVC In The News

NEW AIRLINE MERGER COULD MEAN HIGHER PRICES FOR FLYERS

By Leah Masuda
KCOY CBS 12/FOX 11 TV
February 14, 2013



American Airlines and US Airways are merging, in an eleven billion dollar deal, creating the world's largest airline. It will be run by the CEO's of US Airways. The new merger with American Airlines and US Airways can affect three central coast airports, Santa Barbara, San Luis Obispo and Monterey. Michael Manchak, the President of Economic Vitality Corp. said there are several ways this merger can play out. "Each one of those airports still talk about having too few flights one can argue that less competition won't bring more flights," said Michael Manchak, President of the EVC.

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WARM RECEPTION FOR HOTHOUSE: SLO STARTUP INCUBATOR OPENS IN DOWNTOWN LOCATION

By Alex Kacik
Pacific Coast Business Times
February 15, 2013



A business incubator aims to scale up its support of San Luis Obispo startups at its new downtown location. The San Luis Obispo

HotHouse is a blend of a business incubator, accelerator and co-workspace. Incubators are designed to support entrepreneurial companies through business support resources, like accounting or legal help, and access to funding.

PACIFIC COAST
BUSINESS TIMES

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SLO COMPANY NEXT INTENT BUILD DRILL SYSTEM FOR MARS ROVER

By Bill Morem
The Tribune
February 27, 2013

Next Intent, a San Luis Obispo-based company that manufactures aerospace and spacecraft components, has been instrumental in the first mining operations on Mars. The Mars rover Curiosity used Next Intent's drill system to bore into the red planet earlier this month. Curiosity, the brainchild of NASA's Jet Propulsion Laboratory in Pasadena, has ingested the rock powder and is currently studying the samples in two compact laboratories within the rover to determine whether water and/or microbial life once existed on the planet.



SanLuisObispo.com
THE TRIBUNE

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SLO SIGNS ON ENVOY TO ONLINE WORLD

An 18-year resident beat out 44 others to become the city's first social media ambassador

By Tad Weber
The Tribune
March 1, 2013

Bentley Murdock, a professional musician and resident of San Luis Obispo for 18 years, has been picked to be the city's first social media ambassador. As such, it will be his job to promote the city through social media and build a community of online users that will be self-sustaining. He will also lead the city's Tourism Business Improvement District's social media efforts, promote local hotels through social media marketing, and attend local events and then showcase them online.

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Strategic Marketing Group's annual Tourism Outlook whitepaper is a comprehensive review of relevant economic and travel industry data as it relates to the California tourism industry. This year marks the 6th year of this publication, which includes the insights and personal observations of Carl Ribaud, President of SMG, who had spent extensive time working with DMOs throughout California.

[Download 2013 Tourism Outlook](#)

Upcoming Events



TAKE CHARGE OF YOUR TALENT

Give yourself a jump start to unlock your talent. See the three keys from the book in action. You are welcome to invite your coworkers, family members, and friends to join you in this no-charge webinar.

March 7, 2013
4:00 - 5:00 PM

[REGISTER HERE](#)



RECREATION, PARKS & TOURISM INDUSTRY CAREER FAIR

Are you a company interested in registering for the 2013 Rho Phi Lambda Career Fair at Cal Poly? Click here for the [Registration Form](#).

March 8, 2013
10:00 AM - 1:00 PM
Chumash Auditorium, Cal Poly



[Invitation](#)
[Download Flyer](#)

IMPACTS OF TECHNOLOGY ON COMMUNICATION



Register for the course "Impacts of Technology on Communication" and learn to communicate professionally and effectively when using various electronic/technology communication tools. This quick 0.5 unit course is completed in only two evenings and it counts towards Cuesta's Customer Service Certificate.

March 7 & 14, 2013
5:00 - 9:20 PM
Arroyo Grande High School, Room 408



Register today at Cuesta.edu

SECURITY FOR DEVELOPERS: TIPS FOR THE SHORT ON TIME

This talk will be a concise exploration of the most important security issues all developers should be familiar with. We will start with a live demonstration of breaking into an insecure website, dive into what allowed us to break into that site and cover the most common security issues developers should be familiarizing themselves with. Along with covering common code related security issues we will also look at common server misconfigurations and the best resources for remediation.



March 12, 2013
5:30 - 8:30 PM (*Free dinner included*)
Cal Poly Tech Park, San Luis Obispo



[REGISTER HERE](#)

FAMILY BUSINESS & CLOSELY HELD COMPANY AWARDS LUNCHEON

Join the Pacific Coast Business Times on Thursday, March 14 for their annual Family Business and Closely Held Companies Award luncheon in honor of the 2013 winners. The honorees represent a cross section of entrepreneurial activity in the Tri-Counties. This is the only awards event that recognizes successful family businesses across the Santa Barbara, Ventura and San Luis Obispo County region.



*Congratulations San Luis Obispo County winners:
EVC Sponsor, Madonna Enterprises
and Sharp's Hill Vineyards!*

March 14, 2013
11:30 AM - 1:30 PM
Crowne Plaza Ventura Beach

[REGISTER HERE](#)



For more information, contact Jennifer Hemmy at jhemmy@pacbiztimes.com or (805) 560-6950 ext. 228.

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

USING SCROLLING EFFECTS TO MAKE YOUR WEBSITE BETTER

This presentation will include: instructions for the initial set-up of plug-ins used to create scrolling effects; designing your website with scrolling possibilities in mind; tutorials for four completely different scrolling behaviors; and examples of awesome websites with impressive scrolling.

March 19, 2013
5:30 - 8:30 PM (*Free dinner included*)
Cal Poly Tech Park, San Luis Obispo



[REGISTER HERE](#)

CUESTA COLLEGE JOB AND CAREER FAIR



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 on March 19 Cuesta College presents its Job and Career Fair.

March 19, 2013
10:00 AM - 2:00 PM
Cuesta College Campus, Room 5401



[REGISTER HERE](#)

LIGHTSPEED SANTA BARBARA

How Photonics is Revolutionizing Big Data and the Central Coast



Learn about photonics technology, the photonics firms that are emerging in the Santa Barbara business landscape, and how to position yourself or your firm for the next global hub to emerge in this region.

March 20, 2013
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center, Santa Barbara



[REGISTER HERE](#)

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

THE NEW AUTO INDUSTRY

Join us for a Dinner and a Softec Expert Panel Discussion on technology opportunities in the Auto Industry. There is no doubt



that technology is driving change in the Auto Industry and with that change comes the opportunity for the local tech community to get engaged. Hear from visionaries how they think this will happen in the market.

March 24, 2013
5:30 - 8:00 PM
Madonna Inn, San Luis Obispo



[REGISTER HERE](#)

5TH ANNUAL CENTRAL COAST BUSINESS SYMPOSIUM

Join Andre, Morris & Buttery for the 5th annual Central Coast Business Symposium on April 2, 2013.



April 2, 2013
2:00 - 6:00 PM
Clark Center, Arroyo Grande



[REGISTER HERE](#)

TOP 50 WOMEN IN BUSINESS

This special section profiles the outstanding female business leaders in the region. "Editor's Choice" women in each industry are highlighted, and all winners are honored at an evening rewards reception.



April 11, 2013
Bacara Resort, Santa Barbara



[REGISTER HERE](#)

SOUTH COUNTY JOB FAIR

Employers - Seeking qualified workers? Reserve your seat today for the 2013 South County Job Fair.

April 18, 2013
2:00 - 5:30 PM
South County Regional Center, Arroyo Grande



For more information contact Louise Matheny at (805) 597-6365

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.

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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.

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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.



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