



Monthly eNewsletter January 2011



The EVC is proud to be of service to the community by helping to start or expand the following featured companies from throughout San Luis Obispo County. While it is commonly known that small businesses throughout the nation provide more job growth than large businesses, especially during recessions, the greatest challenge for small businesses and entrepreneurs is accessing capital. In recent years due to federal government regulations, the ability for small businesses to obtain bank loans and lines of credit has been a challenge, although without such capital such businesses cannot create jobs and help with the nation's economic recovery. It is for this reason that the EVC makes as one of its highest priorities to help entrepreneurs access capital, whether through our loan guarantee program, micro-loan fund, or venture capital network. We want to give a special thanks to our bank partners on these programs.



Congratulations to the following entrepreneurs.

Michael E. Manchak
President/CEO
Economic Vitality Corporation of San Luis Obispo County
mmanchak@sloevc.org

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New Clients

Examples of recent businesses that the EVC helped start or expand throughout the county are as follows:

- Monterey St. Wines
- Sweet Alexis Bakery
- Tortilleria Sinaloa
- Verena's Go Gourmet
- Violette Wings & Gifted Things

Monterey St. Wines

In partnership with Mission Community Bank, the EVC guaranteed a small business loan to Patrick Faverty of Monterey St. Wines. Monterey St. Wines features a variety of wines, beers and cheeses both foreign and domestic. In addition to the retail sale of these products they also feature a tasting bar where visitors can enjoy wine, beer and cheese tastings.

www.montereystreetwines.com (805) 541-1255



Sweet Alexis Bakery

In partnership with Coast National Bank, the EVC guaranteed a small business loan to Michele Fellows of Sweet Alexis Bakery. Sweet Alexis Bakery manufactures and specializes in delectable baked goods made without dairy, eggs, tree nuts or peanuts. Created out of a mom's love for her severely food allergic daughter, Sweet Alexis Bakery is the only dedicated allergy conscious facility of its kind on the West Coast serving safe and delicious cupcakes, cookies, breads and more.

www.sweetalexis.com (805) 528-8956



Tortilleria Sinaloa

In partnership with Mission Community Bank, the EVC provided a business loan to Carlos Lopez, founder of Tortilleria Sinaloa. Tortilleria Sinaloa has been in business for over 10 years operating out of San Miguel after a loan from the EVC many years ago. The company is expanding its tortilla manufacturing operation into Paso Robles. Tortilleria Sinaloa specializes in the manufacture, wholesale and retail of corn and flour tortillas. (805) 467-2399

[Verena's Go Gourmet](#)



Silver: \$1,000+

- [Andre Morris & Buttery Aviation Consultants](#)
- [BridgePoint Custom Strategies Cannon](#)
- [Central Coast Marketing Clever Concepts](#)
- [Coastal Business Finance](#)
- [Compass Health](#)
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- [Estrella Associates](#)
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- [First Bank of San Luis Obispo](#)
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- [Glenn Burdette Phillips & Bryson](#)
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- [Liberty Coatings](#)
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- [Mission Community Bank](#)
- [KVEC 920-AM](#)
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- [Niner Wine Estates](#)
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- [Omni Design Group](#)
- [Orfalea College of Business](#)
- [Pacific West Energy Solutions](#)
- [Paso Robles Wine Country Alliance](#)
- [Phone & Wireless](#)
- [Productive Impact](#)
- [Promega Biosciences](#)
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- [Rick Engineering Company](#)
- [RNM Engineering](#)
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- [Senn-Lee & Associates](#)
- [Sierra Vista Regional Medical Center](#)
- [SLO County Farm Bureau](#)
- [Smart Office Interiors](#)
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- [Specialty Construction](#)
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- [Systems & Marketing Solutions](#)
- [TelePacific Communications](#)
- [Templeton Chamber of Commerce](#)
- [Templeton Community Services District](#)
- [Thoma Electric](#)
- [Twin Cities Community Hospital](#)
- [United Staffing Associates](#)
- [Vistage](#)
- [Wallace Group](#)
- [WestPac Investments](#)
- [Your People Professionals](#)

Bronze: \$500+

- [Alan Strasbaugh](#)
- [Myraline Morris Whitaker](#)
- [Tom Martin](#)
- [Tom Sullivan](#)



[View Employment Reports](#)



The EVC loan program recently helped Verena Maier of Verena's Go Gourmet continue business operations. Operating out of the village of Arroyo Grande, this company provides a variety of quality house ware products. They also showcase a fancy food section and an olive oil bar where you can taste the most delicious olive oils and balsamic vinegars.



www.verenagourmet.com (805) 473-0464

Violette Wings & Giftey Things

In partnership with Coast National Bank, a start-up loan was provided to Kelli Evans, founder of Violette Wings & Giftey Things. Located in a revitalized section of downtown Atascadero, this store offers a variety of retail gift items and home décor. Their products range from mugs, clocks and candles to figurines and jewelry. They also carry a selection of aroma therapy, color therapy and self-improvement books.



(805) 460-6868

Sponsor Update

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS

KCOY CBS 12 / FOX 11 | \$7,500

KCOY CBS 12 and FOX 11 are the CBS and FOX affiliates in the San Luis Obispo, Santa Barbara and Santa Maria television market. Owned by Cowles California Media and producing over 30 hours of news per week, the stations' are an integral part of the community. Not only providing news, weather and sports, the stations help nonprofit organizations further their missions. The Food Coalition of SLO County, Good Samaritan, Unity Shoppe, Boys and Girls Club, YMCA, American Heart Association, Alzheimer's Association and PCPA, to name a few.



www.kcoy.com

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Pacific Coast Business Times | \$2,500

The Pacific Coast Business Times is the weekly business journal for Ventura, Santa Barbara and San Luis Obispo counties. We're a locally owned company with offices in downtown Santa Barbara. The Business Times is delivered to subscribers' offices and homes each Friday.



www.pacbiztimes.com

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Rariq Construction Inc. | \$1,000

Rariq Construction is a family owned commercial building contractor doing business on the Central Coast since 1970. Our primary projects include building commercial and industrial buildings for new and repeat customers from tenant improvements to large scale design-build programs. Over the past 40 years Rariq Construction has earned 150 national, state and local awards for their commercial building designs and construction excellence.



www.rariq.com

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Productive Impact | \$1,000

As a San Luis Obispo based company, we understand the needs of our local community. Productive Impact LLC specializes in helping companies move to the next level. They help companies in the following areas: entrepreneurship support and coaching, economic impact studies, business plans and proforma financials validation, and product management.



www.productiveimpact.com

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Central Coast Marketing | \$1,000

Jeff will leverage his 30 years of technology business development, product marketing and partner relationship management roles to help any size business define and

NEW

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contact us to include your
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execute new market strategies and improve internal processes. He is also available to create GSA Schedule filings for clients who sell to the US Government and other eligible agencies.
(805) 300-2805 or jeff@slocm.com

EVC New Board Members

The EVC Board of Directors wishes to welcome the following new Board of Directors



DAN CARPENTER
City of San Luis Obispo



HENRY DUBROFF
Founder & Editor
Pacific Coast Business Times



KEVIN HARLAN
General Manager
KCOY CBS 12 / FOX 11 Television



BOB KELLEY
City of Atascadero



GEORGE LEAGE
City of Morro Bay



DEBBIE PETERSON
City of Grover Beach

Sponsor News

DIGITAL WEST WIRING SLO AT THE SPEED OF LIGHT

Pacific Coast Business Times
By Stephen Nellis
December 27, 2010



The telecommunications firm Digital West is working to make its hometown of San Luis Obispo the best-connected city in the Tri-Counties. Digital West is ringing the town with its own high-speed fiber lines, bringing speeds to Central Coast businesses that aren't available in many parts of the Tri-Counties.



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A NEW PARTNERSHIP BETWEEN PACIFIC COAST BUSINESS TIMES AND RITE AID

January 27, 2011



Pacific Coast Business Times has launched a new partnership with Rite Aid! Pick up an issue of the Business Times for just \$1.50 a copy at selected Rite Aid locations.



[Click here](#) for more details.

TWIN CITIES WELCOMES THREE NEW GOVERNING BOARD MEMBERS (MICHAEL MANCHAK)

Paso Robles Press
January 28, 2011



Twin Cities Community Hospital welcomed three new members to its 15-member Governing Board.

The board consists of corporate representatives, physicians on the hospital's medical staff and representatives of the community. The board is responsible for the oversight of the medical staff, quality of the professional services and general business affairs of the hospital.



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PASO ROBLES PRESS

PRESS RELEASE LOCAL DESIGN FIRM RECEIVES PRESTIGIOUS AWARDS ON RECENT PROJECTS

San Luis Obispo, January 2011 - RRM Design Group, a multi-disciplined architecture, planning and engineering firm which has been practicing in San Luis Obispo for over 35 years, was recently honored with two prestigious awards for projects in the state.



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SOLAR PROJECT COULD BRING \$300 MILLION AND JOBS TO SLO COUNTY

A proposed solar power plant could give San Luis Obispo County a big economic boost, but environmentalists say it would harm endangered species. The proposed California Valley Solar Ranch project would bring clean power to the people. . . a lot of it.

"The plant over the course of the year would generate, about enough power to power every house in the county, about 100,000 homes," said Project Director Chris Baker.

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Special Report



EMPLOYEE PRIVACY - WHOSE INFORMATION IS IT ANYWAY?

By Dave Juhnke
Sinsheimer Juhnke Lebens & McIvor, LLP
January 2011

Many employers believe that they have the right to control the conduct of their employees if that conduct might adversely impact the image or reputation of the company. With the rapid expansion of email and text messaging, the separation between business and personal lives of employees has become blurred. The explosion of information available on the internet, and the growing popularity of social websites such as Facebook and Twitter, has created conflicts between the employee's right of privacy and the employer's right to know information which might impact the business.



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Special Report



GIVE ME A BREAK

By Kathy Eppright
Andre, Morris & Buttery
January 2011

The issue of breaks has caused many business owners in California to come close to the breaking point. In California, employees must be able to take a 10 minute rest break for every 4 hours of work and a 30 minute meal break after 5 hours of work. It seems simple enough, but these requirements have led to a significant increase in the filing of wage and hour claims. As you start this new year, it is important to be aware of this new trend, understand how it started and take steps to protect your business from claims that can be avoided.



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Special Report



EPIPHANIES REALIZED: SLO SEED VENTURES PROVIDES NECESSARY RESOURCES TO START-UP VENTURES, PARTNERS WITH CAL POLY

Jo Anne Miller, RNM Engineering
Gerry Frigon, Taylor Frigon Capital Management, LLC

In early 2009, at the prodding of local accountant Eric Schwefler, a group of local entrepreneurs and business executives initiated SLO Seed Ventures to provide needed resources for very early stage start-ups in and around San Luis Obispo. SLO Seed Ventures, officially launched in the summer of 2010, provides more than just capital. Experience quickly taught that relationships, business advice and mentoring are often just as critical as money in the early stages of a start-up.



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www.sloseedventures.com



In Memory of Joanne Main

The staff and Board of Directors of the EVC fondly remember Joanne Main who served on the EVC Board and her community in so many ways.

JOANNE MAIN, CEO OF ATASCADERO'S CHAMBER OF COMMERCE
January 25, 2011

Joanne Main, Atascadero Chamber of Commerce's chief executive officer, died at about 10:30 a.m. Tuesday after undergoing emergency surgery Monday night. She was 58.

"Chamber representatives (express) concern and support for the Main family and great respect and affection for Joanne," according to a statement released Tuesday afternoon.

For more information [click here](#).



Upcoming Events EVC Partners and Sponsors

MORRIS & GARRITANO 2011 SEMINAR SCHEDULE

- February 23rd, 2011 - [Retirement Income Planning](#)
- March 23rd, 2011 - [Saving for a College Education](#)
- April 27th, 2011 - [Estate Planning](#)
- May 18th, 2011 - [Social Security](#)
- June 22nd, 2011 - [Asset Protection](#)

Register today by clicking the name of the seminar.
All seminars are held at Morris & Garritano from 12-1pm.



For more information contact (805) 543-6887 ext. 341 or www.morrisgarritano.com



CUESTA COLLEGE CAREER & JOB FAIR

Career Connections at Cuesta College invites you to attend our annual Job & Career Fair. The fair will be held on Tuesday, April 12th from 10:30 AM - 3:00 PM, in Room 5401 of the San Luis Obispo campus. We are currently taking table and workshop registrations. We hope that local businesses will join us in this annual event to showcase the career and employment opportunities the San Luis Obispo community has to offer.

Tuesday, April 12, 2011
10:30 AM - 3:00 PM
Cuesta College, Room 5401

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MIT ENTERPRISE FORUM - "AND THE BANDWIDTH PLAYED ON"

Andrew Seybold, is the mobile wireless industry's trusted resource for strategic consulting, research, and analysis and will be addressing the issue of bandwidth limitations on February 16th at the Cabrillo Arts Pavilion on behalf of the MIT Central Coast Forum.

Wednesday, February 16, 2011
5:00 PM - 8:00 PM



Cabrillo Pavilion Arts Center, Santa Barbara, CA

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CENTRAL COAST BUSINESS SYMPOSIUM

The sponsors of the Central Coast Business Symposium want to let you know the 2011 event is coming. Invitations and speaker information will be mailed out at the end of February. We hope to see you there!



Thursday, April 7, 2011
3:00 PM - 7:00 PM
Clark Center, Arroyo Grande
www.amblaw.com
[Download Flyer](#)

ANDRE,
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EVC In The News

ATASCADERO TO GUARANTEE EATERY LOANS

The Tribune
By Tonya Strickland
January 3, 2011

The city of Atascadero's Redevelopment Agency has pledged to partially guarantee bank loans of up to \$1 million in total for restaurant owners to strengthen the city's core as eateries continue to close because of the economic downturn. The agency's board of directors, which approved the 18-month program Dec. 14, is made up of the Atascadero City Council.

SanLuisObispo.com
THE TRIBUNE

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BIZ BUZZ: PERFORMANCE TECH SHUTTERS SLO OFFICE

The Tribune
By Julia Hickey
January 6, 2011

Performance Technologies of Rochester, N.Y., is closing its San Luis Obispo operation, resulting in a loss of 17 local jobs. "The SLO operation has been very worthy with good people, but it's not Rochester, N.Y. where our headquarters are," said Dorrance Lamb, chief financial officer of Performance Technologies.

SanLuisObispo.com
THE TRIBUNE

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SLO County In The News

KIPLINGER'S NAMES CAL POLY TO ITS 'BEST VALUES IN PUBLIC COLLEGES' LIST - AGAIN

January 5, 2011

Kiplinger's Personal Finance magazine again named Cal Poly as one of its "100 Best Values in Public Colleges 2010-11." The list was published in its February magazine. Cal Poly retained its spot at No. 50 on the list of 100 best-value universities for in-state students. Cal Poly moved up 14 spots to No. 33 as a best value for out-of-state students. Cal Poly was among seven UC campuses to make the latest Kiplinger's list; two other CSU campuses also made the list.



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HAPPIEST PLACE IN AMERICA - SLO

Video from New York Times best-selling Author, Dan Buettner, says San Luis Obispo is the happiest place in America.



Click here to watch video

Miscellaneous Interest

BAY AREA ECONOMIC FORECAST

In the fourth quarter of 2010, the Bay Area Council Economic Institute and Beacon Economics presented their fourth annual Bay Area Economic Forecast to audiences in the South Bay/Silicon Valley, East Bay (Oakland) and San Francisco. The analysis, developed by Dr. Jon Haveman, provides an assessment of current economic conditions in the U.S., California and the Bay Area, with detailed analyses on each of the Bay Area's major sub-regions.



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Quarterly updates can also be accessed on the Beacon website at www.beaconecon.com/RegionalReport

Save The Date

Cal Poly Center for Innovation and Entrepreneurship March 10, 2011 from 5-7 PM

On March 10, the Cal Poly Center for Innovation and Entrepreneurship will celebrate the 100th anniversary of the first International Women's Day with a community forum dedicated to women entrepreneurs. Please plan to attend, especially if you are a San Luis Obispo woman who is or would like to become an entrepreneur!

For info contact Jo Anne Miller at joanne@milkstreetventures.com or Thea chase at tachase@calpoly.edu.

Quarterly Beacon Economics Employment Report



[Click Here to Download Report](#)

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Want your newsletter linked to the EVC's newsletter?

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

SBA Announces Contracting Program For Women-Owned Small Businesses



First Contracts Expected to be Awarded By Fourth Quarter of Fiscal Year 2011

On Feb. 4, SBA will release instructions on how to participate in the program www.sba.gov/wosb.



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Economic Vitality Corporation

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