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For the Month of
January 2012

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[2011 EVC ANNUAL RECAP](#)

On behalf of the staff and Board of Directors of the Economic Vitality Corporation, we thank you for your sponsorship and provide the following recap for 2011.



While many are glad to see the lingering economic challenges of 2011 behind us, we are seeing improvements in our county's economic sectors. For the EVC, 2011 represented another year of rolled up sleeves and successes. Along with providing key resources to entrepreneurs starting and growing businesses, the implementation of the Economic Strategy achieved many successes, with more to come.

Michael Manchak
President & CEO
Economic Vitality Corporation

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PERMIT STREAMLINING - WHY IS IT SO IMPORTANT?

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The Economic Strategy project has been an impetus to change and a primary contributor to progress in local permit streamlining activities. Overly complex and burdensome permitting and regulatory requirements hinder growth and are a tax upon local government staff and resources.



Three of the Clusters of Opportunity have taken a proactive stance on addressing this issue.

Christine Rogers
Program Manager
Economic Vitality Corporation

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AIRPORT UPDATE

DEADLINE: February 17, 2012



The EVC has been a key stakeholder in helping the San Luis Obispo County Regional Airport be competitive and attain more air service. We have always viewed that a regional airport like ours is a vital part of our local economy, especially due to the location of the county and economic composition. Following the two out of four airlines stopping service at the airport in 2008 due to the fuel crisis, the EVC helped rally the resources and support of the business community and general aviation community by forming SLOCATA (SLO County Air Transportation Alliance).

In 2009, the EVC helped commission a market study of the airport and its travelers. Knowing more about the market and data, the EVC worked closely with airport management and the airport consultants. We visited four airlines throughout the western United States to establish or strengthen the relationships for the airport. It is vital for the EVC to be at the table for these discussions with the airlines because the business traveler represents approximately seventy percent of revenue for most airlines, although all travelers benefit from such efforts to improve infrastructure and increase service at the airport.

The market study and subsequent meetings with the airlines determined that 53% of local air travelers do not use our local airport, and that the airport needs more service to more places. Based on traveler data, the first and highest priority for new service is direct flights to Denver. With the EVC playing a leading role, we have worked with the airport management and SLOCATA to create an alliance with the San Luis Obispo County Visitors and Conference Bureau (VCB) to survey the local air travelers to prove that non-stop flights to Denver are good for the airlines and good for our community. A survey launched by the VCB in January 2012 is vital to possibly get more service and the airlines are watching for the results.

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PLEASE COMPLETE SURVEY AND ASK OTHERS TO DO THE SAME

DEADLINE: FEBRUARY 17, 2012

[CLICK HERE FOR SURVEY](#)

<https://www.surveymonkey.com/s/XHFDWVH>

STAFF UPDATE: DAVE MOOKLAR'S RETIREMENT

On January 12th, Dave Mooklar retired as the EVC's Loan Administrator after fifteen years. From the entire staff and Board of Directors, I wish to extend tremendous gratitude to Dave's devoted service to the EVC and the community. Dave ran one of the most important programs at the EVC - the only business loan assistance program in the county. Before joining the EVC, Dave was retired as an accomplished banker in Santa Barbara and SLO counties, so the EVC was very fortunate to have him come out of retirement for the EVC in 1997. Earlier this month, the staff, Board members and community leaders recognized Dave at a retirement luncheon to recognize Dave's many years of community service at the EVC. We were honored to present to him statements of recognition from each and every elected official, including both members of Congress, State Senate, State Assembly, and the entire County Board of Supervisors. We wish Dave the very best in his second retirement.



BOARD MEMBER NAMED PERSON OF THE YEAR

A congratulations to EVC Board Member **Dave Juhnke** for being awarded the San Luis Obispo Chamber's Person of the Year on January 21. Dave has been an EVC Board member for several years and serves as Board Counsel.



WORKFORCE HOUSING SURVEY

Through the Economic Strategy cluster called BUILDING, DESIGN AND CONSTRUCTION, the first-ever on-line survey was launched to help our

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communities learn more about the actual needs of housing for local employees, and identify future opportunities. Housing for employees throughout the County continues to be critical issue this survey will gain a better understanding of the actual housing needs in our county. Over 500 responses to the survey were received which was conducted to:

- Gather countywide input on current and future workforce housing needs
- Highlight circumstances which may impact housing selection
- Gauge consumer preferences for housing options

The results will help homebuilders, planners and local government make better informed decisions related to housing needs well into the future.

EVC ENDOWMENT

The EVC will soon formally announce its formation of an endowment at the SLO County Community Foundation. This new program will invite the public to participate in providing a long-term approach to added sustainability for the EVC. I wish to thank all of those who joined the endowment's Founder's Circle to date, which has raised nearly \$100,000. A special thanks to EVC Board member Eric Schwefler who has provided extraordinary leadership on developing this new program. The Foundation's executive director, Barry VanderKelen, is a new partner of the EVC.



Please contact Mike Manchak at 805-788-2013 or mmanchak@sloevc.org for more information.

EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Bruce Ray - The Tribune and SanLuisObispo.com



This EVC interview series focuses on business leaders making great impacts on our local economy. Michael Manchak interviewed Bruce Ray, President & Publisher of The Tribune, and SanLuisObispo.com.

[Click Here to Read Interview](#)



New Sponsors

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS:

m3 marketing solutions - \$1,000

More than anything else, it is the responsibility of marketing to pull you in. It lives to entice you and its greatest ambition is to guide your next move. And while you may not always be able to explain exactly why it speaks to you, all that matters is that it does. We're m3 marketing solutions and we love to write, we love to design and we love working with clients to develop marketing materials that honestly and creatively represent them.



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California Enterprise Development Authority - \$1,000

The California Enterprise Development Authority (CEDA) is committed to helping bring financing options and information to businesses and economic developers to help manufacturers, nonprofits, and California communities looking for financing resources.



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Tom Martin Increases EVC Sponsorship to \$1,000

We are pleased to announce that Tom Martin has increased his EVC sponsorship to \$1,000. A special thanks to Tom Martin for his continued support which helps the EVC fulfill its mission of keeping SLO County business vital.

Upcoming Events

BROWN BAG DIALOGUE

Business 101: Keeping Your Business and Personal Assets Separate

For solo professionals and micro business owners, the line between personal and business expenses often gets blurry. Join Mission Community Services and learn tips to keep personal and business assets separate and ways to increase your income without doing more work.

February 3, 2012
Noon - 1:00 PM
MCSC/WBC, San Luis Obispo



[RSVP via this link or call 595-1357](#)

TOWN HALL ON PROPOSED WATER REGULATIONS

Your input is needed! Please join Senator Blakeslee at a town hall meeting to address the effects that the new Water Board regulations will have on our communities. The event will include a panel of community leaders representing Agriculture, Local Government, Business, and Builders - each sharing how these regulations would affect their industry or community.



February 9, 2012

5:30 - 7:30 PM

O'Connor Board Room, Lucia Mar School District, Arroyo Grande

Another Outcome of the Economic Strategy...

SPECIALIZED MANUFACTURING BUSINESS FORUM

The Economic Strategy initiatives for the Specialized Manufacturing Alliance identified the following priority:

"Host regular company-to-company exchanges to share experiences, effective business strategies, lessons learned, and common issues; identify business assistance resources (funding, exports, communications, human resources) and quality suppliers; and forge mutually-beneficial business partnerships."

In working toward achieving this goal, the cluster has coordinated a monthly Business Forum event which provides an opportunity for local business leaders to share information on topics of particular interest to their industry cluster members.

U.S. General Services Administration

Presenter: Jeff Wade, Central Coast Marketing

Expand your sales opportunities by establishing a GSA schedule listing your products and services. Selling to the US Government, quasi-government agencies and municipalities is much easier for the buyer and the seller when terms and pricing are established ahead of time. Learn more about the challenges and rewards at this Forum.

February 21, 2012

9:00 - 10:00 AM

Avila Lighthouse Suites, Avila Beach

[Download Agenda](#)

For more information [Click Here](#)

LOCAL EMPLOYER 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 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 SLO County Job Fair

February 23, 2012

9:30 AM - Noon



Cuesta's SLO County Job & Career Exploration Fair

March 28, 2012

10:00 AM - 2:00 PM



[Download Flyer](#)

For more information [Click Here](#)

CAL POLY ENTREPRENEURSHIP FORUM

Breaking the Mold - The New Start-up Paradigm



No longer does it take millions of dollars and many years to grow a technology company nor is business planning carried out in a linear fashion. This Forum Event is designed to highlight how disruptive business models and new technologies, combined with the "lean startup" model, have made this a great time to be an entrepreneur!



February 13, 2012

4:30 - 7:30 PM

Performing Arts Center, Cal Poly

[REGISTER NOW](#)

AN INTRODUCTION TO RAVENDB



RavenDB (ravendb.net) is a document database designed for the .NET/Windows platform, packaged with everything you need to start working with a nonrelational data store. Join us as we learn how to get up and running with RavenDB.

February 14, 2012

5:30 - 8:30 PM

Cal Poly Tech Park



[REGISTER NOW](#)

The EVC is a proud sponsor of these events.

EFFECTIVE START-UP MANAGEMENT: FEATURING PAUL ORFALEA



Paul Orfalea, founder of Kinkos and serial entrepreneur, will keynote an exciting MITCC event focused on what techniques and methodologies founders and CEOs should implement when building and managing teams.

February 25, 2012
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center, Santa Barbara

 **ENTERPRISE FORUM**

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The EVC is a proud sponsor of these events.

NO-NONSENSE DESIGN SPEAK



This presentation will provide a basic overview of the principles of design to help you develop your eye and produce attractive work. Learn how to bridge the gap between the client and the designer and how to integrate the basic principles into your work.

February 21, 2012
5:30 - 8:30 PM
Cal Poly Tech Park, San Luis Obispo



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The EVC is a proud sponsor of these events.

SLO COUNTY AIR POLLUTION CONTROL DISTRICT PUBLIC WORKSHOP

Proposed Greenhouse Gas (GHG) Thresholds for the District's CEQA Air Quality Handbook.

February 23, 2012
10:00 AM
Meadow Park Building, SLO



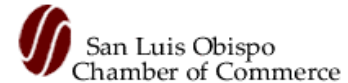
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2012 STATE OF THE STATE

The San Luis Obispo Chamber of Commerce is very proud to announce the inaugural State of the State event being held on Friday Feb. 24. The issues and legislation that take place at the state level in Sacramento have a large impact on business at the local level. The event's focus is to bring key players in state politics together to discuss those issues and give the community an opportunity to hear firsthand what's happening at the capitol and what future impacts could be felt locally.

"Our members are greatly affected by the actions taken by our legislators in Sacramento," SLO Chamber of Commerce President and CEO Ermina Karim said. "We want to give the local business community access to these decision makers and help them understand the most pressing statewide issues. "

- Ermina Karim



February 24, 2012
Noon - 1:30 PM
Grace Church, San Luis Obispo

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FAMILY BUSINESS & CLOSELY-HELD COMPANY AWARDS

Brought to you by the Pacific Coast Business Times

Come see the winning company from SLO County!

March 1, 2012
7:30 - 9:30 AM
Crowne Plaza Ventura Beach

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**PACIFIC COAST
BUSINESS TIMES**



In the News

AIRPORT IN SLO HAS DENVER ON ITS RADAR

County groups set up survey to gauge interest in flights to Mile High City

By Julia Hickey

The Tribune

January 25, 2012

One airline has expressed interest in creating a direct flight from San Luis Obispo to Denver - but only if San Luis Obispo County can prove there is a demand. Currently, San Luis Obispo County Regional Airport connects to San Francisco, Los Angeles and Phoenix, but at least 50 percent of local travelers choose to drive and embark from airports outside of the county. "That's very

bad for our community," said Mike Manchak, president and CEO of the Economic Vitality Corp. of San Luis Obispo County. "With airports, it's 'use it or lose it,'" he said.

SanLuisObispo.com
THE TRIBUNE

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TRACTION FOR SLO TO DENVER FLIGHT

Tech leaders say new route will boost connectivity

By Stephen Nellis
Pacific Coast Business Times
January 27, 2012

PACIFIC COAST
BUSINESS TIMES

Business and transportation leaders in San Luis Obispo County are launching an effort to bring non-stop jet service to Denver and with it a better connection between the Central Coast and the Eastern half of the county.

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BLAKESLEE FIGHTS TO KEEP PARKS OPEN, OVERRIDE GOVERNOR'S VETO

Senator continues effort to find alternatives to Governor's threat to close parks

Taking a bold stand in support of Parks, Senator Sam Blakeslee recently challenged his Senate colleagues to rally to save the state's 70 parks from the Governor's continued threat of closure.



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SAN LUIS OBISPO COUNTY LABOR FORCE FOR DECEMBER 2011

Employment Development Department
January 20, 2012

The unemployment rate in the San Luis Obispo County was 8.8 percent in December 2011, down from a revised 8.9 percent in November 2011, and below the year-ago estimate of 10.0 percent. This compares with an unadjusted unemployment rate of 10.9 percent for California and 8.3 percent for the nation during the same period.

EDD Employment
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