



Monthly eNewsletter

For the Month of
July 2011

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New EVC Board Officers

EVC Announces New Officers for 2011-2012

As the EVC finishes another successful fiscal year, what follows are thoughts from our outgoing Chairwoman, **Candy Markwith**, and our incoming Chairman, **Kris Vardas**.

"As a leader in the healthcare industry, my profession helps people and our communities by improving both the health of our citizens and creating jobs. With the same satisfaction, I continue to enjoy serving on the EVC Board and being Chairwoman for the current fiscal year because the organization also helps people and our communities..."



Candy Markwith
Chairwoman of the Board of Directors, EVC
CEO, Sierra Vista Regional Medical Center

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"With a young family on the central coast, I know first-hand the importance of a balanced and healthy community, and what it means to have enough jobs and tax revenues to enable communities to provide the vital services we all need. These are challenging economic times and I am excited about being on the EVC Board of Directors..."



Kris Vardas
Chairman of the Board of Directors, EVC
Council Member, City of Pismo Beach

[View entire letter](#)

NEW BOARD MEMBER

The EVC welcomes its newest EVC Board member, **Darren Smith**, COO, Compass Health.



NEW OFFICER

The EVC also welcomes **Mike Silacci**, Regional Vice President, AT&T External Affairs, to the Executive Committee as Vice-Chair.

Lastly, the EVC wishes to thank **Tom Jones**, PG&E's Director, Government Relations for his service on the Board since 2006.

Thank you, Tom!



EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS BY THE EVC

Gerry Frigon, Taylor Frigon Capital Management
Jo Anne Miller, Milk Street Ventures

This interview is of two local business leaders who each have their own successful businesses, and have helped form a new



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[WestPac Investments](#)

SLO-based angel investor group called SLO SEED VENTURES. Their views on the local business community and the health and prospects for entrepreneurial startups follows.



[View Interview](#)

Pierre Josefsohn, PJ Finance

This is an interview of Pierre Josephson, an angel investor located on the central coast and an EVC sponsor. Michael Manchak sat with Pierre Josephson recently.



[View Interview](#)

Sponsor Updates

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSOR:

Collaboration LLC - \$2,500

Collaboration LLC empowers proactive individuals to build profitable, sustainable businesses through results oriented consulting and professional training. www.Collaboration-LLC.com



SOUTHERN CALIFORNIA GAS COMPANY INCREASES SPONSORSHIP BY \$5,000

EVC sponsor, Southern California Gas Company, has increased their sponsorship for the Economic Strategy Project by \$5,000, bringing their total sponsorship of the strategy to \$23,000. www.socalgas.com



Sponsor News

SAN LUIS OBISPO COUNTY VISITORS AND CONFERENCE BUREAU ANNOUNCES NEW EXECUTIVE DIRECTOR

The San Luis Obispo Visitors and Conference Bureau Board of Directors announces its new Executive Director, Stacie Jacob. Jacob served as the Paso Robles Wine Country Alliance Executive Director for the past seven years.



Bronze: \$500+

Tom Martin
Tom Sullivan

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If you are an EVC sponsor, contact Kaila Anderson to include your newsletter link info@sloevc.org or 805.788.2012

DIGITAL FOUNDATION EXPANDING

After three years at their current location, Digital Foundation has moved to a larger office in San Luis Obispo at:

712 Fiero Lane #29, San Luis Obispo



Congratulations Digital Foundation!

GOOGLE ACQUIRES PUNCHD LABS

SLO Seed Ventures, the San Luis Obispo based seed stage accelerator/investor group, is very pleased to announce that Google is acquiring Cal Poly start-up and client, Punchd Labs (www.getpunchd.com). Punchd brings customer loyalty cards to your smart mobile device and was the first investment that SLO Seed Ventures made earlier this year.

www.sloseedventures.com



CALIFORNIA CENTRAL COAST RESEARCH PARTNERSHIP - TECHNOLOGY TRANSFER

By Jim Dunning
C3RP Program Manager, Cal Poly

Four patents were issued by the United States Patent and Trademark Office to Cal Poly faculty this academic year. This is a record number of patents issued to the University in a single year and represents innovations in medicine, manufacturing, education, and computing.



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CAL POLY

YOUR CALIFORNIA

Presented by KCOY CBS 12 / FOX 11



Your California is a once a week (launching week of 9/19), 30 minute show highlighting all of the great things that happen in California. It

will air on Sundays on KCOY at 5pm and in every TV Market in California.

Explanatory Spot: <http://www.youtube.com/watch?v=yW6x2G9PkMU>

Full 30 min Pilot: <http://www.youtube.com/watch?v=GVCdxPEvinA>



Upcoming Events

FOURTH ANNUAL TEMPLETON BUSINESS ROUND-UP

Join the Templeton Chamber of Commerce 2011 Business Expo.

September 8, 2011
5:00 - 7:00 PM
Templeton Park at 5th and Crocker
Streets



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For more information please contact Marie Roth at (805) 712-5963 or
mroth@pomarjunction.com

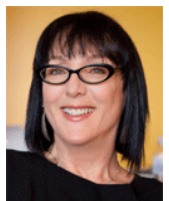
SPIRIT OF SMALL BUSINESS

Presented by Pacific Coast Business Times

Join the Pacific Coast Business Times for a luncheon recognizing the Spirit of Small Business award winners. The keynote speaker at the event will be lynda.com, Inc. Co-Founder and Executive Chair Lynda Weinman.

August 18, 2011
11:30 AM - 1:30 PM
Fess Parker's Doubletree Resort, Santa Barbara

To purchase tickets visit: <http://spirit11.eventbrite.com/>



PACIFIC COAST
BUSINESS TIMES

SAVE THE DATE

SAVOR THE CENTRAL COAST - *September 29 - October 2*

Join Sunset Magazine and the San Luis Obispo Visitors and Conference Bureau at Sunset Savor the Central Coast. Tickets on sale now!



FASTEST GROWING COMPANIES AWARDS

Presented by Pacific Coast Business Times



Join the Pacific Coast Business Times as they recognize the fastest growing companies in the Tri-Counties.

Deadline for submitting nominations is August 5, 2011

September 12, 2011
5:30 - 7:30 PM
Crowne Plaza Ventura Beach

PACIFIC COAST
BUSINESS TIMES

To nominate a company contact Jim Logan at (805) 560-6950 x 225 or jlogan@pacbiztimes.com

SOFTEC - AUGUST EVENTS

Click event for details and registration information



- August 8, 2011 - [TechBrew](#)
- August 24, 2011 - [Making Money Off Media: The Future of Creativity in the Digital Age](#)

SOFTEC ANNOUNCES ITS 15TH ANNUAL CENTRAL COAST TECHNOLOGY SYMPOSIUM

Connecting the Dots: Leveraging Local Resources to Help Entrepreneurs

During Softec's 15th Annual Symposium, attendees will gain insight into our local resources-what's missing, what's available, and how entrepreneurs can connect the dots to leverage available resources and grow their businesses.

September 28, 2011
4:00 - 8:00 PM
The Madonna Inn, San Luis Obispo



For more information visit: www.softec.org

In the News

STATE PARKS LEGISLATION PASSES THE ASSEMBLY COMMITTEE ON WATER, PARKS AND WILDLIFE

By Senator Sam Blakeslee
July 12, 2011

This month, Senator Sam Blakeslee is continuing his fight to keep state parks that are threatened by budget cuts from



shutting their doors. Senator Blakeslee recently presented SB 356 to the Assembly Committee on Water, Parks and Wildlife.

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SEN. BLAKESLEE VOTES AGAINST AB 52 - INSURANCE RATE REGULATIONS

By Senator Sam Blakeslee
July 14, 2011

As the state economy and budget continue to falter, Sen. Sam Blakeslee is fighting for long term solutions rather than a short term, temporary fixes. To this end, Blakeslee recently opposed AB 52, a bill to add additional fees and bureaucracy to our already troublesome and complex world of insurance rates.



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MACSUPERSTORE ON TARGET FOR MAJOR EXPANSION

By Mike Bayard
MacSuperstore
July 8, 2011

MacSuperstore, the Central Coast's Apple Specialist, will open at its new location -- next door to Target -- on Monday, July 18th. It will be moving from its location of 13 years at the corner of Madonna and Higuera. With the move, it is doubling the space for its showroom, service and training



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CALIF. GOVERNOR VOWS TO 'CRUSH' FOES OF RENEWABLE ENERGY

By Debra Kahn of [Greenwire](#)
July 26, 2011

California Gov. Jerry Brown yesterday promised to overcome those working to block widespread renewable energy. When local communities try to block installation of solar like they did in San Luis Obispo, we act to overcome the opposition," Brown (D) said.

The New York Times

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EVC INTERVIEW ON LOCAL ECONOMY

June 22, 2011



Click link below to listen to Mike Manchak, EVC President and CEO, interview on the local economic scene.

<http://kcbx.org/mp3archive/ii110622a.mp3>

SAN LUIS OBISPO COUNTY LABOR FORCE FOR JUNE 2011

Employment Development Department

July 24, 2011

The unemployment rate in the San Luis Obispo County was 10.0 percent in June 2011, up from a revised 9.0 percent in May 2011, and unchanged from the year-ago estimate of 10.0 percent. This compares with an unadjusted unemployment rate of 12.1 percent for California and 9.3 percent for the nation during the same period. www.edd.ca.gov

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Beacon Economics Employment Report

EVC
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Would you like your newsletter linked to the EVC's newsletter?

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

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[Mike Silacci](#), Regional Vice President
AT&T External Affairs

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SLO County Farm Bureau

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Steven Harding, Regional President
Rabobank, N.A.

PAST CHAIR

Candy Markwith, CEO
Sierra Vista Regional Medical Center

BOARD COUNSEL

Dave Juhnke, Managing Partner
Sinsheimer Juhnke Lebens & McIvor

Board Members

Justin Baldwin, Co-Proprietor
Justin Winery & Vineyard

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San Luis Obispo County Chamber Executives

Michael Cannon, President
Cannon

Dan Carpenter, Council Member
City of San Luis Obispo

Dave Christy, PhD, Dean
Orfalea College of Business, Cal Poly

Henry Dubroff, Founder & Editor
Pacific Coast Business Times

Carl Dudley, Sr. V.P., Business
Mission Community Bank

Kevin Harlan, General Manager
KCOY CBS 12/FOX 11 Television

Adam Hill, Supervisor, District 3
County of San Luis Obispo

Kevin Irot, Sr. VP / County Mgr
First American Title Co

John E. King, Principal
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Bob Kelley, Council Member
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Tim Mahoney, District Manager
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