



## Monthly eNewsletter

for the Month of  
**June 2013**

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### Remembering Paul Teixeira

On June 26th, the EVC Board of Directors lost a colleague, friend, and community champion. A County Supervisor and EVC Board member, Paul Teixeira, passed away unexpectedly on June 26th. Paul was born in Santa Maria in December 1955 to Gene and Betty Lou Teixeira. In 1963, his family moved to Nipomo, where he resided for the past 50 years. Paul graduated from Arroyo Grande High School in 1974 and attended Allan Hancock College, where he earned his AA degree. He continued his education at Cal Poly, where he majored in Agribusiness. Paul married Deanna in 1985. They raised their five children in Nipomo, where the family was active in youth sports, 4-H, FFA, Cub Scouts and Boy Scouts. Paul was an active member of the Nipomo Rotary Club, where he served as President and was a Paul Harris Fellow. Paul served as San Luis Obispo County 4th District Supervisor and most recently as Chair of the Board of Supervisors. He loved his community and worked hard to provide fair, honest and transparent representation for all of San Luis Obispo County. Paul is survived by his wife, Deanna Teixeira; father, Gene Teixeira; sister, Gail Ann Furrow; brother, David Teixeira; five children Erin Brummitt (Mark), Katy, Jeffrey, Jimmy and Melani Teixeira; and four grandchildren Lillian, Emersyn and Marky Brummitt and Andrew Teixeira. In lieu of flowers, the family is requesting that donations be made to Paul's favorite charities found at [www.slocounty.ca.gov](http://www.slocounty.ca.gov)



Paul will be sorely missed by the entire county.

## EVC SPONSORS

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[The Tribune](#)

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[Don Maruska & Co](#)  
[Ed Cox - Vistage](#)

## Remembering David Mooklar

On May 25th, longtime EVC staff member David Mooklar passed away. He was a true champion of entrepreneurs throughout the county, and he successfully grew the EVC's Loan Program for nearly a dozen years, helping thousands start and grow businesses on the central coast. Dave was passionate about helping people succeed in business.



Dave passed away at his home in Los Osos, with his wife, Bona, at his side. He had courageously fought cancer for two years. David was born in Honolulu, Hawaii, shortly before the attack on Pearl Harbor. He grew up in the Los Angeles area before he proudly served in the U.S. Air Force. He began his financial and banking career in Los Angeles and continued his banking career in Santa Barbara and completed it in San Luis Obispo. David was admired for his passion as a life-long banker. Prior to his retirement, he had helped thousands in our community to start businesses and improve their lives. He impacted so many by sharing with them what he had learned through the years. He was a lifelong learner; a man who took action, and was able to convey what he needed to say with conciseness and compassion. A celebration and remembrance of David's life will be held at a later date. Donations may be made in David's name to the United Way of San Luis Obispo or to Hospice Partners of the Central Coast.

The EVC Board of Directors and staff will forever remember Dave.

**Solarize SLO County**  
**COMING AUGUST 1, 2013**



*You can go solar. We can help.*

The EVC will soon be announcing a partnership with the Community Environmental Council to establish a group discount purchasing program for home solar systems throughout San Luis Obispo County, called SOLARIZE SLO COUNTY.

The SOLARIZE program has been successful throughout the west and the EVC is pleased to help make it easy for homeowners to obtain a maximum discount and have an advocate to help make the decisions about going solar. This program provides a rigorous process to select contractors and technologies, and it will help the local economy by helping contracting industry create jobs, and help the environment.

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[SESLOC](#)  
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[Mclvor & Stroh](#)  
[Specialty Silicone Fabricators](#)  
[Taylor Frigon Capital Management](#)  
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[WestPac Investments](#)

*"SOLARIZE will benefit homeowners with quality systems at a favorable price, stimulate the local economy by helping local companies create jobs, and aid the environment..."*

Don Maruska, Chair  
Green Energy Team  
EVC Economic Strategy Project

Have you ever considered switching to solar power for your home but thought it was too expensive or didn't know how to choose a technology or a contractor? Solarize San Luis Obispo County is here to help. This limited time program is organized by the **ECONOMIC VITALITY CORPORATION** and the **COMMUNITY ENVIRONMENTAL COUNCIL**, to take care of the hard questions and research. With free educational workshops, vetted installers and equipment, and a very competitive price, solar has never been so easy. This opportunity will only be available from August 1 through October 31, 2013.

For more information, look for announcements in the coming weeks or call 805.963.0583 extension 105. Solar applications for commercial building may be considered in the future for this program.

*You can go solar. We can help.*

Silver: \$1,000+

[AccuAir](#)  
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[Promega Biosciences](#)  
[Public Policy Solutions](#)  
[Quaglino Properties](#)

## Clean Business Investment Summit 2013

*Break the Box: The Transformation of the Funding Landscape*



September 12, 2013  
7:00 AM - 6:30 PM  
Corwin Pavilion, UC Santa Barbara



**Deadline for submitting business plans: August 15, 2013**

Dear Investors and Entrepreneurs,

The EVC is proud to again co-sponsor the **CLEAN BUSINESS INVESTMENT SUMMIT** organized by the CENTRAL COAST VENTURE FORUM. As a proud Board member, I urge people to attend this summit, one of the largest events of its kind anywhere that annually brings together entrepreneurs and investors for this all day event featuring interesting speakers and presentations. Since inception, these events have raised over \$110 Million for entrepreneurs.

Michael Manchak  
President & CEO  
Economic Vitality Corporation

### Calling All Investors and Entrepreneurs!

Over \$110 million in capital investments from private equity, venture capital and angel investors has been raised over the previous 16 years for emerging

[RL & Associates](#)  
[RNM Engineering](#)  
[San Luis Garbage](#)  
[San Luis Sports Therapy](#)  
[SLO County Farm Bureau](#)  
[San Luis Obispo Council of Governments](#)  
[SLO Wine Country](#)  
[Software Solutions](#)  
[Specialty Construction](#)  
[Templeton Chamber of Commerce](#)  
[Templeton Community Services District](#)  
[Thoma Electric](#)  
[Ultrex](#)  
[United Staffing Assoc.](#)  
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Employment  
Reports**



**BEACON**ECONOMICS

**SPONSOR  
NEWSLETTERS**

**APCD of SLO County**

**Assemblyman Katcho  
Achadjian**

growth and later stage companies participating in the California Coast Venture Forum events.

**"Where Socially Responsible Investors, and Service Providers Meet Socially Responsible Entrepreneurs."**

**Who should attend?**

**Are you:**

- A "Clean Business" interested in funding?
- An Investor interested in "Clean Business" opportunities?
- An Entrepreneur interested in meeting Investors?
- A "Clean Business" Service Provider?
- Interested in being a Sponsor?

**Deadline for submitting business plans: August 15, 2013**

**[Download info about the event here](#)**

ABOUT: Central Coast Venture Forum/Clean Business Investment Summit:  
<http://www.ccvf.org/>

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## Latino Business Awards

The EVC is pleased to have nominated the Gonzales family of Limerock Orchards for the Pacific Coast Business Times Latino Business Awards. Richard Gonzales has been a leader in the local agricultural industry for many years.

***Congratulations Richard Gonzales!***

**Latino Business Awards Reception**

**July 18, 2013**

**5:30 - 7:30 PM**

**Crowne Plaza**

**[View Flyer](#)**

**PACIFIC COAST  
BUSINESS TIMES**

To register for event, contact Jennifer Carusa at [jcarusa@pacbiztimes.com](mailto:jcarusa@pacbiztimes.com) or (805) 560-6950 ext.228

## Farmer Cracks Niche Market with Organic Walnuts

Steven Nellis  
Pacific Coast Business Times  
June 21, 2013

Richard Gonzales, a walnut farmer, cattle rancher and construction firm owner, has not seen a paycheck from anyone else since 1982. After getting a crop science degree from Cal Poly San Luis Obispo, he found he was making more from freelance tractor mechanic work than from job offers. After being chewed out at



[Caliber Accounting](#)

[California Economic Forecast](#)

[California Regional Bulletin](#)

[California Valley Solar Ranch](#)

[Community Foundation](#)

[County of SLO](#)

[Hind Foundation](#)

[LeanCEO](#)

[Longcrier & Associates](#)

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[The Planning Network](#)

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a ranching job for a mistake he didn't make, he struck out for himself. Over the next three decades he worked hard, never borrowed money unless he knew he could pay it back and plowed any profits back into his operations.

[Read Full Article](#)

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## Central Coast Economic Outlook

By Christopher Thornberg  
Beacon Economics  
June 2013



On June 6 the Paso Robles Chamber of Commerce in partnership with the Atascadero Chamber of Commerce hosted the Central Coast Economic Forecast Mid-Year Update. **Christopher Thornberg**, founder of Beacon Economics, along with featured guest speaker **Gordon Bosserman** of Andre Morris & Buttery, discussed the progress of our local economy.

["Thornberg: SLO County Poised to Lead Regional Recovery" - Pacific Coast Business Times](#)



["SLO County's Economy at 'Forefront of Growth,' Experts Say" - The Tribune](#)

## EVC Special Event

### [INVITATION TO SPONSORS](#)

### [EVC Mid-Year Sponsors Event - July 24](#)

On behalf of the EVC Board of Directors, as a sponsor you are invited to join your fellow sponsors for an afternoon of networking and recognition. Our mid-year event has become a sought after event for business and government leaders to network. At these events we recognize the Board of Directors, Sponsors, and champions on the economic strategy project.

### [GUEST SPEAKERS](#)



Senator



Assemblyman



Dr. Bill Watkins

For more information please see your event invitation that was sent via email. RSVP to Kaila Anderson at (805) 788-2012 or [info@sloevc.org](mailto:info@sloevc.org)

Thank you we look forward to seeing you on July 24th!

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This event is for EVC sponsors only. If you are interested in becoming a sponsor please contact Michael Manchak at (805) 788-2013 or [mmanchak@sloevc.org](mailto:mmanchak@sloevc.org). To find out more information about becoming a sponsor please visit:  
[www.sloevc.org/about/support-evc](http://www.sloevc.org/about/support-evc)

## New Sponsors

**WE WOULD LIKE TO THANK OUR NEWEST SPONSOR:**

**AccuAir - \$1,000**

Founded in 2001 by brothers Reno and Dustin Heon, AccuAir has stayed true to its motto by investing more design, engineering, and testing into the art of controlling Air Suspension than anyone else in the world. This investment shows in the performance, reliability, and overall quality of each and every AccuAir product. In addition to providing the best products available, AccuAir stands behind their products by providing the best technical support and customer service in the industry.



*Thank you Dustin Heon!*

[About AccuAir](#)

## Business Resources Spotlight

**SLO COUNTY ENERGY WATCH OUTREACH**

**Optimize your energy savings...REDUCE OPERATING COSTS!**

**Reduce Energy Costs this Summer - Consider Peak Day Pricing Options and More!**



Summer provides some seasonal opportunities for businesses to reduce energy use and lower operating costs. You might find that modifying your operations

to take advantage of time of use pricing benefits, and participating in "demand response" programs, can result in significant cost savings.

The various Demand Response Programs offered by PG&E provide incentives to businesses able to reduce the energy use of their facilities during times of peak demand. As your business transitions to time of use pricing, these optional programs provide an opportunity to lower your bills when Peak Day demand is forecast. Program incentive structures vary, with some requiring a commitment to reduce your energy use during "events" or peak demand periods, while others leave it to your discretion whether you will participate in such opportunities.

[Read Full Article](#)

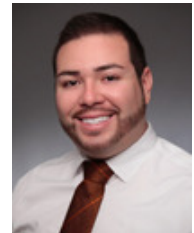


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## CAL POLY EMPLOYER SERVICES

[Post a Position](#). [View Resumes](#). [Interview on Campus](#)

By Andrew Moreno  
Project Manager  
Economic Vitality Corporation



**Are you an employer looking to hire the best and brightest talent from a top University for your organization? Or, are you a college relations manager who wants to increase your brand presence at Cal Poly?**

The Career Services center at Cal Poly can help you connect with talented students and alumni through a wide range of effective services and resources. The Career Services center assists employers with the following services:

- On Campus Recruiting;
- Career Fairs;
- Networking Sessions;
- Promoting your Company at Cal Poly (Campus Visibility);
- Connecting with Student Organizations; and
- On Campus Interviews.

[Read Full Article](#)

If you are interested in learning more about similar programs for your business or start-up, contact Andrew Moreno at (805) 788-2028 or [amoreno@sloevc.org](mailto:amoreno@sloevc.org).

## Feature Stories

**HAVE INTEREST RATES BOTTOMED?**

By Taylor Frigon Capital Management



July 12, 2013

The stock market, in general, experienced a mild correction in its continued uptrend of late but still managed to post a positive second quarter return across most of the major stock indices. However, the real story in the second quarter was the abrupt move up in interest rates that shook the bond market and left major bond indices down for the first six months of the year. The Benchmark 10 year U.S. Treasury Bond, which saw its yield bottom at around 1.4% in the summer of 2012, jumped to over 2.7% in June and currently sits at around 2.5%; still very low by historical standards but a significant jump up in a very short period of time (the rate stood at 1.6% as recently as May 1st). The impetus for this action was the reference by the U.S. Federal Reserve (the Fed) that it was prepared to begin the "tapering" of "quantitative easing".



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## SLO NATURAL FOODS MOVES AND EXPANDS! Slow Money SLO Group Helps Make it Happen

By Jeff Wade  
SLO Money Local Leader  
July 15, 2013

The 30 year young [SLO Natural Foods](#) has moved into a larger, more comfortable space and had their Grand Opening celebration on July 13th with food samples, prizes and music. This store is bigger, brighter and has much more food, supplements, body care and pet food than the previous location on Francis Avenue. Staff can help with advice on health and body care and they have a great bulk department. See a [video](#) of the new store on Victoria Avenue in San Luis Obispo!



READ MORE →



## SMS MASTERMINDS SURPASSES ONE MILLION CUSTOMERS

By Nicole Jacobsen  
SMS Masterminds  
June 2013

SAN LUIS OBISPO, CALIF - The SMS Masterminds, a national full-service mobile and loyalty marketing agency, officially reached their one millionth customer in June 2013. "I can remember in 2009 when people would argue that nobody would allow businesses to send messages to their mobile phones," Masterminds CEO Alex Minicucci says. "I guess we answered that





objection!" Minicucci isn't the only one grateful to prove doubters wrong. TJ Button, a 'Mastermind Advisory Council' member and founder of TCDealz.com, says, "I remember back in the day when people looked at us like we were crazy and said you are going to do what? It's been a great ride and I am proud to be part of this group."

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## CIE LAUNCHING INNOVATIVE INDIEGOGO CAMPAIGN TO FUND HOTHOUSE ACCELERATOR

EVC  
Partner

Cal Poly Center for Innovation & Entrepreneurship

May 3, 2013

The Cal Poly Center for Innovation & Entrepreneurship's roster of programs is seemingly endless - the organization gives students and recent alumni the chance to participate in programming like the Kauffman Foundation's FastTrac® TechVenture™, events like Startup Weekend SLO and more. At the very heart of CIE's mission is the idea that Cal Poly students have the talent and vibrancy to build real companies while in a university setting.

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CAL POLY

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## CONGRATULATIONS TO TRUST AUTOMATION

EVC  
Sponsor

The EVC is pleased to congratulate Ty Safreno and Trudie Safreno, founders of Trust Automation for winning the 2013 U.S. Small Business Administration person of the year award. The EVC is pleased to have nominated such a successful company that is helping the economic vitality of our region. The award ceremony was held at Trust Automation headquarters in San Luis Obispo on June 17. Below are some photos from the event courtesy of [SLOtography](#).



***Congratulations Ty and Trudie!***



## In The News

### DIGITAL WEST OF SLO HELPS BUSINESSES GROW WITH METRO FIBER PROJECT

By Julia Hickey  
The Tribune  
June 5, 2013

When Google passed over San Luis Obispo in 2011 as the city to win an ultrafast fiber-optic broadband network, Digital West already had fiber in the ground. It has installed 23 miles of fiber optic network since beginning its Metro Fiber initiative in 2009, and in May finished its first project for a residential client: Roundhouse Place Apartment Community in San Luis Obispo. "Roundhouse approached us. They thought it was going to give them a leg up" because residential Internet speeds of 1 gigabit per second will attract tech-savvy tenants, said Tim Williams, Digital West chief executive officer and founder.

**SanLuisObispo.com**  
THE TRIBUNE

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### NATIONAL ECONOMY FALLS SHORT OF TRUE RECOVERY CALIFORNIA EMPLOYMENT GROWTH REMAINS STEADY

UCLA Anderson Forecast  
June 5, 2013

In its second quarterly report of 2013, the UCLA Anderson Forecast's outlook for the United States says that despite "improvement in both GDP and key economic sectors, the overall growth falls short of the rates required for the national economy to truly recover from the most recent recession." In California, the outlook differs little from last quarter, adjusted only to reflect the most current data. The factors driving California employment and income growth to rates higher than the U.S. remain.

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### ENERGY COMMISSION AWARDS MORE THAN \$3 MILLION IN RENEWABLE ENERGY GRANTS TO FIVE COUNTIES

By Sandy Louey  
The California Energy Commission  
June 12, 2013

The California Energy Commission today awarded over \$3 Million in renewable energy planning grants to five counties. "Today the Energy Commission awarded more than \$3 million to five California counties with some of the best renewable energy resources in the state," said Energy Commission Vice Chair Karen Douglas. "These awards



will help these counties update their local plans to incorporate long-term renewable energy development and conservation objectives."

*"Through the combined efforts of the County, Assemblymember Achadjian, and the Green Energy Cluster, the County has the opportunity to receive a grant of over \$600,000 from the State to streamline renewable energy planning and permitting. "This grant is a great way to support the Green Energy cluster's mission to be a world-class leader in all forms of renewable energy," commented co-chair Don Maruska. "Acceptance of this grant (which does not require a local match) is an important step forward."*



Don Maruska, Chair  
Green Energy Team  
EVC Economic Strategy Project

READ MORE →

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## WHAT'S COVERED IN CALIFORNIA? NEWS YOU CAN USE

United Staffing Associates  
June 25, 2013



### The Affordable Care Act (ACA) Still in the News...

Information regarding the reform and regulations continues to fly across the e-waves at lightning speed - who can keep up? It's a difficult task indeed so here's something we know for sure:



1. The Exchange or the Marketplace in CA has been officially renamed to "Covered California". Covered California has provided every indication that it will be ready for implementation on or about October 1, 2013, far in advance of the required January 1, 2014.
2. Delivery of notices to employees regarding Covered California - The federal government did delay the original March 1, 2013 delivery date and has now set October 1, 2013 as the delivery date requirement; employers are advised NOT to send notices too far in advance in order to allow time for further developments and changes.
3. The Department of Labor's Employee Benefits Security Administration updated its Affordable Care Act web page links to Model Notices to employees of coverage options, depending on whether you offer a Plan or do not.

READ MORE →

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## HIGH-TECH CHALLENGES TO SILICON VALLEY

By Richard Florida  
The Atlantic  
July 2, 2013

Is Silicon Valley losing its long established reign over U.S. and global high-technology? Bruce Katz, director of the Brookings institution's Metropolitan Policy Program and co-author of the new book *The Metropolitan Revolution*, thinks so. "What's happening now is workers want to be in Oakland and San Francisco," [Katz] told Walter Isaacson. Young workers want to live in a city -- somewhere they can ride bikes, shop locally, walk to their favorite restaurants and bars, and live in a dense urban or urban-lite environment with nearby amenities. But Silicon Valley isn't like a city. It's like a suburb. "Silicon Valley is going to have to urbanize," Katz said.

[READ MORE](#) →

## Upcoming Events

EVC  
Partner

### 2013 POLLUTION PREVENTION BUSINESS CHALLENGE

SLO County APCD wants to acknowledge the efforts of local partners in the community by recognizing those that work hard to reduce pollution and keep our communities healthy. The 2013 Pollution Prevention Businesses Challenge will provide businesses the opportunity to highlight aspects of their business that go above and beyond what is required by state, federal or local laws to reduce pollution.

**Application Period - July 1 to August 25, 2013**

[APPLY HERE](#)



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### TWIN CITIES COMMUNITY FORUM

What you need to know about health care reform - How will it impact you?



If you are under the age of 65, a small business owner or self-employed, you probably have questions about what the Affordable Care Act means to you. We can help you understand if you will be required to buy health insurance and if you will be able to get financial assistance to help pay for it. Join us for our next forum on:

**July 16, 2013**

**5:30 - 7:00 PM**

**Twin Cities Community Hospital, Templeton**

[View Flyer](#)



Seating is limited, call to reserve your space today. (800) 483-6387

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## BEST PRACTICES IN NONPROFIT GOVERNANCE



Learn what your nonprofit needs to do to meet the challenges of:

- New IRS Tax Regulations
- Donors demands for financial transparency and accountability
- Increased public scrutiny
- Litigation exposure and risk

This is a "must" class for all Board members and Executive Directors/CEOs.

July 23, 2013

Noon - 1:30 PM

Farmers Insurance District Office, Santa Maria



[REGISTER HERE](#)

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## OPEN HOUSE: VINA ROBLES AMPHITHEATER



Learn about the technology used to design, build and run the state-of-the-art amphitheater. This behind the scenes tour for Softec will be the first of its kind. You will hear from Simone Michel, Director of Customer Relations & Marketing at Vina Robles, who has lead the development of the amphitheater from concept to grand opening. Simone will speak about her family's vision for the entertainment attraction as a tourism and economic vehicle for our county.

July 24, 2013

5:30 - 7:30 PM

Vina Robles Amphitheater, Paso Robles



[REGISTER HERE](#)

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## BUILDING REST APPLICATION WITH ASP.NET WEB API



This talk will be an overview of ASP.NET Web API, a framework to facilitate the development of RESTful HTTP services. We will cover: Overview of REST and Web APIs; Introduction to ASP.NET Web API; and A deeper look at ASP.NET WEB API.

August 13, 2013

5:30 - 8:30 PM

Cal Poly Tech Park, San Luis Obispo



[REGISTER HERE](#)

## SPIRIT OF SMALL BUSINESS

The Business Times and the Los Angeles District Office of the U.S. Small Business Administration conceived the Spirit of Small Business to recognize the accomplishments of small businesses. This special section includes articles about small business award winners, a variety small-business "how-to" articles and an extensive small-business resource guide.



August 15, 2013  
11:30 AM - 1:30 PM

Bacara Resort & Spa, Santa Barbara

PACIFIC COAST  
BUSINESS TIMES

To register for event, contact Jennifer Carusa at [jcarusa@pacbiztimes.com](mailto:jcarusa@pacbiztimes.com) or (805) 560-6950 ext.228

## BENEFIT FOR EVC SPONSORS

To show our appreciation to our sponsors, the EVC is providing our sponsors in 2013 with a complimentary 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).

PACIFIC COAST  
BUSINESS TIMES

SanLuisObispo.com  
THE TRIBUNE



Join the EVC on LinkedIn to get connected to local business leaders and participate in a variety of discussions. [JOIN TODAY](#)

## 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).



## EVC Board of Directors

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**Mike Silacci**, Regional Vice President  
AT&T External Affairs

#### VICE-CHAIR

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Caliber Accounting & Tax

#### SECRETARY

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City of Pismo Beach

#### TREASURER

**Steven Harding**, President  
Rabobank, N.A.

#### PAST CHAIR

**Kris Vardas**, Council Member  
City of Pismo Beach

### Board Members

**John Ashbaugh**, Council Member  
City of San Luis Obispo

**Rodney Babcock**, President  
Next Intent

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Cannon

**Jolie Ditmore**, CEO & Co-Owner  
Medicorp

**Henry Dubroff**, Founder & Editor  
Pacific Coast Business Times

**Carl Dudley**, Senior Vice President  
Mission Community Bank

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

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

**Stacie Jacob**, Executive Director  
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