



Monthly eNewsletter

Recap for the Month of August 2012

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SEPTEMBER 2012 BUSINESS FORUM *Mars Science Laboratory*

EVC Board member **Rodney Babcock**, President of San Luis Obispo-based Next Intent and Co-Chair of the EVC's Specialized Manufacturing Cluster presented at the September Business Forum. He led the group in a candid discussion on rocket science and the direct and indirect benefits of space exploration.

View: [Mars Science Laboratory Presentation](#)

This monthly Business Forum event provides an opportunity for local business leaders to share information on topics of particular interest to their industry cluster members. The forum is held on the second Tuesday of every month. We encourage everyone to attend.

Next Business Forum - October 9, 2012

China - Opportunities, Challenges, Strategies

Presenter: Chris Carr - Orfalea College of Business, Cal Poly



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Please visit www.sloevc.org/BusinessForum for information on upcoming meetings.

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RUSS LEVANWAY - SPIRIT OF SMALL BUSINESS AWARD WINNER

We would like to congratulate **Russ Levanway** and his team at **TekTegrity** on winning the Pacific Coast Business Times Spirit of Small Business award.

"It was an honor to accept this award on behalf of the entire team at TekTegrity. Many different individuals here contribute to the team spirit, culture, and service excellence in our organization, and being recognized collectively is very exciting for all of us."



Russ Levanway, CEO - TekTegrity



Gold: \$2,500+

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EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Cliff Henley - Fleet Management Solutions



This interview series focuses on business leaders who are directly impacting our local economy in many positive ways. This month Michael Manchak interviewed **Cliff Henley**, founder of **Fleet Management Solutions**, a company founded in San Luis Obispo that has become a very successful international business.

[Read Interview](#)



Silver: \$1,000+

Josh Erdman - Digital Foundation

This interview series focuses on business leaders who are directly impacting our local economy in many positive ways. This month Michael Manchak interviewed **Josh Erdman**, founder of **Digital Foundation**, a company founded in San Luis Obispo that has become a successful local IT company.



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In the News

SOMETHING NEW UNDER THE SUN: MOBILE SOLAR POWERS JOB

Pacific Coast Business Times
August 10, 2012

Travis Semmes started Mobile Solar in 2006 when he realized construction job sites could use a cleaner, quieter power source. Think back to the last time you drove past a Caltrans construction site at night. The giant light towers that illuminate the site for workers are powered by fossil fuels today, but if Atascadero-based Mobile Solar's technology proves successful, they could be powered by the sun instead.

PACIFIC COAST
BUSINESS TIMES

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EDITORIAL: SIMI VALLEY SIGHTS ITS ECONOMIC FUTURE

Pacific Coast Business Times
August 17, 2012

Since the deep recession of the early 1990s triggered by post-Cold War defense cuts, Simi Valley has evolved from industrial center to bedroom community to small-business hub. Now, Mayor Bob Huber wants to reinvent the city as what you might call Simi Valley 4.0, combining the best parts of its past but bringing more of a startup and tech culture to the region's second-largest city.

PACIFIC COAST
BUSINESS TIMES

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THE BUSINESS PARK - GOOD NEWS

City of Paso Robles
August 28, 2012

The Paso Robles airport is undergoing a transformation. EVC sponsor Aviation Consultants, Inc. (ACI) has recently established a jet, fuel and aviation support service center at the airport in the newly refurbished hanger building at 4990 Wing Way, Paso Robles.

Paso Robles 
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RETURNING VETERANS FIND OPPORTUNITY AT TOPAZ SOLAR FARMS

First Solar
September 3, 2012

The 550 megawatt Topaz Solar Farms project that First Solar is constructing in the Carrizo Plain for MidAmerican Solar is providing good jobs for U.S. Armed Forces veterans returning from combat overseas. Topaz Construction Manager Raymond Christian, a former U.S. Marine, has a number of veterans on his crew who returned from tours in Iraq to a challenging job market at home.



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ACCESSING INTELLECTUAL TALENT AT THE UNIVERSITY

By Charlie Crabb, Ph.D
Mudar Consulting
September 11, 2012

One of the advantages of having a business in a college town is being able to access the intellectual talent of the faculty and students. However, it sometimes seems almost impossible to connect with the right faculty or students.



charlie.crabb@me.com or (805) 704-4513

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MORRO BAY COMMERCIAL FISHING CONTRIBUTION REPORT

Lisa Wise Consulting
July 23, 2012

The Morro Bay commercial fishing industry has experienced tremendous economic growth for over four years. Between 2007 and 2011 earnings by commercial fishermen at the dock, or ex-vessel value (EVV), rose from a 20-year low of \$1.8 million to over \$7.4 million, a four-fold increase.

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A PORTRAIT OF CALIFORNIA
California Human Development Report 2011



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**Elected Officials
Newsletters**

Katcho Achadjian

Senator Blakeslee

A Portrait of California offers a nonpartisan, fact-based look at how ordinary people in communities across our great state are faring. It tells us who in California is thriving, and who is merely surviving-and why.

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SOUTHERN CALIFORNIA GAS COMPANY *Environmental Education Grant*



Accepting applications from September 4 - 30, 2012

This year's SoCalGas environmental grant initiative is focusing on environmental education in terms of teacher/educator enrichment. We are looking for environmental education programs that help educators develop curriculum in the classroom or communities in local, underserved populations. Grants will range from \$5,000-\$15,000.



For more information or to submit an application visit:
socialgas.com/about-us/community/environment.shtml

Upcoming Events



FUTURE CARS AND FUELS: THE ROLE OF TECHNOLOGY, POLICY AND INVENTION

This program will include discussion of the automotive industry's likely response to recently revised production mandates for zero emission vehicles as well as the new and aggressive fuel economy regulations put forth by government. With these policy challenges come significant entrepreneurial opportunities necessitating new approaches and technical innovation.

September 19, 2012
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center
Santa Barbara



REGISTER NOW

The EVC is a proud co-sponsor of these events

PASO ROBLES JOB FAIR

Employers - Seeking qualified workers? Reserve your seat today for the 2012 Paso Robles Job Fair! A refundable \$45 deposit will hold your spot.

September 19, 2012
2:00 - 5:30 PM
Paso Robles Inn Grand Ballroom



[REGISTER NOW](#)

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

FALL 2012 LABOR LAW UPDATE

In recent months there have been several significant developments in the law of which employers should be aware. At our upcoming seminar, Sheppard Mullin labor and employment attorney **Jeff Dinkin** will discuss these important new cases and answer your questions.

September 20, 2012
8:30 - 10:30 AM
Santa Maria County Club



[REGISTER NOW](#)

WOMEN'S BUSINESS CENTER HOSTS SEPTEMBER BUSINESS LAW CONFERENCE

The Women's Business Center recently announced that it will be holding a Business Conference with Matthew I. Berger, General Counsel with 32 years in the legal field. The topics that will be discussed by Berger are: Types of Business Entities; Intellectual Property; and Internet, Website, and eCommerce Issues.

September 22, 2012
9:00 AM - 5:00 PM
Pappy McGregor's, San Luis Obispo

[Read Press Release](#)



For more information or to register contact Mission Community Services at (805) 595-1357 or info@mcscorp.org

BUSINESS OWNERS SPEAKERS SERIES

The Economic Forecast and How to Thrive in Today's Business Climate

The Business Owners Speaker Series brings you the opportunity to hear local business leaders share strategies and ideas that can help your business succeed.

Presenters:

- **Peter Rupert**, Professor and Chair - Department of Economics UCSB
- **Don Maruska**, Business Coach and Author

September 25, 2012

5:30 - 7:30 PM

Embassy Suites, San Luis Obispo

Appetizers and refreshments will be provided

[View Flyer](#)



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LOCAL TECH BUSINESS SUCCESS STORIES

Softec asked a few of our friends to join us for dinner to talk about how they built and grew highly successful technology businesses on the Central Coast. This is an opportunity to meet and ask questions of people who created successful businesses and hundreds of head of household jobs.



September 26, 2012

5:00 - 8:00 PM

Madonna Inn, San Luis Obispo



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The EVC is a proud co-sponsor of these events

FREE ENERGY CODE TRAINING

This new, hands-on course strives to provide plans examiners and building inspectors with the knowledge and skills needed to more quickly and effectively enforce the energy code for Nonresidential projects.



September 27, 2012

8:30 AM - 4:30 PM

San Luis Obispo Public Library Conference Room

[View Flyer](#)

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FALL SUPERVISION AND MANAGEMENT ACADEMY

In this series, you will learn essential skills and develop a new perspective based on solid supervisory theory to achieve success in managing people and tasks. Each 0.5 unit class is taught using experiential learning methodologies and designed to expand your level of skill.



Classes run from 1:00 - 5:00pm, 2 Wednesdays a month
One-Stop Center, 880 Industrial Way, SLO

October 3 & 17 - BUS 19 - The Art of Reaching Mutual Understanding

November 7 & 28 - BUS 197 - Leading a Diverse Team

December 12 & 19 - BUS 192 - Making Conscious, Strategic Choices

For information and registration contact Community Programs: (805) 546-3132

BUSINESS FORUM 2012

China - Opportunities, Challenges, Strategies



Presenter: Chris Carr, J.D. Professor of Business Law & Public Policy, Cal Poly Orfalea College of Business

This monthly Business Forum event provides an opportunity for local business leaders to share information on topics of particular interest to their industry cluster members.

Chris Carr will discuss the following topics:

- What the Cal Poly Orfalea College of Business is doing that connects to China that may be of able help and interest to you
- Sourcing and procurement from an emerging market
- How the Central Coast might consider leveraging inflow opportunities from China and the newly minted wealthy Chinese

October 9, 2012

9:00 - 10:00 AM

Pismo Lighthouse Suites, Pismo Beach

For calendar of upcoming events visit: www.sloevc.org/BusinessForum

To RSVP please contact Kaila Anderson at info@sloevc.org or (805) 788-2012

HR INNOVATION 2012

Internationally renowned author and speaker, Robert Tucker, has been chosen to deliver the keynote address at this year's gathering of Human Resources

professionals on the Central Coast. The conference theme is taken from the title of Tucker's most recent best-selling book "Innovation is Everybody's Business." Tucker is CEO of the Santa Barbara-based Innovation Resources, a firm he founded to assist business leaders in their efforts to "solve tomorrow's problems with tomorrow's answers."

October 12, 2012
7:30 AM - 4:30 PM
Mountainbrook Community Church, SLO
A full breakfast and lunch will be served



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40 UNDER 40 AWARDS

Brought to you by the Pacific Coast Business Times



This section recognizes and profiles 40 up-and-coming businessmen and women under 40 years of age from San Luis Obispo, Santa Barbara and Ventura counties. Please visit the Pacific Coast Business Times website to nominate someone outstanding that should be recognized in Forty under 40.

October 15, 2012
Topa Tower Club, Oxnard



For more information visit www.pacbiztimes.com/events

16TH ANNUAL CENTRAL COAST TECHNOLOGY SYMPOSIUM

Softec, Cal Poly San Luis Obispo Small Business Development Center for Innovation (SBDC) and Economic Vitality Corporation (EVC) have partnered to produce Tech Pitch: Softec's 16th Annual Central Coast Symposium.



"The entrepreneur finalists of our screening process will get valuable instant feedback, and the symposium attendees will get key business funding and growth strategies," added Michael Manchak, EVC president.

October 24, 2012
3:00 - 8:00 PM
Madonna Inn, San Luis Obispo



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Event Organizers



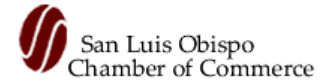
2012 GREEN AWARDS



Application Deadline: October 3, 2012

The Green Awards showcases the efforts of local businesses, organizations, or individuals for their environmental leadership. Applicants will be evaluated based on the impact, innovation and transferability of their efforts, projects, or improvements to become more sustainable and positively impact the environment.

November 2, 2012
Noon - 2:00 PM
Embassy Suites, San Luis Obispo
More event info to follow



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Beacon Economics Employment Report



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San Luis Obispo EVC

EVC August 7, 2012

Latest: [Discussions \(5\)](#) • [Jobs \(1\)](#)

Discussions

[The Leadership Challenge- After 31 Years, More Valuable than Ever](#)

Started by Malati Marlene Shinazy, Founder, Executive Partner, Pacific Management Consultants

[An honest CEO and a huge business error.](#)

Started by Malati Marlene Shinazy, Founder, Executive Partner, Pacific Management Consultants

[Tired of Reviving Our Economy?](#)

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