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For the Month of
March 2012

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Feature Stories

ECONOMIC VITALITY CORPORATION GIVEN STATEWIDE AWARD FOR ECONOMIC STRATEGY PROJECT



Last week in Sacramento, I was presented with an award for the EVC from the statewide economic development organization at their annual conference held by CALED, the California Association for Local Economic Development. The award was made to the EVC for the Economic Strategy Project. U.S. Secretary of Treasury Rosie Rios was the keynote speaker at the awards event, and a commendation from Congressman John Garamendi was also presented to the EVC.

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"This award is for the stakeholders and volunteers as much as it is for the EVC's Chairman Kris Vardas and amazing team including Christine Rogers and Kaila Anderson, who have both worked tirelessly to make this project a success. Without the EVC's sponsors, Board members, and volunteers on the project, this project could never have been successful. Congratulations to everyone"

Michael Manchak
President & CEO

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Gold: \$2,500+

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DENVER OFFICIALS RECOGNIZE SLO AIRPORT EFFORTS

While in Denver recently, Mike Manchak attended an annual event for the Denver International Airport called State of DIA that was held on March 13. With approximately 550 people in attendance, it included remarks by Denver's Mayor and an update on the airport's future from Aviation Manager Kim Day. Below is a link to the video of the STATE OF DIA event on March 13 to hear remarks about San Luis Obispo regarding the efforts of the EVC / SLOCATA and its partners such as the Airport and the VCB.



Kim Day, Manager of Aviation, Denver International Airport



[View Video](#)

Go to 8:28 on the YOUTUBE timer to hear and see remarks by Ms. Day about San Luis Obispo as the only domestic outside airport targeting Denver as a high priority.

Silver: \$1,000+

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ECONOMIC STRATEGY PROJECT UPDATE - SLO REGIONAL FORUM



On March 28th, the Economic Vitality Corporation (EVC) was pleased to host a first-ever event to gather input from regional stakeholders as part of a statewide initiative to help improve the business climate in California. This event, called the "San Luis Obispo Regional Forum", was held at Cal Poly San Luis Obispo. We would like to thank Cal Poly and our champions who helped host this event.

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[View KCOY Article - "Economic Forum Held for SLO County Businesses"](#)

EVC ANNOUNCES SUCCESS WITH SECOND JOB FAIR AT CUESTA COLLEGE

Outcome of
Economic
Strategy

On March 28th, the KNOWLEDGE & INNOVATION cluster of the Economic Strategy Project, in partnership with Cal Poly and Cuesta College, accomplished another success to enhance opportunities between the local business community and local college students by holding the second job fair reserved for local companies only.

The event, called the 'CUESTA COLLEGE CAREER EXPLORATION AND JOB FAIR', was held at Cuesta College's main campus in San Luis Obispo. It was preceded by another event on March 14th, coordinated by the same team, to help students create effective resumes.

CAL POLY

CUESTA COLLEGE

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TOP WOMEN IN BUSINESS WINNER (EDITOR'S PICK): NOREEN MARTIN

EVC
Spotlight

A tremendous congratulations to EVC Board member Noreen Martin for winning the editor's pick for the TOP WOMEN IN BUSINESS award (for San Luis Obispo County). Please join us at this special upcoming event to celebrate with Noreen and her husband Chris. On so many levels for the EVC and other causes to help our local economy, Noreen Martin has been a true champion. Noreen directly supports and provides bold leadership for the VCB, Savor the Central Coast, Economic Strategy, Airport air service development trips out of state, and much more.

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[WestPac Investments](#)
[Your People Professionals](#)
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Bronze: \$500+

[Tom Sullivan](#)
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Congratulations, Noreen. Thank you for all that you do for so many.

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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

Sponsorship Update

AVIATION CONSULTANTS INC. DOUBLED LEVEL OF SPONSORSHIP

A special thanks to EVC sponsor Bill Borgsmiller of Aviation Consultants Inc. for a \$1,250 grant to help the EVC.



Aviation Consultants, Inc. (ACI) is a global aviation company providing corporate aircraft management, personalized consultation and world class charter services. Recognized as an industry leader in service, safety, and flight support, ACI is committed to exceeding customer expectations by providing a seamless and unparalleled private travel experience.

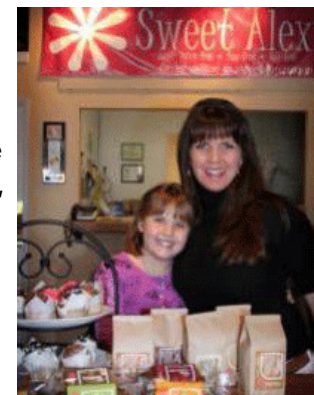
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In the News

SWEET ALEXIS IN LOS OSOS OFFERS SWEETS WORTH CELEBRATING

Katy Budge
The Tribune
November 3, 2010

Life should be sweet for kids, especially around the holidays. However, for children with food allergies, visions of sugar plums can mean a trip to the emergency room. Such was the scenario that prompted Michele Fellows to launch Sweet Alexis, an allergy-friendly bakery in Los Osos named after her daughter.



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CAL POLY SMALL BUSINESS DEVELOPMENT CENTER FOR INNOVATION IS OPEN

By Thea Chase
Cal Poly SBDC for Innovation
March 2, 2012



The Cal Poly Small Business Development Center (SBDC) for Innovation opened its doors in September 2011. The organization is partially funded by the U.S. Small Business Administration and is a service center of the UC Merced SBDC Regional Network. This SBDC has a twist - it focuses on technology-based businesses and it's the first in California to do so. Given the need for skilled jobs in our area and the boom in small-business startups - more than 800,000 across the country last year - Cal Poly is pleased to have this SBDC on the central coast.



The SBDC is led by its Director, Thea Chase, who has extensive experience in business development, with a specialty in business incubation and as an entrepreneurship educator. Through her direction of the SBDC she is providing consulting, education and training opportunities to assist in the launch and growth of companies in San Luis Obispo County.

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THE ENERGY SAVER "Local McDonald's Lighting Retrofit Saves Energy and Money



Dana Cook has lowered energy usage and is saving hundreds on bills at his restaurants. Cook, owner of several McDonald's restaurants on the Central Coast, has made a commitment to conservation. He is actively working toward implementing recycling at all of his restaurants, and even has composting capabilities ready for when the infrastructure is in place to collect it.

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CAL POLY PITCH NIGHT WAS A SUCCESS

The Cal Poly Center for Innovation and Entrepreneurship (CIE) and the Cal Poly Small Business Development Center for Innovation (SBDC) teamed up to offer for the first time - a Pitch Night. The Pitch Night provided an opportunity to introduce several promising startup companies to a group of about 20 local business leaders and investors from throughout the region. The event was held at the Madonna Inn on March 8th and featured the following startup companies: AssetLogic, Mentor eData, Horsepower, InPress and Genicell.



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STUDY OF THE DAY: TOWNS WITH SMALL BUSINESSES HAVE HEALTHIER PEOPLE

The Atlantic
February 29, 2012

Counties with more small businesses tend to have lower rates of mortality, obesity, and diabetes, while those with more large retailers tend to post higher rates of these poor-health indicators. The authors explain that communities with thriving small businesses may be more likely to support bond issues for health infrastructures, recruit physicians, push for local anti-smoking legislation, promote community health programs, and support local farmers' markets.

The logo for 'the Atlantic' news outlet, with 'the' in a small, lowercase serif font and 'Atlantic' in a larger, elegant serif font.

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SAN LUIS OBISPO NAMED ONE OF AMERICA'S PRETTIEST TOWNS

KEYT - TV
April 2, 2012

San Luis Obispo - San Luis Obispo has been named one of "America's Prettiest Towns" by Forbes Magazine. Forbes Magazine says since San Luis Obispo is a university town, visitors can expect "all of the inventive restaurant options and cool cafes they tend to bring along."



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SAN LUIS OBISPO COUNTY LABOR FORCE FOR FEBRUARY 2012

Employment Development Department
March 23, 2012

California's middle class shrinks to less than 50 percent, reports the Ventura County Star. More than half of Californians are no longer in the middle class, according to a study by the nonpartisan Public Policy Institute of California (PPIC). Middle class households with annual incomes between \$44,000 and \$155,000 have shrunk to 49.7 percent. They are the lowest in 30 years.

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Upcoming Events

CENTRAL COAST BUSINESS SYMPOSIUM

Brought to you by Andre, Morris & Buttery



Join Andre, Morris & Buttery for the 4th annual Central Coast Business Symposium. Presenters include: Tim Bennet, President of Harpo Productions; Clark Hoyt, Pulitzer Prize Winning Journalist; and Kathy Eppright, Managing Principal at Andre Morris & Buttery.

April 4, 2012
3:00 - 7:00 PM (Hors d'oeuvres will be served)
Clark Center, Arroyo Grande



[REGISTER NOW](#)

CAL POLY AIESEC SPEAKS AT APRIL TECH BREW



In an increasingly connected world, have you thought about how trends in global talent mobility will influence your companies' business? In April's Softec meeting, we will be hearing from Alexi Hayes, National Corporate Relations Manager at AIESEC and a student at our local university, Cal Poly, who will be speaking about these trends and the organization she works for, AIESEC.

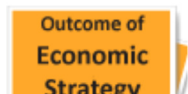
April 9, 2012
5:00 - 7:00 PM
Pappy McGregor's, SLO



[REGISTER NOW](#)

The EVC is a proud co-sponsor of these events.

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.

"An Intro to Lean Manufacturing"

Presenter: Kevin Meyer, Specialty Silicone Fabricators

Join us for the March's Specialized Manufacturing Business Forum and hear Kevin Meyer, President of Specialty Silicone Fabricators give an Intro to Lean Manufacturing. The discussion will cover: respect for people, lean strategic planning, lean leadership and executive balance.

April 10, 2012

9:00 - 10:00 AM

Avila Lighthouse Suites, Avila Beach

[Download Agenda](#)

[Download Flyer](#)

For more information [Click Here](#)

2012 BUSINESS EXPO

"Grow Your Business" Sustain. Save. Strengthen.



The Paso Robles Chamber of Commerce is proud to host one of the largest Business Expo's on the Central Coast. This year's Business Expo assembles over 100 businesses and thousands of attendees - bringing you countless leads for potential business.

April 11, 2012

4:00 - 7:00 PM

Paso Robles Event Center, 2198 Riverside Avenue



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TOP WOMEN IN BUSINESS AWARDS

Join the Pacific Coast Business Times for a special awards ceremony as they recognize the top women in business. We are



pleased to announce that EVC Board member and Sponsor, Noreen Martin, is among the winners.

Kaila Anderson at the EVC will be helping to connect those who want to share a ride to Santa Barbara. Please contact her at 788-2012 or at info@sloevc.org.

April 12, 2012
5:30 - 7:30 PM
Fess Parker's Double Tree Resort, Santa Barbara

PACIFIC COAST
BUSINESS TIMES

[REGISTER NOW](#)

SOUTH COUNTY JOB FAIR

Employers - Seeking Qualified Workers?
Reserve your space today for the 2012 South County Job Fair!

April 19, 2012
3:00 - 5:30 PM
South County Regional Center, Arroyo Grande

[Download Flyer](#)

[REGISTER NOW](#)

CLEAN BUSINESS INVESTMENT SUMMIT 2012

Forging New Frontiers: Innovative Growth and Investment Opportunities



Submit Your Business Plan Today! Deadline: July 22

The Clean Business Investment Summit (CBIS), the largest venture capital forum held in coastal California, links innovative, high growth companies with leading business development and financing experts, and service providers. More than 575 start-up and growth companies have been introduced to venture investors and related services experts, with more than \$110,000,000 invested through the Summit.

August 10, 2012
7:00 AM - 7:00 PM
Corwin Pavilion, UCSB Campus, Santa Barbara

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