Monthly eNewsletter

Recap for the Month of September 2012

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DAVE MOOKLAR RECEIVES SMALL BUSINESS ADVOCATE AWARD

On October 5th, several EVC Board and staff were on hand to see former EVC Loan Administrator, DAVE MOOKLAR, as he was presented the 2012 Small Business Advocate Award at the
Coastal Business Finance’s Annual luncheon at the Santa Maria Country Club. This Award honors Dave’s outstanding dedication and commitment to small businesses and economic development.

*Dave, Thank you and congratulations!*

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**In the News**

**THE PLACE - CALIFORNIA’S CENTRAL COAST, PART 1**

By Tanvi Chheda

The New York Times

September 19, 2012

Call them American “garagistes,” a term once used to describe small-lot vintners in Bordeaux, France, who challenged traditional winemaking styles in the early 1990s. The young winemakers of Paso Robles, a few still under 30, are keen to push boundaries and experiment, and here in Paso, four hours south of Napa, they can.

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**CAL POLY LICENSES CUBESAT TECHNOLOGY TO TYVAK NANO-SATELLITE SYSTEMS LLC**

By Jim Dunning

Cal Poly

September 25, 2012

Cal Poly’s Research and Graduate Programs office entered into a license agreement that allows Tyvak Nano-Satellite Systems LLC to develop and sell the patent-pending, small-satellite technology called CubeSat System, Method, and Apparatus.

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**Featuring EVC Client - The Spa Central Coast**

**DESPITE A SLUGGISH ECONOMY, THE SPA INDUSTRY IS BOOMING**

By Julie Lynem

The Tribune, SanLuisObispo.com

August 2012

The rise in spa visits is happening in California and across the country. Total Industry revenues increased by an estimated 4.3 percent in 2010, the latest year available, a 2.6 percent increase from 2009, according to a U.S. Spa Industry study. That’s due to a 5 percent rise in total visits, even in the midst of a sluggish U.S. economy.
EVC’s CEO Asks Questions to the Candidates

SECOND SEGMENT OF CAPPS - MALDONADO DEBATE

KEYT TV
October 2, 2012

Did you miss the KEY News & Noozhawk debate between Lois Capps and Abel Maldonado? Don't worry, you can watch the entire debate by clicking on the link below. Mike Manchak submitted a question which can be found at timer 3:32.

Watch Debate Here

Miscellaneous

WHO KNEW THE MOST CREATIVE SEED FUND WAS IN GRAND RAPIDS?
The Atlantic
September 18, 2012

Grand Rapids is not a place that people associate with excitement. In complimenting the city’s (incredible) local coffee roaster, MadCap, GQ managed to slip in this zinger, “Grand Rapids, Michigan, [was] a town once commonly referred to as ‘Bland Rapids,’ as if the official nickname, ‘the Furniture City,’ didn't convey a sufficient sense of white-breaditude.”

Upcoming Events

GLOBAL JOB SEEKER WORKSHOP

Join Mission Community Services Corporation and learn how to find jobs and get hired in the $1 billion dollar online job marketplace. This workshop will be presented by Vanessa Rispin, Women's Business Center Consultant and Principal of Creative Workforce Innovation.

October 16, 2012
9:00 AM - 1:00 PM
Mission Community Services Corp., SLO

REGISTER NOW
THE BOARD GAME: HOW ENTREPRENEURS AND INVESTORS CAN MAKE A DIFFERENCE WITH A BOARD

Building a great board is a critical component for success for any innovative company. The experience, contacts and governance of the right board can make all the difference and give the entrepreneurial venture a significant competitive edge.

October 17, 2012
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center, Santa Barbara

The EVC is a proud co-sponsor of these events

JOB SEEKER ACADEMY

Join us for the Job Seeker Academy and learn from the experts how to compete in this tough job market. You will learn how to: prepare a targeted resume; ace an interview; attract the attention of employers; find jobs in growing industries; and network and use social media.

October 25, 2012
8:30 AM - 4:30 AM
Atascadero City Hall, Council Chamber

To register call Dulce at (805) 903-1400 by October 22, 2012

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
EVC Co-Sponsored Event
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.

On October 24th 9 finalists will pitch their businesses live to an active panel of investors and a larger audience. These 9 finalists will provide a positive representation for our local business community, and some will attract, or have already attracted, the attention from national and international audiences.

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


REGISTER NOW

Event Organizers

2012 GREEN AWARDS

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

APPLY HERE

2012 CENTRAL COAST ECONOMIC FORECAST
Life After the Election: Getting Down to Business

Come join your fellow community and business leaders at the 2012 Central Coast Economic Forecast and hear from experts about the performance of the Central Coast Economy.

Presenters:
- Chris Thornberg, Founding Principal - Beacon Economics
- Jordan Levine, Director of Economic Research - Beacon Economics
- John Meyers, Political Editor - KXTV Sacramento

November 9, 2012
8:30 - 11:30 AM (Breakfast and Networking at 7:30 AM)
Alex Madonna Expo Center, SLO
View Flyer
REGISTER NOW

City of San Luis Obispo E-Tip

FINAL DRAFT ECONOMIC DEVELOPMENT STRATEGIC PLAN NOW AVAILABLE

The Draft Economic Development Strategic Plan was revised in response to feedback from the City Council and the community and is now available for review. This Plan will direct City efforts over the next five years towards supporting the creation of head-of-household jobs.

Feedback from community members and business owners focused on the importance of the Plan and encouraged the implementation of strategies such as increased broadband access, a streamlined permitting process, and promotion of the City's cultural and recreational opportunities for residents and employees alike.

The Chamber of Commerce has closely monitored the process to complete the Draft Plan, and has provided input and expressed its support for the City's efforts to enhance the local economy.

The Final Draft and Background Report will be presented to the Council on October 16 at 6:00 p.m. in Council Chambers at City Hall. For more information on the Strategic Plan, please visit the City website.

View Final Draft
View Background Report
Bizz Buzz Extra
Brought to you by The Tribune and SanLuisObispo.com

Click here to view August 2012 edition

Join Us on LinkedIn

Join the EVC on LinkedIn to get connected to local business leaders and participate in a variety of discussions.

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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.

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Staff

Michael Manchak, President & CEO
(805) 788-2013 | mmanchak@sloevc.org

Valarie Koos, Chief Financial Officer
(805) 788-2012 | info@sloevc.org

Kelli Blue, Loan Administrator
(805) 788-2015 | kblue@sloevc.org

Christine Rogers, Program Manager
(805) 788-2014 | crogers@sloevc.org

Kaila Anderson, Program Coordinator
(805) 788-2012 | info@sloevc.org

Heather Montgomery, Program Assist.
(805) 788-2012 | heather@sloevc.org

Economic Vitality Corporation 735 Tank Farm Road, Suite 264, San Luis Obispo, CA 93401
(805) 788-2012 | www.sloevc.org | info@sloevc.org
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