



## 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



**Emerald \$7,500+**

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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!*

**Platinum: \$5,000+**

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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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**CAL POLY**

**Silver: \$1,000+**

### 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.



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## [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."

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## Upcoming Events

### **GLOBAL JOB SEEKER WORKSHOP**

EVC  
Partner

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

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Bronze: \$500+

Tom Sullivan  
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## 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



[REGISTER NOW](#)

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

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## 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  
[View Flyer](#)



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

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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



If you are an EVC sponsor, contact Kaila Anderson to include your newsletter link [info@slloevc.org](mailto:info@slloevc.org) or 805.788.2012

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**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**

[View Press Release - "Softec Announces 2012 Tech Pitch Investor Panel and Semifinalists"](#)

[REGISTER NOW](#)

**Event Organizers**



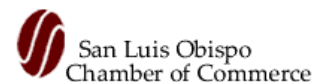
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**2012 GREEN AWARDS**

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](#)

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](#)

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## 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

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[Click here to view August 2012 edition](#)

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

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

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