



Monthly eNewsletter

Recap for the month of
May 2015

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San Luis Obispo County Regional Forum

On June 11th, an engaged group of more than forty-five elected officials, local government representatives and private industry stakeholders came together to participate in the San Luis Obispo Regional Forum organized by the Economic Vitality Corporation, and joined in a dialogue focused on Infrastructure and Sustainable Communities. Since 2012, the EVC has hosted four annual Regional Forums, in concert with 14 other regions across the state, to obtain community input on key economic priorities and share that input with state leaders. This process is a foundational driver of the California Economic Summit, a forum created to elevate the discussion of regional economic solutions and to maximize opportunities for state legislative support.



Leonard Grant, Brad Brechwald,
Michael Conger

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introNetworks, Creators of 805connect, Receives Small Business of the Year Award

On June 10th at the State Capitol in Sacramento, Mark Sylvester, CEO of introNetworks, and Ambassador of 805connect, and Kymberlee Weil, President of introNetworks, accepted the award for Small Business of the Year. Senator Hannah-Beth Jackson, District 19, submitted introNetworks for the award for their work launching and operating 805connect. The California Small Business Day honored 80 small businesses for their contribution to the state's economy. Small business contributes to 75% of California's gross state product and over half of the states' private sector jobs.



Mark Sylvester, Hannah-Beth Jackson, Kymberlee Weil

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introNetworks
smart connections

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EDA Award to Fund Planning for Tech Park Expansion

By Jim Dunning
June 2015

Cal Poly was one of 12 universities and economic development organizations around the country to receive an award from the Economic Development Administration's (EDA) 2014 Science and Research Park Development Grants program. The Regional Innovation Strategies (RIS) program, run by the EDA's Office of Innovation and Entrepreneurship (OIE), is a new initiative designed to advance innovation and capacity-building activities in regions across the country. For a list of all recipients of this award, please see the EDA website. The University will receive approximately \$500,000 for planning efforts to study the expansion of the Technology Park on campus.

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Airport Survey

Community Input Needed for Attracting More Flights at San Luis Obispo Regional Airport

Deadline: June 22, 2015

Take this brief on-line survey to help our local airport and your travel convenience.

Given several new routes under consideration by airlines and the competition for that service from other communities, it is critical to support our case with updated local air

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travel data. Area businesses and other frequent flyers are encouraged to weigh in by taking the airport's air service travel survey at www.sloairport.com.

[TAKE SURVEY HERE](#)

FOR QUESTIONS, CONTACT:
Phil D'Acri - SLO County Regional Airport
(805) 781-5218 pdacri@co.slo.ca.us www.sloairport.com



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Taylor Frigon Capital Management

How Diversification Became "Di-Worsification"

June 1, 2015

Charles Dickens once wrote that virtue, carried to excess, could become vice. If he were a modern financial expert, Dickens could be talking about portfolio diversification. Diversifying the kinds of assets you hold helps you to maximize potential gains and minimize risk. But when diversification is carried too far, it becomes "di-'worse'-ification." Having too many investments in a portfolio eliminates both the potential for extra gains and the protection against excess risk. And yet that's exactly what countless investors, and even advisors, are doing. Building portfolios with hundreds and hundreds of individual investments, they're champions of the idea that there can never be too much of a good thing. But they are dead wrong.



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Got a Minute? An HR Minute for Busy Executives

Mandatory Paid Sick Leave, Part 2

By Sandra Dickerson, Your People Professionals
June 9, 2015

Click here for a one minute Executive Brief from YPP CEO Sandra Dickerson which contains updated information regarding the new California mandatory paid sick leave law and how it might affect your organization. At the end of this one minute video, you can request a free document containing expanded, detailed information to help you comply with this new law that affects virtually every California Employer.

[Watch Executive Brief](#)



All Cities Rankings - 2015 Best Cities for Job Growth

New Geography

[Cuesta College](#)
[Dawn Janke](#)
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[Green Goods](#)
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There were five measures of growth to rank MSAs over the past 10 years. "Large" areas include those with a current nonfarm employment base of at least 450,000 jobs. "Midsize" areas range from 150,000 to 450,000 jobs. "Small" areas have as many as 150,000 jobs. This year's rankings reflect the new Office of Management and Budget definitions of MSAs for all series released after March 2015.

[See Full List](#)

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Drought On, Sprinklers Off

By Lisa Howe, San Luis Obispo County Drought Task Force
May 2015

It's pretty safe to say that everyone in San Luis Obispo County, and California for that matter, is well aware of the drought, but does everyone know how to reduce their water use both indoors and outdoors? As much as 50 percent of the water used outdoors is wasted from inefficient watering methods and systems, according to the United States Environmental Protection Agency. Considering the dire situation we're in with the drought, this statistic is staggering. That's why it's more important than ever to curb your water waste and save the water you use outdoors both for personal properties and businesses.

[Read More](#)



KCBX Central Coast Business Wrap Up

How Renewable Energy Plays Into the Central Coast Economy

May 27, 2015

Solar energy has really taken off in San Luis Obispo, Santa Barbara and Monterey Counties. The Topaz Solar Farm is tied for being the largest photovoltaic solar field in the world, and several other large farms are in various stages of development. The California Flats project in south-eastern Monterey County and the Cuyama Solar Array in eastern Santa Barbara County are among two of the newer projects.

Interview with Dawn Legg, co-chair of the EVC's Energy Cluster.



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In the News

Leaders' Circle
[Mangano Homes](#)

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[Assemblyman Katcho Achadjian](#)

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[California Economic Forecast](#)

[California Regional Bulletin](#)

[California Valley Solar Ranch](#)

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[MINDBODY Targets Global Expansion with IPO](#)

By Elijah Brumback
Pacific Coast Business Times
May 11, 2015

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[What an IPO Could Mean for MINDBODY](#)

By Julie Lynem
The Tribune
May 12, 2015

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THE TRIBUNE

[Housing Affordability Improves in SLO County](#)

By Julie Lynem
The Tribune
May 14, 2015

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[Cal Poly Gets \\$500,000 Grant for Technology Park Planning](#)

Pacific Coast Business Times
May 22, 2015

[Read Article](#)

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[SLO-Based TekTegrity Purchases Central Valley IT Company](#)

By Julie Lynem
The Tribune
May 26, 2014

[Read Article](#)

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[Sierra Vista Hospital Announces New Board](#)

By Janet Lavelle
The Tribune
May 27, 2015

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THE TRIBUNE

[Tourism Outlook Bright; Tri-County Revenue Rising](#)

Pacific Coast Business Times
May 29, 2015

[Read Article](#)

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BUSINESS TIMES

[SLO HotHouse Leads Student Startups Toward Success in Summer Program](#)

By Julie Lynem
The Tribune
May 29, 2015

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[New Homes Take Shape as Work on Village at Pacific West Continues](#)

By Danielle Ames
The Tribune
June 3, 2015

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Verdin

Wallace Group

Women's Economic
Ventures (WEV)

YPNG

YPP

California Agriculture to Lose \$1 Billion in 2015 Due to Drought

By Marissa Wenzke
The Pacific Coast Business Times
June 5, 2015

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Changes Planned to San Francisco Flights Out of SLO Airport

By Sarah Linn
The Tribune
June 5, 2015

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SanLuisObispo.com
THE TRIBUNE

Adam Hill Gets \$200,000 Annually for Poly's HotHouse

Press Release
County of San Luis Obispo

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Upcoming Events

WEDNESDAY, JUNE 17, 2015

EVC PARTNER

Starting a Business Workshop

Host: SCORE

When: 9:30 AM - 12:30 PM

Where: San Luis Business Center, SLO

Details: Overview of the business basics that every aspiring entrepreneur needs to know.

[More info](#)

SCORE
FOR THE LIFE OF YOUR BUSINESS

EVC PARTNER

Seeing Heat: Thermal Vision Everywhere You Look

Host: MIT Enterprise Forum

When: 5:00 - 8:00 PM

Where: Cabrillo Pavilion Arts Center, Santa Barbara

Details: Hear leading experts discuss the developing technology behind thermal vision.

[More info](#)

MIT ENTERPRISE FORUM
CENTRAL COAST

THURSDAY, JUNE 18, 2015

EVC SPONSOR

Champions in Health Care Awards Luncheon

Host: Pacific Coast Business Times

When: 11:30 AM - 1:30 PM

Where: Canary Hotel, Santa Barbara

Details: An awards reception for the 2015 Champions in Health Care

[More info](#)

PACIFIC COAST
BUSINESS TIMES

FRIDAY, JUNE 19, 2015

EVC SPONSOR

Who's Who in Agriculture and Viticulture Nominations

Host: Pacific Coast Business Times

Nomination Deadline: June 19

Event Date: TBD

Details: Profiles leaders across a wide spectrum of agribusiness industries, including citrus, row crops and food processing and distribution.

[More info](#)

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WEDNESDAY, JUNE 24, 2015

EVC PARTNER

Marketing for Your Business Workshop

Host: SCORE

When: 9:00 AM - Noon

Where: San Luis Business Center, SLO

Details: Will help you understand how to define your unique selling proposition and identify your target market.

[More info](#)



FRIDAY, JULY 3, 2015

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Spirit of Small Business Nominations

Host: Pacific Coast Business Times

Nomination Deadline: July 3

Event Date: August 14

Details: Honors businesses with fewer than 100 employees operating in the Tri-Counties.

[More info](#)

PACIFIC COAST
BUSINESSTIMES

THURSDAY, JULY 16, 2015

EVC SPONSOR

Latino Business Awards

Host: Pacific Coast Business Times

When: 5:30 - 7:30 PM

Where: Crowne Plaza Ventura Beach

Details: The Latino Business Awards honors the region's top companies.

[More info](#)

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