



Monthly eNewsletter

For the Month of
September 2011

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EVC Updates

CELEBRATING 14 YEARS OF SERVICE BY CHARLIE RICHARDSON

On October 26th, the EVC Board of Directors thanked and recognized outgoing Board member **Charlie Richardson**, President of Richardson Properties, for fourteen years of service on the Board. "Charlie has been one of the longest Board members, and his contributions have been great and many. Charlie is a community leader who always gives back to our community and whose leadership qualities have served the EVC and its stakeholders very well", said **Kris Vardas**, Chairman of the Board of Directors. "There is no greater pillar of the real estate community than Charlie Richardson. He has been a friend and supporter of the EVC for a very long-time, and we are honored that he will continue to stay involved and support the organization, said Michael Manchak, President & CEO of the EVC.

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Charlie Richardson and Kris Vardas

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SLO COUNTY ECONOMY GETS NEW ATTENTION

By Julie Lynem
The Tribune
September 25, 2011



Imagine a county where so many businesses want to open or expand that they fight for office space, high-paying jobs are plentiful and government officials have more than enough tax revenue to pay for essential services. With the economy still struggling to regain its footing, that scenario may seem like fiction. But a group of local business and government leaders who helped craft an economic strategy for the region hope someday that can be a reality for San Luis Obispo County.

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EVC PROMOTES ECONOMIC STRATEGY

The Economic Strategy is moving forward and gaining attention courtesy of two ads that ran in the Tribune's Bizz Buzz on August 27, 2011. The advertisements were focused on promoting the EVC and the Economic Strategy (*See ads on right*). Many thanks to Bruce Ray and his team at The Tribune for contributing the ads. We also wish to thank all of the participants of the Economic Strategy for making this possible.

[SanLuisObispo.com](#)
THE TRIBUNE

EVC Means Business

Business Resources:

- Loan Programs
- Financial Capital
- Secretary's International Trade
- Strategic Planning
- Industry Information

One Strategy Six Business Sectors Unlimited Opportunity

The EVC has a new collaborator whose strategy that brings together six of the county's strongest industries to create long-term prosperity.

Co-Chairs and Key Initiatives:

- Greg Becker, Building, Design & Construction
- The Makows, Green Energy
- John Roberts, Health Services
- The Williams, Knowledge & Innovation
- Sarah Meyer, Specialized Manufacturing
- Jackie Clark, Vineyard & E&E

Members of EVC Panel:

- Find out more: [http://www.slocounty.gov/evc](#)
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Sponsor Updates

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS:

Mangano Homes, Inc. - \$2,500

Mangano Homes, Inc. has its roots in a family-owned commercial real estate business which began shifting its focus to include single-family homes in 1978. With its vast experience in dealing with city governments, financial institutions and its understanding of infrastructure, Mangano Homes, Inc. is able to move forward quickly and efficiently with well-earned confidence.



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Galaxy Theatres - \$1,000

Galaxy Theatres, LLC is a fully integrated movie theatre company. Privately owned, it is ranked by size in the top 10% of its industry, according to the National Theatre Association and currently has theatres in California, Nevada, Texas and Washington. Formed in 1998, its focus is to develop and operate a portfolio of high impact, state-of-the-art movie entertainment theatres in selected markets of the western United States.



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Evolving Excellence

A FEW THOUGHTS ON CHINA, CONSISTENCY, AND STANDARDIZATION

By Kevin Meyer
September 7, 2011

I just returned from my annual trip to visit some customers and attend a trade show in Shanghai, China. Always an interesting experience and I personally love Asia, although I prefer the respectful humility of the Japanese and the constant happiness of the Thai and Cambodians. The latter always seem to be full of joy even though an entire generation of men was wiped out only a few years ago - and we think we have problems.



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Sponsor News



CAL POLY OPENS NEW SMALL BUSINESS DEVELOPMENT CENTER

September 19, 2011

The Cal Poly SBDC for Innovation will offer services including general business consulting, technology consulting, training programs, networking and support resources, mentoring programs, funding and financing consultation and community events. Mentors and technical experts will help provide these services to both start-ups and established companies in San Luis Obispo County.



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LOCAL MARKETING FIRM REBRANDS TO POSITION FOR GROWTH

By Mary Verdin
Verdin

September 19, 2011

Verdin Marketing Ink has dropped the Marketing and the Ink, but in title only. The San Luis Obispo-based marketing firm has rebranded itself to convey an evolution that has taken place over the past eight years.



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DIGITAL FOUNDATION EXPANDS TO LARGER OFFICE, LAUNCHES NEW WEBSITE

By Joshua Erdman
Digital Foundation

September 20, 2011

Local IT solutions company, Digital Foundation, inc., has expanded to a new location, nearly doubling their office space. "This new location is exactly what we need to service our growing number of customers." says Joshua Erdman, President of Digital Foundation.



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Upcoming Events



40 UNDER 40 AWARDS

Presented by 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.

October 17, 2011
5:30 - 7:30 PM
Topa Tower Club, Oxnard



For more information visit: pacbiztimes.com/40-under-forty

TOP 10 LEGAL MISTAKES STARTUPS MAKE AND HOW TO AVOID THEM

Co-Sponsored By EVC

Join us on Wednesday, October 12th to learn about the top legal mistakes that startups make and how to avoid them. The presentation will be led by David Lafitte, a Shareholder at Stradling Yocca Carlson & Rauth.

Wednesday, October 12, 2011
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center, Santa Barbara



For more information visit: www.mitcentralcoast.com

ENTREPRENEURSHIP FORUM

The Cal Poly Center for Innovation & Entrepreneurship invites students, faculty, staff and the community to join them for "Innovation and Entrepreneurship in Agriculture and Food"

October 13, 2011
5:00 - 7:00 PM
Cal Poly Technology Park



For more information visit: <http://ecenter.calpoly.edu/>

CENTRAL COAST SOLARTHON

Solarthon is an annual solar installation block party and fundraiser for GRID Alternatives -- a non-profit organization and licensed solar installer exclusively for low-income families.

For more information visit: www.solarthon.org

In the News

B.R.A.T. DIET

Wall Street Journal
September 9, 2011



B.R.A.T. feel better drink was created in the midst of a down economy and was considered a start-up at the time. The challenge was getting the business off the ground and running while the founders struggled to provide for their family and come up with the money to create and market their product.

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MARKETING FIRM MOVING UP A LEVEL

By Julie Lynem
The Tribune
September 8, 2011



Level Studios, a San Luis Obispo-based company specializing in digital integrated marketing and product development, is expanding its local presence. The company plans to build a new and larger headquarters here, with the potential to double its existing workforce.

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ECONOMIC INDICATORS AREN'T SIGNALING ANOTHER RECESSION, LOCAL EXPERT SAYS

By Alex Kacik
Noozhawk
September 29, 2011

Although the economy has stalled and will continue its slow growth, the indicators don't point to a double-dip recession, Mark Schniepp, director of the Santa Barbara-based California Economic Forecast, said during Thursday's Radius Group Economic Forecast.



NOOZHAWK
the freshest news in Santa Barbara

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SLO COMPANY BUYS LEADING SALES WEBSITE

Daily Edhat
September 29, 2011



LeftLaneSports.com, the leading members-only flash sale website for outdoor and fitness enthusiasts, began consolidating the sporting goods private sale industry today. The San Luis Obispo - based company acquired 118Boardshop.com, a leading private sale website focused on skate, surf and action sports, for an undisclosed sum.

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2011 TOP STATES FOR DOING BUSINESS SURVEY RESULTS

California Ranks Top 10

Area Development Online
Fall 2011



For the second year in a row, Area Development has conducted a survey of a select group of highly respected location consultants who work with a nationwide client base. We asked the consultants to name their top-5 state choices in 12 site selection categories.

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SAN LUIS OBISPO COUNTY LABOR FORCE FOR AUGUST 2011

Employment Development Department
September 16, 2011

The unemployment rate in the San Luis Obispo County was 9.7 percent in August 2011, down from a revised 10.5 percent in July 2011, and below the year-ago estimate of 10.2 percent. This compares with an unadjusted unemployment rate of 11.9 percent for California and 9.1 percent for the nation during the same period. www.edd.ca.gov



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Beacon Economics Employment Report





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Economic and Financial Market Review and Outlook



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