More Flights for Airport / Call-to-Action

The EVC hosted two meetings for the business community on September 17. The attendance and level of interest was very strong at our meetings and I am pleased to report that since then we have achieved much of our goal to raise $1 Million in non-binding pledges for travel to and beyond Denver -- if the proposed flight to and from Denver materializes. The organizations that made these commitments view that it is important to do so because they are already spending a substantial amount on travel and signing up for such programs would help save them money and create more travel convenience.

REQUEST: We hereby ask you to consider your own organization and encourage other business travelers to make a non-binding pledge for travel anywhere on United Airlines in order to incentivize service to Denver. The pledges are typically at or above $10K of travel per year.

Deadline: October 11, 2013

DOWNLOAD PLEDGE FORM AND SEE PRESENTATION

Please find below a link to the pledge form and the PowerPoint presentation from yesterday.  [www.sloevc.org/airport](http://www.sloevc.org/airport)
Please contact our airline consultant on the pledge form for any comments or questions you may have. He is available to help you determine whether this program makes sense for you.

### Announcement New Board Members

On behalf of the entire Board of Directors, I wish to welcome the following recent additions to the Board. Dawn Legg is an outstanding member of the business community and through her leadership; the Topaz Solar Farm has been one of the great job creators in recent years in the county. We also wish to welcome back Tom Jones, a former Chair of the Board and one of the strongest contributors to the EVC and its Economic Strategic plan.

Mike Silacci  
Chairman  
EVC Board of Directors

**Dawn (Ortiz) Legg**  
Assistant Project Manager, External Affairs  
Topaz Solar Farms  
First Solar

**Tom Jones**  
Director, Corporate Affairs  
Pacific Gas and Electric Company

This follows the EVC’s recent announcement that the following local leaders have recently joined its Board of Directors. They are as follows:

- **Brian Tietje**, Vice Provost, Internal, Graduate & Extended Education - Cal Poly State University
- **Brendan Morris**, CEO - Morris & Garritano Insurance
- **Carlyn Christianson**, Council Member - City of San Luis Obispo
- **Chris Richardson**, Managing Partner - Richardson Properties

### Clean Business Investment Summit

On September 12th at UCSB, the fifth annual event was held and the EVC was a cosponsor. A growing event that improves year by year, this year’s theme was "Break the Box: The Transformation of the Funding Landscape". As an
executive committee member of the Central Coast Venture Forum (CCVF) that organizes the event, I was honored to introduce two keynote speakers for this event which helps investors and entrepreneurs from around the nation connect. Through events like this, the CCVF has raised over $110 Million from over one thousand investors. The EVC and SLO County achieve recognition for a place to do business. At the event, EVC Board member Henry Dubroff of the PACIFIC COAST BUSINESS TIMES was presented with the annual Joe Nida Entrepreneurial Spirit Award, a distinguished recognition named after the late founder of the Central Coast Venture Forum.

"Henry has been at the heart of the success of so many entrepreneurs, businesses, and organizations throughout our region - including our own."

Jerry Knotts, CEO
Central Coast Venture Forum
Henry Dubroff

View Press Release

EVC Outreach
In a never-ending effort to update our outreach, with the help of EVC Board member Kevin Harlan of KCOY-TV, his team donated two full days of filming. The videos are being broadcasted on prime times on the station (KKFX and KCOY (CBS and Fox affiliates). A special thanks to EVC Board members Mike Cannon and Tim Williams for being filmed. See videos at:

http://www.sloevc.org/about/sponsors.php

We wish to also thank EVC Board member Noreen Martin of Martin Resorts was recently filmed for an EVC public service announcement produced by KSBY-TV.
A great thanks to President and General Manager Kathleen Choal, and Creative Director Brandon Downing, of KSBY-TV (NBC) & CW 5 for producing and airing an excellent public service announcement. See video at: http://youtu.be/sMsOD5--qzg

Our Memory lives on of PAUL TEIXEIRA
On September 25th, family and friends of the late Paul Teixeira, our beloved County Supervisor and EVC Board member, gathered for an installation of a memorial for Paul. On behalf of the EVC Board of Directors, an olive tree and engraved granite plaque were installed in Paul's memory at one of the most important places to him and his family - St. Joseph's Church in Nipomo. Paul's widow, Deanna, as well as family and friends all spoke at the event. It was mentioned that the Olive Tree symbolized Paul's ability as a peace maker, and the granite plaque symbolized his strong belief for what is right. The plaque appropriately states that it is in loving memory of a community champion. Paul is missed by many.

Top 40 Under 40 Award Winners
Congratulations to the following EVC Board members and staff who were
nominated by the EVC and won the PACIFIC COAST BUSINESS TIMES 40 Under 40 Awards.

Please attend the following awards ceremony as follows:
40 Under 40
Monday, October 21, 2013 5:30 to 7:30 PM
Topa Tower Club, 300 East Esplanade Drive, Ventura, CA 93036
Purchase Tickets Online at: http://pcbt40u4013.eventbrite.com/

New Sponsors
WE WOULD LIKE TO THANK OUR NEWEST SPONSORS:

Arcadis | $1,000
ARCADIS is an international company that provides consultancy, design, engineering and management services in the fields of Infrastructure, Water, Environment and Buildings. Over the years, we have worked diligently to retain our core values, and we've made it our priority to ask ourselves the tougher questions about who we want to be—as a trusted consultant, as an employer, and as a corporate citizen.

Thank you Lisa Millar!

About Arcadis

University of La Verne | $1,000
Since 1891, the University of La Verne has been dedicated to

Thank you Lisa Millar!
the belief that a quality, values-based education enriches the human condition by engendering service, scholarly accomplishment, and professionalism. Though decades of growth have changed its appearance and reach, La Verne has retained its sense of purpose, seeking to provide students with individual attention to spark personal growth through intellectual challenge and development. The University takes pride in knowing its nearly 50,000 alumni worldwide have made a difference in their professions and communities.

Thank you Kitt Vincent!

About University of La Verne

Wells Fargo | $5,000 Grant
The merger of Wells Fargo and Wachovia doubled our size. We're no longer defined as just a regional bank. We're a national company, with operations that stretch across the globe. With this growth in size and scope, what makes us different than other so-called "large banks"? How do we define ourselves? We're a community-based, diversified financial services company. Being community-based distinguishes us from every other large bank. By "community-based" we mean we're not just a bank that happens to be in the community; we're a community bank.

Thank you for increasing your sponsorship!

About Wells Fargo

Business Resources Spotlight

STRENGTHEN. ASSIST. EXPAND

The Business and Entrepreneurship Center at Cuesta College

By Andrew Moreno
Economic Vitality Corporation

The Business and Entrepreneurship Center at Cuesta College (BEC) provides business consulting services to established businesses, industry sectors, financial institutions, city and state agencies, and chambers of commerce in the following core areas: marketing strategies; strategic planning; growth and investment strategies; access to capital; financial analysis; customer service; economic research; business and contract law; and international trade. An initiative of the Economic and Workforce Development Program through the California Community Colleges, the BEC works in strategic partnerships with businesses, industry and community organizations to identify and meet local economic development needs in the areas of business improvements and entrepreneurship training.

To schedule a business outreach visit, you may contact:
Andrew Moreno, Business Outreach Project Manager at (805) 788-2028

Download Full Article
NEW COMMUNITY ORGANIZATION LIAISON ANNOUNCED
The Service Corps of Retired Executives (SCORE) welcomes the addition of its new Community Organization Liaison, Brent Christensen. In addition to his new position with SCORE, Brent has over 25 years of business experience in multiple industries. He brings a wealth of skills to the companies with whom he partners to bring about lasting positive change and true business alignment. As a former CPA and the CFO of both publicly traded and private equity owned companies, he has in-depth knowledge of strategic planning, manufacturing and distribution, wholesale and retail in the consumer products marketplace, human resources, and IT.

To learn how SCORE can help you start or expand your business, please visit www.sloscore.org

ENERGY EFFICIENT LED EXTERIOR LIGHTING NOW MAINSTREAM
PG&E Rebates Available for LED Retrofits
Christine Rogers
Economic Vitality Corporation
September 30, 2013

Technological advances to LED lighting quality and brilliance now make them an excellent replacement for incandescent, fluorescent and halogen bulbs and fixtures. Where commercial and consumer retrofits are planned, the reduction in energy use, product selection and other long term benefits also serve to make LEDs an economical choice. As compared with compact fluorescent lights used for smaller area applications, LEDs last longer, turn on instantly, and are not affected by frequent on/off cycles. The longevity, convenience and energy efficiency of these products offset the minimal cost premium.

Feature Stories
THE IMPORTANCE OF EMBRACING RISK
By Taylor Frigon Capital Management
September 30, 2013

Economist and technology analyst Bret Swanson published an important essay earlier this year entitled "Long Live the Risk-Takers." It examines the vitally important subject of “risk,” particularly from the economic perspective. While acknowledging that seeking to identify and prevent (or at least avoid) future problems is a valuable and necessary endeavor, the essay then asks: What happens, though, when we develop a
hyper focus on shortcomings and potential losses? What happens when we seek a public policy remedy for every perceived problem? This kind of obsession with [eliminating] risk, danger and downside may be counterproductive. It may exacerbate known problems and unleash dangers never dreamed of.

LEVERAGING TECHNOLOGY IN THE RECRUITMENT PROCESS

Attract the Best Talent Using the Tools the Best Job Seekers Use
By Sandra Dickerson
Your People Professionals
August 18, 2013

It is certainly true that technology is making an impact on all aspects of the recruiting process. Whether it is recruiters using keyword screening programs to minimize the time spent on the review of resumes, advanced online behavioral analysis systems for job matching, or applicant tracking systems to improve the record keeping process and increase overall visibility of job ads, technology has forever changed the recruitment landscape. No matter the size of a business, identifying the benefits technology can bring is essential to creating an overall successful recruiting platform that draws on the best possible talent.

In The News

LOCAL COMPANIES MAKE INC. 500
San Luis Obispo Chamber of Commerce
August 21, 2013

Six San Luis Obispo businesses are among the fastest-growing private, independent businesses in the US. SMS Masterminds (#733), MindBody (#1360), iFixit (#1735), TekTegrity (#2131), Meathead Movers (#2605) and Shopatron (#3402) all made the prestigious Inc. 5000 list published annually by Inc. magazine, which is hitting the newsstands now. This year's list measures revenue growth from 2009 through 2012; to qualify, companies must have been founded and generating revenue by March 31, 2009. These SLO companies boasted 3-year revenue growth rates ranging from 91 percent to 629 percent and total 2012 revenue of $2.4 million to $32.5 million. The magazine will recognize this year's honorees at an event in October held in Washington D.C.

STUDY: AGRICULTURE CONTRIBUTES $1.87 BILLION TO COUNTY ECONOMY
By David Sneed
A new study indicates that agriculture contributes $1.87 billion to the San Luis Obispo County economy and has created 20,645 jobs. By comparison, tourism generated $1.2 billion in visitor spending in 2011, according to Visit San Luis Obispo County, the county’s visitor and conference bureau. The largest sector of the farm economy is fruit and nut crops, which include the important wine industry. This sector constitutes half of the farm production value.

SOLARIZE SLO HELPS HOMEOWNERS CONVERT TO SOLAR POWER
By Patti Piburn
KCOY CBS 12 / FOX 11 TV
August 22, 2013

San Luis Obispo -- Solarize SLO is a push to get more solar panels on more rooftops in San Luis Obispo. The Economic Vitality Corporation or EVC and the Community Environmental Council partnered to provide a streamlined process for homeowners to buy solar systems as a group. Two local companies REC Solar and Solarponics are doing the installation at the set group price. A similar program helped 140 homeowners in Santa Barbara and Ventura County go solar. The program is not only designed to help the environment and save energy, but also to create green jobs. The program runs through November 1st. Solarize SLO is offering workshops where you can learn more about solar power and the financing options available as well as some incentives.

GALLUP-HEALTHWAYS WELL-BEING INDEX
Gallup - Healthways
August 27, 2013

The Gallup-Healthways Well-Being Index (WBI), an average of six sub-indexes: Life Evaluation, Physical Health, Emotional Health, Healthy Behavior, Work Environment and Basic Access, is the preeminent source for well-being in the United States. The first-ever daily assessment of U.S. residents' well-being, the WBI provides real-time measurement and insights needed to improve health, increase productivity and lower healthcare costs. With five years research and analysis of the opinions of more than 1.5 million people, the WBI has garnered significant national and international recognition.

CENTRAL COAST AIRPORT DISCUSSION TAKES FLIGHT
Pacific Coast Business Times
August 30, 2013
Two upcoming programs in San Luis Obispo will tackle an important issue for the Central Coast - how to get improved air service to aid business travel and advance economic development. RRM Design Group is hosting two meetings - one in the morning on Sept. 17, and another in the afternoon on the same day, to update business and community leaders on the state of the San Luis Obispo County Regional Airport. Also discussed will be plans for future development, including the effort to gain non-stop service between SLO and Denver International Airport.

CALIFORNIA ECONOMY FAST FACTS
Go-Biz, California’s Office of Economic Development
September 6, 2013

CALIFORNIA JULY EXPORTS JUMP
California shipped almost $14 billion in July as CA exports rose 6.8% vs. same month one year ago
U.S. Commerce Department figures by Beacon Economics

LONGEST JOB STREAK IN THE USA
California employers have added jobs for 25 months in a row, the longest job creation streak in the nation
California Employment Development Department’s annual Labor Day briefing

LEADING IN SCIENCE & ENGINEERING
California has 14% of nation’s science & engineering workforce and 3 of 6 biggest S&E clusters in USA
National Science Foundation report based on 2011 US Census Data

MORE FAST GROWING COMPANIES IN CA
With 14% of the list and over 700 entries, California dominates INC 5000 list of fastest growing companies
INC Magazine, September 2013

DUNKIN’ DONUTS EXPANDS IN CALIFORNIA
Signs first Southern California development agreements for a total commitment of 45 new restaurants by 2015
http://news.dunkindonuts.com/Press-Releases/

SMALL-BUSINESS GROUPS CAN MATCH BANKS, BORROWERS
By Maralize van Romburgh
Pacific Coast Business Times
September 6, 2013
Business is as much about who you are as what you know. Long-time art gallery owner Sylvia White came to realize that as she struggled to get financing to purchase a building in downtown Ventura. She had purchased the gallery space with owner financing several years earlier. But now the five-year period on that high-interest lean was coming up, and White needed a bank to take over.

ANATOMY OF A BUSINESS FAILURE: HOW ONE SMALL FIRM WAS SQUEEZED OUT

By Mark Storer
Pacific Coast Business Times
September 6, 2013

Keith Cox is an entrepreneur. An industrial salesman by trade, he made a decision repeated across the U.S. in good economic times and bad. Cox formed a startup using personal assets as capital, partnering with three others who joined him in 2001 and created Titan Industrial Safety & Supply in Santa Maria. The firm sold nuts, bolts, pipe fittings, safety and industrial equipment.

INCOME, POVERTY AND HEALTH INSURANCE COVERAGE IN THE UNITED STATES: 2012

The U.S. Census Bureau announced today that in 2012, real median household income and the poverty rate were not statistically different from the previous year, while the percentage of people without health insurance coverage decreased. Median household income in the United States in 2012 was $51,017, not statistically different in real terms from the 2011 median of $51,100. This followed two consecutive annual declines.

UPDATE: HEALTHCARE REFORM EXCHANGE NOTICE

Morris & Garritano
September 20, 2013

The Department of Labor has clarified in a Frequently Asked Question that no fine or penalty will apply to an employer who fails to provide a Notice of Exchange to employees. The DOL now states that an employer "should" provide a written notice to its employees, but there is no fine or penalty under the law for failing to provide the notice. Although there is no penalty associated with not distributing at this time, we recommend that employers distribute the Notice of Exchange to their employees. The notice should be distributed to both full and part-time employees regardless of their current coverage situation.
NONPROFITS MAKE A BIG DIFFERENCE FOR MANY
By Barry VanderKelen
The Tribune
September 26, 2013

This column is intended to provide information nonprofits can use to become more effective. I have been honored to write it for the past seven years. This will be the last one I write. My first column expressed gratitude to the many people who are involved with nonprofits - donors, board members and other volunteers. Nonprofits enhance the quality of life in our county by providing much needed services and because people come together in a shared interest in making a positive difference. Today my gratitude is deeper than it was seven years ago. My concern for the nonprofit community is equally deeper. The lingering effects of the Great Recession are real and will last for at least six more years.

POLY’S NEXT TECH STEP

Poly’s Next Tech Step
Technology Partnership: With the innovative campus tech park nearly filled, Cal Poly is considering if and how it should expand the experiment
By Julie Lynem
The Tribune
September 29, 2013

“The Cal Poly Technology Park is nearing its third year from the official opening, and the first building has reached 100 percent occupancy. The 25,000 square-foot, multi-tenant building on the Cal Poly campus is now home to private research, development and testing companies looking to leverage the intellectual capital of the university. The companies in the park are already providing opportunities for faculty and students to work on cutting-edge projects. In September 2012 EADS, the parent company of Airbus, picked Cal Poly and San Luis Obispo to open a United States west-coast research and development office to take advantage of a partnership with Cal Poly’s “learn by doing” practical learning approach.”

Jim Dunning, Program Administrator - C3RP Project, Cal Poly

They are faculty-led technology startups, manufacturers and developers of social networking communities for large corporations. Still more offer biotechnology consulting, help with digging through genealogical data, and tools to advance scientific exploration of Earth and space.
Upcoming Events

TAKE CHARGE OF YOUR TALENT WEBINAR
Insights for Leading Your Life

On October 3, 2013, you are invited to join Take Charge of Your Talent co-authors, Don Maruska and Jay Perry, and special guest Jim Kouzes (co-author of The Leadership Challenge) for an hour-long webinar, hosted by Becky Robinson of Weaving Influence. Prepare to gain fresh talent insight from Don and Jay, and hear valuable perspectives based on Jim's decades of research in leadership and talent. By the end of the hour, you will leave with concrete actions to take charge of your own talent and enjoy it.

October 3, 2013
1:00 - 2:00 PM
Webinar - Free

REGISTER HERE

DIABLO CANYON HIRING FAIR
Utility Employment & Contractor Information Fair

Please join Pacific Gas & Electric and others for an event providing community members, job seekers and small business owners with information and resources regarding employment and contracting opportunities with PG&E and Diablo Canyon Power Plant. Come speak with representatives from:

- Diablo Canyon Outage Hiring
- Diablo Canyon Procurement
- PG&E Human Resources
- PG&E Supplier Diversity
- PG&E Hiring Hall
- Shoreline Workforce Development Services
- Building Trades Council

Two Sessions on:
October 4, 2013
2:30 - 4:30 PM
5:30 - 7:30 PM
PG&E Energy Education Center, 6588 Ontario Rd., SLO
View Flyer

ANGEL INVESTING - AN OVERVIEW

SLO Seed Ventures, the San Luis Obispo Angel group, is sponsoring a full-day seminar on the Basics of Angel Investing on Monday Oct. 7th at the Dairy Creek Golf course. Taught by Susan Preston of the Angel Capital Association with sample cases, the course will cover due diligence, valuation and how angel
investing works within the community. A $50 fee to cover the costs of materials and food will be charged for general attendance.

October 7, 2013  
7:30 AM - 5:00 PM  
Dairy Creek Golf Course  
View Agenda

Please contact Jo Anne Miller at:  
joanne@browndogpartners.com or 415-290-3017

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WHO'S WHO IN HEALTH CARE, INSURANCE & BIOMEDICINE

**Nominations are Due: October 7, 2013**

This special report will recognize top executives in health care, insurance and biomedicine industries in the Tri-Counties. The winners will be identified and profiled in a special section which publishes on November 8, 2013.

For nomination questions contact Special Reports Editor Dara Barney at (805) 560-6950 ext. 225 or specialreports@pacbiztimes.com

NOMINATE HERE

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SOLARIZE SAN LUIS OBISPO COUNTY

*You can go solar. We can help.*

**Final Workshop - October 8th**

Solarize San Luis Obispo County will be available to homeowners for three months, beginning August 1, 2013 through November 1, 2013. During this time, homeowners can switch to solar at a fixed, group-purchasing price from either of the two installers.

As part of the program, EVC and CEC will host free educational workshops to inform homeowners about solar technologies, energy efficiency, solar financing options and the Solarize program. "A vital component of Solarize is education," noted Jefferson Litten of the CEC, "Many homeowners are not aware that they can start saving right away by switching to solar. By educating the community about the benefits of solar, the entire industry benefits and we help homeowners save money." Anyone interested in learning about solar is encouraged to attend our workshop on:

October 8, 2013  
6:00 - 7:30 PM  
Paso Robles Inn, Matador Room

To learn more or apply for Solarize San Luis Obispo County, homeowners can go to [www.SolarizeSLO.org](http://www.SolarizeSLO.org) or call 805.963.0583 x 105. Homeowners can also find more information on Facebook at [http://www.facebook.com](http://www.facebook.com)
/cecsolarize.

RIGHT BRAIN CHANGE OF PACE - LIGHTROOM FOR PHOTOGRAPHERS

The talk explores the one tool EVERY photographer should be using to organize and post-process their images - Adobe Lightroom. It is cross-platform and meets 95% of most photographer’s needs. Bring your images to use as examples in the talk and your laptops with Lightroom installed (there is a 30 day free trial) if you want to follow along.

October 15, 2013
5:30 - 8:30 PM
Cal Poly Tech Park, San Luis Obispo

REGISTER HERE

4TH ANNUAL RAY SHERR ELEVATOR PITCH COMPETITION

This annual competition gives quick-thinking Cal Poly students the chance to pitch an idea to a panel of business leaders for the chance at cash prizes and a trip to EPC finals in Chicago.

October 16, 2013
5:00 - 7:00 PM (4:30 PM Registration)
Cal Poly PAC, Pavilion Room

REGISTER HERE

3RD ANNUAL TECH PITCH

The Cal Poly Small Business Development Center for Innovation (SBDC) and Center for Innovation & Entrepreneurship (CIE), Softec, the Economic Vitality Corporation (EVC), and the Business & Entrepreneurship Center at Cuesta College (BEC) are calling all startups, originating or headquartered in San Luis Obispo County or Northern Santa Barbara County to apply to the 3rd Annual TechPitch competition.

At this community event, sponsored by Madonna Inn, eight select applicants will pitch their viable technology-related business idea(s) to a panel of prominent industry experts. Out of those eight contestants, one winner will be chosen to receive valuable follow up services, contacts and opportunities from the affiliate organizations.

October 23, 2013
3:00 - 8:00 PM
Alex Madonna Expo Center, San Luis Obispo
REGISTER HERE

For more information and event registration, please visit techpitch.org or call Judy Mahan, Assistant Director, Cal Poly SBDC for Innovation at (805) 756-5171.

CENTRAL COAST ECONOMIC FORECAST

The Business Times and the Los Angeles District Office of the U.S. Small Business Administration conceived the Spirit of Small Business to recognize the accomplishments of small businesses. This special section includes articles about small business award winners, a variety small-business "how-to" articles and an extensive small-business resource guide.

November 22, 2013
8:30 - 11:30 AM (Breakfast and Networking at 7:30 AM)
Alex Madonna Expo Center, San Luis Obispo

REGISTER HERE

BENEFIT FOR EVC SPONSORS

To show our appreciation to our sponsors, the EVC is providing our sponsors in 2013 with a complimentary subscription to the PACIFIC COAST BUSINESS TIMES and THE TRIBUNE.

For information on subscriptions view Pacific Coast Business Times Flyer and The Tribune Flyer

For questions regarding sponsorship please contact Mike Manchak at (805) 788-2013 or mmanchak@sloevc.org.

Linkedin

Join the EVC on LinkedIn to get connected to local business leaders and participate in a variety of discussions. JOIN TODAY
Sponsor Newsletters and Press Releases

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.

EVC Board of Directors

Executive Committee

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AT&T External Affairs

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Caliber Accounting & Tax

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Cannon

Carlyn Christianson, Council Member  
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Pacific Coast Business Times

Carl Dudley, Senior Vice President  
Mission Community Bank

Kevin Harlan, General Manager  
KCOY CBS 12 / FOX 11 Television

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First Solar

Tim Mahoney, District Manager  
Southern California Gas Company

Noreen Martin, CEO  
Martin Resorts

Kevin Meyer, Managing Partner  
Gemba Academy & Kanso Strategies

Brendan Morris, Principal; CEO; Advisor  
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Bruce Ray, President & Publisher  
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Caren Ray, Council Member  
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Craig Schmidt, Member  
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Compass Health

Ed Steinbeck, Council Member  
City of Paso Robles

Gil Stork, Superintendent & President  
Cuesta College

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Cal Poly State University

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