Greetings,

Recently, the EVC Board of Directors was pleased to host separate meetings with Congressman Kevin McCarthy and Congresswoman Lois Capps. Their interest in helping the local economy and working directly with the EVC has been effective and shown concrete results. The EVC works closely with all of our elected officials - from council members from each city in the county to our state and federal representatives. The office of U.S. Senator Barbara Boxer has also been working with the EVC.

Congressman McCarthy staff worked closely with the EVC and the airport alliance (SLOCATA) which was instrumental in helping our local airport be awarded a $500,000 grant from the Department of Transportation. Also, Congresswoman Capps has been instrumental in fostering the Green Coast Innovation Zone, a proposed tri-county initiative to help create green jobs.

It is all about team work to create and implement solutions, not
politics, particularly when it comes to helping our local economy. I wish to thank all of our elected officials for being such great partners to the business community.

Michael Manchak
President & CEO

Assemblyman Sam Blakeslee: Teamwork Needed to Fix Our Economy

Assemblyman Sam Blakeslee makes several excellent comments about the economy, and the EVC's economic strategy project.

We've all heard the old maxim “Lead, or get out of the way.” In the case of fixing our state and local economies, government has a responsibility to do both—lead and get out of the way. Government needs to lead by creating a friendlier business climate and removing unnecessary bureaucratic obstacles. As someone who has served in a leadership position in the State Assembly, I can attest that your elected leaders need to hear that message loud and clear.

Two innovative local leaders--County Supervisors Frank Mecham and Adam Hill--a Republican and a Democrat, are co-chairing a comprehensive economic development effort for San Luis Obispo County. This initiative involves 40 to 50 business and community leaders who are working with the San Luis Obispo-based Economic Vitality Corporation. Supervisor Adam Hill explains that the economic development strategy is designed to “create a more business-friendly climate, a greater exchange of ideas between and among employers and government, and ultimately the creation of new head-of-household jobs that will keep our community vibrant, diverse and secure.”
Paso Robles Wine Country Alliance

Paso Robles Wine Country Alliance’s Executive Director, Stacie Jacob, talks about the health of our local wine industry

The Wine community like many industries is working hard to overcome the current economic challenges. San Luis Obispo County’s wine industry is well positioned as average wine prices are still competitive as compared to other areas of the state.

California wines compete on a global level. The competition is ever strong and the California wine community must work together to maintain and grow market share in the U.S. Understanding the full economic potential of the wine community and its overlap with the tourism creates jobs and helps San Luis Obispo County strengthen its economic base.

www.pasowine.com

California Stimulus Map: Where the Dollars Are

The California Recovery Task Force has launched an interactive Web Portal that tracks more that $85 billion
This web portal provides information about projects known to have been awarded Recovery funding within the geographic boundaries of California, by County. The California Recovery Task Force continues to receive federal guidelines and information regarding additional projects awarded Recovery funding. The map will be updated as additional information becomes available. Click here to read a press release from Governor: California Recovery Task Force Launches Interactive Web Portal.

Region 5: Regional Economic Recovery Work Plan

In 2009, the EVC was designated by the State of California as the district coordinator for a five-county region. This plan includes proposals from the counties of San Luis Obispo, Monterey, Santa Cruz, Santa Barbara, and San Benito, and cities within these counties. Click here to download the Region 5 Plan.
EVC Board of Directors Update

The Board of Directors are pleased to welcome Roberta Fonzi, Mayor, City of Atascadero and Jim Guthrie, Councilman, City of Arroyo Grande and gratitude to outgoing member, Tom O’Malley, Mayor Pro Tem, City of Atascadero.

Roberta Fonzi is a longtime resident of Atascadero, and served on the City’s Planning Commission for nearly 10 years, before being elected to the City Council in 2008. She has previously served as chairperson of the Atascadero Main Design Committee. She is currently self-employed as a realtor in Atascadero.

Jim Guthrie has been a resident of San Luis Obispo County for nearly 20 years. He has served as an Arroyo Grande City Councilman since 2005, Arroyo Grande Mayor Pro Tem, and as a member of the Arroyo Grande Planning Commission. In addition to his civic work, Jim is the General Manager of the Spyglass Inn Hotel in Pismo Beach, CA.

The staff and Board of Directors of the EVC would like to express our heartfelt appreciation to Councilman Tom O’Malley for his dedication and contributions which have made a lasting impact on this organization. Councilman O’Malley has served on the board since 2002.

New Client: ByScotti Fiero Italian Cafe & Bakery
**EVC Client: Fun Ride**

Mark Shaffer,  
CEO, Fun Ride

FunRide is a unique car sharing service that uses alternative fuel and hybrid vehicles, offering members and visitors the opportunity to reduce their transportation costs. You don’t have to own a car to drive one. Give them a call at 547-2225 and find out how FunRide can reduce your transportation cost for your business or personal budget.

www.myfunride.com

---

**Upcoming Events**

**EVC in partnership with Collaboration LLC:**  
**Thriving 2010**

Michael Gunther, President of Collaboration LLC, will lead you through the award winning Kauffman Foundation Business Assessment Program where you will walk away with the tools and skills to move your business from “Surviving to Thriving.” During this interactive Seminar, you will learn:

- How to assess your current business against your vision
- Where you fit in the business cycle and what challenges you may face
- How to plan for business success and take action

**When:** Friday, April 23, 2010  |  8:00 - 11:30 AM  
**Where:** Hampton Inn & Suites  |  212 Alexa Court, Paso Robles
Softec: Open House - RRM Design Group

This month’s Softec meeting will be an open house co-hosted by RRM Design Group and Collaboration LLC. Come learn about these businesses, network, and enjoy an evening of learning and sharing.

When: Wed. April 28, 2010 | 5:30 - 8:00 PM
Where: RRM Design Group | 3765 S. Higuera St. Suite 102, SLO
Registration: Free. Click here to register online. Closes 4/28
More Info: www.softec.org

Paso Robles Chamber of Commerce: 2010 Business Expo - “Mission Possible”

Participate in one of the largest Business EXPOS in the County. Over 100 companies will present their products and services during this event hosted by the Chamber. The EXPO is an ideal opportunity to grow existing business relationships, and find new suppliers, customers and suppliers.

When: Wed. April 14, 2010 | 4:00 PM
Where: Paso Robles Event Center | 2198 Riverside Ave. Bldg. 2
Registration: www.pasorobleschamber.com

Discover San Miguel: San Miguel 2nd Business Forum

The Economic Development Committee of the San Miguel Resource Connection, in partnership with Heritage Oaks Bank, is presenting a Business Forum to showcase San Miguel businesses as well as to invite new businesses to join the “movers and shakers” working to revitalize downtown San Miguel. Business
Collaboration LLC: NewVenture Workshop

Collaboration’s NewVenture interactive workshop will help you put a sustainable plan in place, sure to help your business hit the ground running. Some areas addressed are often overlooked by entrepreneurs just getting started include:

- Who is your target market?
- Does this business idea meet your personal vision of owning your own business?
- Who is your customer profile?

For dates/times and registration information: Call Jennifer Porcher at (805) 541-9040 or visit: www.collaboration-llc.com

In The News

EVC Press Release
EVC Announces Partnership with Beacon Economics
3/26/2010 - The EVC announces a partnership with Beacon Economics, an independent economic research and consulting firm, that enables the EVC to distribute Beacon’s proprietary employment reports. Through the partnership, the EVC will distribute highlights and links to in-depth employment reports for San Luis Obispo County to the EVC’s email subscribers on a monthly basis.

Download March 2010 Report

KSBY-TV
Unemployment up on Central Coast, but state average is higher
3/12/2010: The latest state figures show unemployment in San Luis Obispo County rose just less than one percent from December to
January. It now stands at 10.6%. Michael Manchak of the Economic Vitality Corporation credits the government sector for the relatively low rate, but says it's a mixed blessing. "It provides a lot of stable employment, albeit there's not as much growth in those sectors of public employment, once the economy is in trouble."

SLO-Business.com
EVC helps spa business expand with wine bistro
3/11/2010 - The Economic Vitality Corporation (EVC) of San Luis Obispo County recently announced the successful completion of The Spa Central Coast expansion using business development services provided by the EVC. EVC business resources in cooperation with Mission Community Bank and the City of Atascadero enabled The Spa to open an adjacent business called Haven Wine Bistro.

EVC Press Release
Spa Central Coast expands with assistance from EVC
3/5/2010 - The Economic Vitality Corporation (EVC) is pleased to announce the successful completion of the Spa Central Coast expansion using business development services provided by the EVC. EVC business resources in cooperation with Mission Community Bank and the City of Atascadero enabled The Spa to open an adjacent business called Wine Haven Bistro.

The Tribune
Biz Buzz: Coalition is promoting green business
3/4/2010 - A coalition to form a Green Coast Innovation Zone on the Central Coast is moving forward, its organizers said. The idea to promote the region as a place to encourage green technology firms started after several local representatives went to a Washington summit on clean energy hosted by Rep. Lois Capps, D-Santa Barbara. The representatives were Michael Manchak, executive director of the Economic Vitality Corp. of San Luis Obispo County; Pacific Energy Co. owners John and Stephanie Ewan; Pacific Gas and Electric Co.’s Patricia Wilmore; and Central Coast Clean Cities Coalition leader John Van Bogart.

The Tribune
Cuesta College forum checks pulse of the economy
3/2/2010 - The health of the local, state and national economies will be the focus of a free Cuesta College forum today. Mike Manchak,
EVC Board of Directors

Executive Committee

CHAIR
Tom Jones, Director, Governmental Relations Pacific Gas & Electric

VICE CHAIR
Candy Markwith, CEO
Sierra Vista Regional Medical Center

SECRETARY
Jackie Crabb, Executive Director
SLO County Farm Bureau

TREASURER
Steven Harding, Regional President
Rabobank, N.A.

BOARD COUNSEL
Dave Juhnke, Managing Partner
Sinsheimer Juhnke Lebens & McIvor

PAST CHAIR
Dave Christy, PhD, Dean
Orfalea College of Business, Cal Poly

BOARD MEMBER AT LARGE
Kris Vardas, Council Member
City of Pismo Beach

Board Members

Justin Baldwin, Co-Proprietor
Justin Vineyards & Winery

Carla Borchard, Council Member
City of Morro Bay

Karen Bright, Council Member
City of Grover Beach

Peter Candela, Executive Director

Michael Cannon, President

Andrew Carter, Council Member
<table>
<thead>
<tr>
<th>San Luis Obispo County Chamber Executives</th>
<th>Cannon</th>
<th>City of San Luis Obispo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Carl Dudley</strong>, V.P., Business Development Mission Community Bank</td>
<td><strong>Roberta Fonzi</strong>, Mayor City of Atascadero</td>
<td><strong>Jim Guthrie</strong>, Council Member City of Arroyo Grande</td>
</tr>
<tr>
<td><strong>Adam Hill</strong>, Supervisor, District 3 County of San Luis Obispo</td>
<td><strong>Kevin Irot</strong>, Sr. V.P. &amp; County Mgr. First American Title Co.</td>
<td><strong>Tim Mahoney</strong>, District Manager Southern California Gas Co.</td>
</tr>
<tr>
<td><strong>Noreen Martin</strong>, President &amp; CEO Martin Resorts</td>
<td><strong>Bruce Ray</strong>, President &amp; Publisher The Tribune</td>
<td><strong>Charlie Richardson</strong>, President Richardson Properties</td>
</tr>
<tr>
<td><strong>Eric Schwefler</strong>, Partner Caliber Acct. &amp; Tax / American Principal Bank</td>
<td><strong>Charley Senn</strong>, Broker Anderson Commercial Real Estate</td>
<td><strong>Mike Silacci</strong>, Director, External Affairs AT&amp;T</td>
</tr>
<tr>
<td><strong>Ed Steinbeck</strong>, Council Member City of Paso Robles</td>
<td><strong>Gil Stork</strong>, Superintendent &amp; President, Cuesta College</td>
<td><strong>Tom Sullivan</strong>, Board Member Emeritus</td>
</tr>
</tbody>
</table>

**EVC Staff**

<table>
<thead>
<tr>
<th>Michael Manchak, President &amp; CEO</th>
<th>Dave Mooklar, Loan Administrator</th>
<th>June Parent, Program Assistant</th>
</tr>
</thead>
<tbody>
<tr>
<td>(805) 788-2013</td>
<td>(805) 788-2015</td>
<td>(805) 788-2012</td>
</tr>
<tr>
<td><a href="mailto:mmanchak@sloevc.org">mmanchak@sloevc.org</a></td>
<td><a href="mailto:mooklar@sloevc.org">mooklar@sloevc.org</a></td>
<td><a href="mailto:jparent@sloevc.org">jparent@sloevc.org</a></td>
</tr>
</tbody>
</table>

Christine Rogers, Energy Watch Coordinator | (805) 788-2014 | crogers@sloevc.org |

---

**Economic Vitality Corporation**

P.O. Box 5257, San Luis Obispo, CA 93403 | (805) 788-2012 | www.sloevc.org | info@sloevc.org

For questions or feedback, please contact June Parent at (805) 788-2012