Monthly eNewsletter
for the Month of
March 2013

IN THIS ISSUE
Top Stories
New Sponsors
CEO Interview Series
Business Resources Spotlight
Feature Stories
EVC in the News
Upcoming Events
New Sponsor Benefit
Join Us on LinkedIn

American Express Highlights EVC Client
LE BAS INTERNATIONAL
San Luis Obispo

The EVC is proud to see its San Luis Obispo-based client LE BAS INTERNATIONAL (Tracey Deakin), a global charter company highlighted in a video produced by American Express that is viewed globally. The video was filmed using the aircraft and facilities of EVC sponsor AVIATION CONSULTANTS, Inc. at the San Luis Jet Center (Bill Borgsmiller).

Click Here for Video

San Luis Obispo Regional Forum 2013
CAN-DO CALIFORNIA: THRIVING REGIONS LEAD TO A THRIVING STATE

The Economic Vitality Corporation is a member of the California Stewardship Network ("CSN"), a group of economic development organizations focusing on regional strategies and solutions for local economic challenges. The Economic
Diamond $10,000+

- County of San Luis Obispo
- Pacific Gas & Electric
- Southern California Gas
- The Tribune

Emerald $7,500+

- AT&T
- Compass Health
- First Solar
- KSBY - TV
- KCOY CBS 12 / FOX 11 TV
- MidAmerican Solar
- RRM Design Group

Platinum: $5,000+

- Bank of America
- Boutique Hotel Collection
- Chevron
- City of Arroyo Grande
- City of Atascadero
- City of Grover Beach
- City of Morro Bay
- City of Paso Robles
- City of Pismo Beach
- City of San Luis Obispo
- Martin Resorts
- Pacific Coast Business Times
- Rabobank, N.A.
- Richardson Properties
- RRM Design Group
- SunPower Corporation

Gold: $2,500+

- Aviation Consultants Inc
- Caliber Accounting & Tax
- Calzyme Laboratories
- Cannon
- Carmel & Naccasha LLP
- Central Coast Marketing
- Clever Concepts
- CoastHills FCU
- Collaboration
- Digital Foundation
- Digital West
- Don Maruska & Co
- Ed Cox - Vistage
- FAIRWAY
- First American Title
- First California Bank
- Fleet Management Solutions
- IQMS
- Justin Winery
- Manganio Homes
- Medcorp
- Mission Community Bank
- More Office Solutions
- Next Intent

Strategy project is one of 14 regional economic development efforts being championed by the California Stewardship Network. The California Stewardship Network partners include:

- Morgan Family Foundation -- supporter of the Economic Strategy Project
- Collaborative Economics Inc. -- author of the local Economic Strategy
- Other economic development organizations from 14 regions in California

California Stewardship Network website: [http://castewardship.org](http://castewardship.org)

SAN LUIS OBISPO REGIONAL FORUM 2013

The Economic Vitality Corporation will host a Regional Forum on April 24, 2013. This event will include an informal discussion with John Melville of Collaborative Economics, who will be representing the California Stewardship Network, and will facilitate the following discussion:

- LEARN about current economic trends that impact San Luis Obispo
- HEAR about local Economic Strategy project outcomes (brief update)
- IDENTIFY regional needs that can be better addressed working with others statewide

The outcomes of the San Luis Obispo Regional Forum will represent one of 16 regions, weighing in on local economic priorities, the Signature Initiatives, as well as new actions that may benefit from support at the state level. This information will inform the Second Annual California Economic Summit scheduled to occur in late 2013.

Read Full Article
View Invitation

New Sponsors

WE WOULD LIKE TO THANK OUR NEWEST SPONSOR:

SLO Wine Country - $1,000

The San Luis Obispo Wine Country Association is a trade association operated by the member wineries of SLO Wine Country. Members and associate members collectively support and promote all that SLO Wine Country has to offer. SLO Wine Country consists of 27 member wineries and wine brands, including 24 that offer their wines at local tasting rooms. Several others are available by appointment. The San Luis Obispo Wine Country Association stages two main annual events: Roll Out The Barrels in June, including a tasting in downtown San Luis Obispo; and the Harvest Celebration in November, including a grand tasting in Avila Beach.

Thank you Heather Muran!

[About SLO Wine Country](http://www.slowinecountry.org)
CEO Interview Series
LESLEY SANTOS DIERKS - SPOKES

This EVC interview series focuses on business leaders who are directly impacting our local economy. This month Mike Manchak interviewed Lesley Santos Dierks, CEO of SPOKES, a countywide non-profit located in San Luis Obispo.

"We like to say that we are in the business of helping nonprofits identify, repair and replace the broken spokes of their organization so that they can keep moving forward in their mission."

Read Full Article

Business Resources Spotlight
SLO COUNTY ENERGY WATCH OUTREACH
Earth Day at Your Business - Save energy, reduce operating costs

Earth Day is Monday April 22nd, so what better time to make a quick assessment of energy savings to your bottom line? Since most of us spend a large part of our time at the office and perhaps own a business, there is a myriad of simple choices we can make that have the potential for substantial reductions in overall energy consumption and reduced operating costs. In fact, commercial buildings and their occupancies use 18% of the energy consumed in the U.S., a good portion of that related to lighting.

Read Full Article

New EVC Endowment

For more information on our endowment visit: www.slovc.org/endowment or Read Press Release
By Kaytlyn Leslie  
The Tribune  
March 15, 2013

The Economic Vitality Corp. of San Luis Obispo County is partnering with the San Luis Obispo County Community Foundation to support local economic development with a new endowment fund, though the actual implementation of any aid is likely years in the future. EVC President and CEO Michael Manchak said the new fund, which has already garnered $100,000 in gift commitments from its 10-person "Founders Circle," will go a long way toward furthering the EVC’s mission: To help stimulate the local economy through increased investment and business support.

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**EVC - SLO ENDOWMENT FUND**

Pacific Coast Business Times  
March 29, 2013

The Economic Vitality Corporation of San Luis Obispo County has set up an endowment fund at the San Luis Obispo County Community Foundation. In its initial fundraising effort, the nonprofit economic development organization has received gifts totaling $100,000. According to a news release, the goal of the EVC’s fund is to help expand the organization by using interest from the fund to assist in creating jobs and investing in the community.

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**Feature Stories**

**LESSONS FROM CYPRUS**

By Taylor Frigon Capital Management  
March 28, 2013

The troubles in Cyprus may seem remote to many investors, and involve a small nation whose economy is not terribly influential to many businesses in other parts of the world, but the events unfolding there should be clearly understood by all participants in the "modern economy," no matter the level in which they participate in said economy. The banking crisis in Cyprus provides a crystal-clear lens through which to examine some of the fundamental issues facing anyone forced to use fiat currency to obtain the goods and services they need to survive.
HITTING THE BULL'S-EYE TO LOWER EMPLOYEE TURNOVER TAKES EVERY ARROW IN THE QUIVER
By Sandra Dickerson
Your People Professionals
March 15, 2013

With the economy continuing to improve, the cost of employee turnover is once again becoming a factor for businesses of all sizes. Replacing key talent can be expensive and time consuming, not to mention the loss of productivity when a long-term employee leaves. And then there is the not-so-exact "science" of finding just the right candidate to join the team. Effectively lowering the cost of turnover takes a multifaceted strategy. For example: How does your total compensation package compare to your industry and your local competitors - and not just pay and insurance benefits but HR policies as well?

VISIT SAN LUIS OBISPO COUNTY ANNOUNCES NAME CHANGE
New Visitor's Guide assists tourists to plan their pure play adventures
Visit San Luis Obispo County, formerly the San Luis Obispo County Visitors and Conference Bureau, announces the release of the 2013 Insider Adventure Guide, Your Guide to Pure Play in California. The Guide is available to view, download and request copies at www.visitsanluisobispoecounty.com. To request a hard copy please email info@visitsanluisobispoecounty.com or call 800.634.1414. The Guide is the gateway for tourists seeking more information about the region's unique assets and activities to plan their getaway. Published annually, the colorful magazine-style travel planner comes in the form of a lifestyle format, which includes in-depth features on a number of county attractions.

EVC In The News
ECONOMIC FORECAST LEADERS PICKED
Officers and Board of directors will plan annual event scheduled for November
By Julia Hickey
The Tribune
March 28, 2013

A group of local business leaders will guide the 2013 Central Coast Economic Forecast, an event that convenes local leaders each fall to review the area’s economic performance
and projections. Jim Anderson of Phillips 66 Santa Maria Refinery will serve as chair. Other officers include vice chair Candy Markwith of Sierra Vista Regional Medical Center; treasurer Steve Harding of Rabobank; and secretary Vivian Robertson of the California Mid-State Fair and Paso Robles Event Center.

Upcoming Events

TECH BREW

At this event iFixIt will be showing us how their product tear downs are done and resulting documentation are created. iFixIt is world famous for their tear downs and the repair documentation they make from them. They travel around the world to be the first to buy and tear down new items and they will be at Tech Brew doing their thing.

April 8, 2013
5:00 - 7:00 PM
Pappy Mc Gregors, SLO

REGISTER HERE

COMET IN ASP.NET WITH SIGNALR

This talk will be an overview of SignalR, a library for ASP.NET that allows the server to push data to the client without an explicit request, thus facilitating the development of real time web applications.

April 9, 2013
5:30 - 8:30 PM
Cal Poly Tech Park, SLO

REGISTER HERE

COFFEE & CONVERSATION

Have a good idea for a business? Already running a business of your own? If so, you are invited to join the Cal Poly Small Business Development Center (SBDC) for the new workshop series, Coffee & Conversation.

April 10, 2013
8:00 - 9:00 AM
SLO HotHouse

View Flyer
For more information on Coffee & Conversation or SBDC services, please visit [www.sbdc.calpoly.edu](http://www.sbdc.calpoly.edu) or call (805) 756-5171.

**TOP 50 WOMEN IN BUSINESS**

This special section profiles the outstanding female business leaders in the region. "Editor's Choice" women in each industry are highlighted, and all winners are honored at and evening rewards reception.

April 11, 2013
5:30 - 7:30 PM
Bacara Resort, Santa Barbara

[REGISTER HERE](#)

*What to carpool to this event? Post a message of the [EVC’s LinkedIn page](#)*

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**LEADERSHIP DEVELOPMENT’S ROLE IN CREATING A CULTURE EMPLOYEES DON’T WANT TO LEAVE**

During this fast-paced, dynamic webinar you will learn how YPP’s next generation compatibility and assessment tool, Worktraitits, helps to:

- Build leadership skills
- Resolve employee conflicts
- Reduce turnover
- Improve employee communication

April 11, 2013
9:00 - 10:00 AM
Free Webinar

[REGISTER HERE](#)

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**THE RISE OF THE SOCIAL ENTREPRENEUR**

*What it means for the future of business*

Join the MIT Enterprise Forum for "The Rise of the Social Entrepreneur" and learn what it means to be a social entrepreneur from the following panelists:

- Andrea Neal, Ph.D., President and Founder Blue Ocean Sciences
- Nancy Swanson, Executive Director of the Linked Foundation
- Kate Tierney, Vice President of Sales, AlterEco Foods
- Ron Boehm, BOMA Investments

April 17, 2013
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center, Santa Barbara
REGISTER HERE

What to carpool to this event? Post a message of the EVC’s LinkedIn page.

SOUTH COUNTY JOB FAIR

Employers - Seeking qualified workers? Reserve your seat today for the 2013 South County Job Fair.

April 18, 2013
2:00 - 5:30 PM
South County Regional Center, Arroyo Grande

For more information contact Louise Matheny at (805) 597-6365

STARTUP WEEKEND SANTA MARIA

Startup Weekend is a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It is the largest community of passionate entrepreneurs with over 400 past events in 100 countries around the world in 2011.

All Startup Weekend events follow the same basic model: anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas and then it's a 54 hour frenzy of business model creation, coding, designing, and market validation. The weekends culminate with presentations in front of local entrepreneurial leaders with another opportunity for critical feedback.

April 26-28, 2013
Allan Hancock College, Santa Maria

REGISTER HERE

101 ONE HUNDRED & BUSINESS HALL OF FAME

This high-profile special report details the most influential companies in the Tri-Counties. 101 One Hundred features the top 50 public companies, the top 50 privately held companies, and the top companies to watch. This special section is accompanied by an evening reception and awards presentation to honor the winners.

May 14, 2013
Four Seasons Biltmore, Santa Barbara

REGISTER HERE

What to carpool to this event? Post a message of the EVC’s LinkedIn page.
CAPITAL READINESS 2013

Are you ready to improve your financial health and capacity to secure small business loan to grow your business, improve job opportunities and improve your local economy? To provide the necessary information your local lender will need for you to seek capital to grow your business? Be our guest and learn how you can improve your business' financial health and capacity to secure small business loans.

May 16, 2013
3:00 - 5:00 PM
Cuesta College North County Campus, Paso Robles

REGISTER HERE

CENTRAL COAST MID-YEAR ECONOMIC FORECAST

Join us for the mid-year Central Coast Economic Forecast hosted by the Atascadero Chamber of Commerce and the Paso Robles Chamber of Commerce and find out what's going on in our local economy.

June 6, 2013
7:30 - 11:00 AM
Pavilion on the Lake, Atascadero

REGISTER HERE

NEW BENEFIT FOR 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.
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.

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