



Monthly eNewsletter

for the Month of
January 2013

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Letter from Senator Bill Monning

Dear Friends:

Thank you for the opportunity to share some reflections about my achievements of the past year and my assessment of the future. Amidst the economic turmoil of the past years, there have been some positive developments. The state's past two budgets have been on-time and have strengthened California's standing within the bond markets. This in turn has assisted the state in adding more jobs than any other state in the nation and an increase in home sales.



Additionally, legislators have been keenly aware of the need to do more to help California's businesses and a significant achievement was the passage of Senate Bill (SB) 1186, authored by Senators Steinberg and Dutton. This measure, which I actively supported, was a bipartisan effort to win protections for small business owners in the face of "drive by" demand letters filed under the American Disabilities Act. While all stakeholders agreed that we need to promote access for the disabled to businesses providing goods and services, how you achieve this end proved to be contentious. SB 1186 was a compromise bill which allows a small business owner to learn of an alleged violation and to have a reasonable amount of time to accommodate disabled access before a legal demand letter can be filed, and protects business owners while ensuring access to the disabled community.

Much of what state elected officials do in Sacramento is bipartisan and on behalf of our constituents. Former Senator Sam Blakeslee did an exceptional job representing San Luis Obispo County, and I hope I can live up to the standard he established. Additionally, I am looking forward to working closely with Assemblymember Katcho Achadjian, with whom I have had the pleasure of working in the Assembly and who also is doing a tremendous job of representing this region.

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It is an honor to represent San Luis Obispo County. I look forward to working with you in the years ahead.

Sincerely,



WILLIAM W. MONNING
Senator, 17th District

Startup Weekend SLO



Congratulations to organizers Kristin Kenney, Eric Duarte, Thea Chase and others for successfully having Startup Weekend SLO event last weekend at Cal Poly. Co-sponsored by Cal Poly Center for Innovation & Entrepreneurship as well as Cal Poly Entrepreneurs, this flagship event for the area is similar Startup Weekend events held around the world and is a first for San Luis Obispo County. Like many areas of the nation facing ways to create long-term, sustainable job growth and a balanced local economy, San Luis Obispo County is at the forefront of positive change and is experiencing its fair share of start-ups and resources to foster them. This event demonstrates positive support of entrepreneurship by Cal Poly much like the **HotHouse business incubator** - the result of a community effort that was kick-started by Cal Poly, graduates, students, and the business community. College graduates are not seeing entrepreneurship as their best available alternative to employment, but their first choice.

Story links:

- Startup Weekend <http://slo.startupweekend.org/>
- KSBY-TV <http://www.ksby.com/videos/poly-startup-weekend/>
- KCOY-TV <http://www.kcoy.com/story/20710367/startup-weekend-in-slo>

Turn Don Maruska's Passion Into Profits for You



We're delighted that Don Maruska is extending a special offer for EVC members to benefit from his new book, "Take Charge of Your Talent: Three Keys to Thriving in Your Career, Organization, and Life." As you may know, Don has been helping local businesses and organizations bring out the best in their people and thrive for nearly two decades. He's also been a contributor and advocate for the countywide Economic Strategy. What you



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may not know is that he is a leader throughout California, U.S., and the world in helping people make the most of their talent and enjoy doing it.

New book shows how to unlock the 30 to 40% of talent that lies untapped. Every organization needs to figure out how to get the best from its most valuable resource-its people. This book offers fresh insights and practical tools. You'll discover how you can tap more of your talent and enjoy doing it. You can hear Don Maruska and coauthor Jay Perry talk about the book and see all of the many testimonials from leaders around the world at www.TakeChargeofYourTalent.com

Special "Early Bird Offer" available now through February 15

Don has four special gifts for people who buy one or more books before February 15. You can see these at www.TakeChargeofYourTalent.com/early-bird-offer. As a special benefit for buyers in San Luis Obispo County only, your purchase of a dozen or more books during this offer will get you a complimentary 45-minute session with Don and your team or group in person to help you tap the value that lies waiting for you.



Don't miss this chance to unlock the greatness within yourself and others.

Farewell, Ray Deutsch

The EVC Board of Directors and many members of our business community in the tri-counties are struck by the passing of Ray Deutsch, an EVC sponsor and long-time supporter of the community. As an architect and business leader, Ray spent his adult life passionate about projects that would help people and their communities thrive. Having served on a Board with Ray, I saw first-hand that he was a model citizen who gave back to his community early and often. Ray raised the bar high and few could match his genuine enthusiasm and vision for the greater good with projects that few had vision for, or the stamina to see them through. He will be sorely missed.

- Michael Manchak

RAY DEUTSCH LEAVES A LEGACY THAT EXTENDS FAR BEYOND SANTA MARIA

By Henry Dubroff
Pacific Coast Business Times
January 25, 2013

Raymond Deutsch was one of those rare people - a man comfortable enough in his own skin and in his values to speak the language of business but also recognize regional values. The Silicone Valley native was an architect by training, but community leadership and developing cordial relations with politicians of all persuasions were his specialty. His death on Jan. 19, after being hospitalized a week earlier for treatment of bladder cancer, came as a shock to Santa Maria, where he had lived for decades and raised a family.



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EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Randy Flamm - IQMS



This EVC interview series focuses on business leaders who are directly impacting our local economy. This month Mike Manchak interviewed **Randy Flamm**, President and co-founder of **IQMS**, a software company based in Paso Robles.

[Read Interview](#)



New Sponsors

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS:

MidAmerican Solar / First Solar - \$7,500

A subsidiary of MidAmerican Renewables, [MidAmerican Solar](#), is located in Phoenix, Ariz. MidAmerican Solar's primary projects include the 550-megawatt Topaz Solar Farms in San Luis Obispo County, Calif., the 290-megawatt Agua Caliente project in Yuma County, Ariz., and the 579-megawatt Antelope Valley Solar Projects, two co-located projects in Kern and Los Angeles counties in California.



[First Solar](#), the world's largest provider of utility-scale photovoltaic solar power plants, has proven expertise and technology to meet customers' diverse energy needs. For customers around the world, First Solar creates successfully integrated solutions for optimized power generation. First Solar's project portfolio includes the Topaz Solar Farms under construction in San Luis Obispo County.

Thank you Maria Kelly of MidAmerican Solar and Dawn Legg of First Solar!

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SESLOC - \$2,500

SESLOC Federal Credit Union is a full-service, member-owned financial institution, located on California's central coast. Founded in 1942 by School Employees of San Luis Obispo County, SESLOC serves all who live, work, worship or attend school in San Luis Obispo County. The mission of SESLOC Federal Credit Union is to be the financial institution of choice for our member-owners, providing valued services and education with honesty and integrity by a professional and caring staff.



Thank you Geri LaChance!

Business Resource Spotlight

As a countywide business resource organization, the Economic Vitality Corporation understands how important operational efficiency is to our businesses.

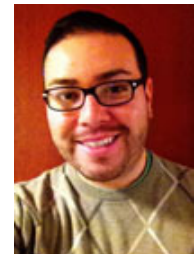


To learn more about no-cost resources available to restaurants to assist in evaluating and reducing energy costs, and to learn about programs and services specific to their business needs, we have provided the following resource:

[Restaurant Energy Efficiency - Minimize your Effort - Maximize your Savings](#)

Simple Steps for Starting Your Business

By Andrew Moreno
Project Manager
Economic Vitality Corporation



Want to start a business, but don't know where to start? Don't worry - you're not alone. The New Year often motivates people to make a big change in their work lives. Every year, thousands of Americans catch the entrepreneurial spirit, launching small businesses to sell their products or services.

No matter what the motivation is to start your own business, there are

resources available to assist you.

The "Starting a Business" workshop is a 3-hour workshop designed to give you the information and advice you need to succeed and start your own business. The workshops are held on the third Wednesday of each month from 9:30 AM to 12:30 PM at the University of La Verne, 4119 Broad Street, San Luis Obispo.

The next workshop will be held Wednesday, February 20, 2013.

To sign up for a workshop, please RSVP via this link or call Lorna Whiteaker, Workshop Facilitator, at (805) 547-0779.

If you are interested in learning more about similar programs for your business or start-up, please contact Andrew Moreno at (805) 788-2028 or amoreno@sloevc.org.

For full article containing a schedule of upcoming workshops [Click Here](#)



In the News



ANALYZING BUSINESSES, VERSUS TIMING MARKETS OF VARIOUS KINDS

By Taylor Frigon Capital Management
January 29, 2013



Not long ago, we published a discussion on our blog, the Taylor Frigon Advisor, about the propensity of investors in the aggregate to make wild swings in and out of markets, and the damage that this type of behavior tends to cause to their investment performance. That discussion looked at investors (in the aggregate) swinging wildly from selling stocks and buying bonds, to selling bonds and buying stocks, and back again. Recently, some data suggests that after years of selling stocks and buying bonds, the pendulum is beginning to swing back the other way, but the larger point is that historical data consistently shows that these generally undisciplined swings from one "market" to another hurt the average investor.

READ MORE →

"SLO-Based iFixit on front page of LOS ANGELES TIMES business section on Christmas Day!"

- Michael Manchak

IFIXIT LOVES NEW TECH DEVICES, ESPECIALLY IN PIECES

By Laura J. Nelson
Los Angeles Times
December 25, 2012



Jake Devincenzi was thrilled to get his hands on Google's new Nexus 4 smartphone. He admired its sleek black case and large touch screen - and he couldn't wait to tear it apart. In a small room cluttered with discarded computer parts, Devincenzi picked up a blue plastic stylus and eased the tool into a seam on the side of the phone as three co-workers watched. Minutes later, a pop. The tear-down had begun. Each time Devincenzi plucked a part from the Nexus 4, he took a high-resolution photo and posted it online.

READ MORE →

"18 NEW LAWS" BEGIN IN 2013

United Staffing Associates
January 3, 2013



There are 18 NEW EMPLOYMENT LAWS going into effect in 2013, most on January 1st. Several new laws will affect California employers' day-to-day operations and policies. There have been significant changes in key areas, such as anti-discrimination protections, employee access to personnel records, and employer access to personal social media accounts. Other laws relate to specific industries, such as farm labor contractors and temporary services employers.

[New Employment Laws for 2013](#)

[Legislative Summary - January 2013](#)



Upcoming Events

WOMEN IN BUSINESS FEBRUARY LUNCHEON

Women in Business is a Women's Network dedicated to helping women achieve, succeed and prosper by connecting and promoting women and their business. They meet the 2nd Friday of the month and reservations must be made and paid for in advance. On February 8th you are invited to step back with us in time to hear from one of the most beloved presidents of all time, Abraham Lincoln.



February 8, 2013
11:30 AM - 1:00 PM
Best Western PLUS Colony Inn, Atascadero



[Download Flyer](#)

[REGISTER HERE](#)

CODE FUTURES - COME SPECULATE WITH US ON THE FUTURE OF DEVELOPMENT



Join us for a moderated panel discussion on the future of development where everyone in the group is on the panel. Yep, that means you and anyone else that attends the meeting is included in the conversation. Come help us kick off our 2nd annual end of the year group discussion focused on where we think the future of software will take us all.

February 12, 2013
5:30 - 8:30 PM
Cal Poly Tech Park, San Luis Obispo



[REGISTER HERE](#)

THE ENTREPRENEUR "UPSPIRAL": UNDERSTANDING THE QUANTIFIED SELF



The MIT EF will provide a framework to help entrepreneurs get into their UpSpiral™ which keeps their "creative energy and leadership" positive, thriving, and flourishing. Our esteemed keynote speaker, Dr. William Larkin, will outline this growing facet of Positive Psychology and discuss the application of the UpSpiral for startups and entrepreneurs and how maintaining a positive organizational flow significantly increases your probability of success.

February 20, 2013
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center, Santa Barbara

[REGISTER HERE](#)



SAN LUIS OBISPO HOTHOUSE GRAND OPENING

The SLO HotHouse is Cal Poly and San Luis Obispo working together to launch our business incubator project. Our mission is to attract and support the most vibrant talent and promising innovators and entrepreneurs in an effort to build a unique and passionate startup culture in San Luis Obispo.

February 27, 2013
5:00 - 7:00 PM
955 Morro Street, San Luis Obispo



For more information contact (805) 756-5171 or info@slhothouse.com

ZODIAC AEROSPACE OPEN HOUSE



Zodiac Aerospace will host a Softec Open House and give our members the opportunity to learn more about this leading manufacturer of the World's Finest Aircraft Interiors. Zodiac Aerospace is one of the largest employers on the central coast with two divisions in Santa Maria and 1,100 employees locally. Softec will get a unique opportunity to tour this dynamic manufacturing facility!

February 27, 2013
5:00 - 7:30 PM
Zodiac Aerospace, Santa Maria



[REGISTER HERE](#)

"Local Employers provide Students with job opportunities..."
- Christine Rogers



LOCAL EMPLOYERS JOB FAIRS

Looking for talented students for part-time jobs, full-time jobs or internships? Do you feel like all the great talent keeps getting pulled to LA and San Francisco? Wouldn't you love to capitalize on the great students we have here on the Central Coast? Well, look no further because 2013 has two great events where you can gain access to some of the best young employees around! Registration will be available early January 2013, but for now, save the date and spread the word!

Cal Poly's Local Career Fair
February 28, 2013
9:00 AM - Noon
Cal Poly Campus, Chumash Auditorium
[REGISTER HERE](#)



Cuesta College Job and Career Fair
March 19, 2013
10:00 AM - 2:00 PM
Cuesta College Campus, Room 5401
[REGISTER HERE](#)



TOP 50 WOMEN IN BUSINESS



Nominations are Due: March 1, 2013

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 an evening rewards reception.

[NOMINATE HERE](#)

PACIFIC COAST
BUSINESS TIMES

RECREATION, PARKS & TOURISM INDUSTRY CAREER FAIR

Are you a company interested in registering for the 2013 Rho Phi Lambda Career Fair at Cal Poly? Click here for the [Registration Form](#).

March 8, 2013
10:00 AM - 1:00 PM
Chumash Auditorium, Cal Poly

[Invitation](#)
[Save the Date](#)

CAL POLY

FAMILY BUSINESS & CLOSELY HELD COMPANY AWARDS LUNCHEON

Join the Pacific Coast Business Times Family Business and Closely Held Companies Award luncheon. This special section honors family businesses, as defined in one of two ways: Either a company where two or more family members are actively involved as owner-managers, or a company where ownership is now in the second generation or another succeeding generation under family control. This section also honors closely held companies, one where a small group of individuals, including possibly family members, own the business.



March 14, 2013
11:30 AM - 1:30 PM
Crowne Plaza Ventura Beach

[REGISTER HERE](#)

PACIFIC COAST
BUSINESS TIMES

SOUTH COUNTY JOB FAIR

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

April 18, 2013

BUSINESS AND CAREER
one-stop

2:00 - 5:30 PM

South County Regional Center, Arroyo Grande

.....one-stop

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

NEW BENEFIT FOR SPONSORS

To show our appreciation to our sponsors, in 2013 the EVC is providing all of our sponsors with a free 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.

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Join the EVC on LinkedIn to get connected to local business leaders and participate in a variety of discussions.

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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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