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BREAKING NEWS:
Mars Rover Relies on Next Intent
Congratulations to Rodney Babcock and his team

Monthly eNewsletter
Recap for the Month of July 2012

MID YEAR SPONSORS EVENT
On July 25th, the EVC held its mid-year event to thank our sponsors and recognize incoming and outgoing Board members and Officers. The event was a success with approximately 100 people in attendance at the Ventana Grill event center in Pismo Beach. It was an afternoon of networking and learning about our economy with panoramic views of the Pacific. Dr. Peter Rupert, Executive Director of the UCSB ECONOMIC FORECAST PROJECT, gave an excellent presentation about the state of the national and local economies. The audience was both educated and entertained by Dr. Rupert who even taught the audience how to do their own economic forecasts. A special thanks to outgoing Board member Justin Baldwin, Founder of Justin Vineyards and Winery, for his service on the Board. This month's newsletter will include a link to the presentation by Dr. Rupert and contact information.

EVC SPONSORS
Diamond $10,000+
County of San Luis Obispo
CALLING ALL ANGELS... INVESTORS

The central coast has a deep pool of resources to help businesses and entrepreneurs thrive and help our local economy. Again this year, the EVC is a co-sponsor of the CLEAN BUSINESS INVESTMENT SUMMIT to help entrepreneurs find investors for their business ventures. As a Board member of the CENTRAL COAST VENTURE FORUM which organizes the annual event, I am proud that the EVC is helping this event help our local businesses. For angel investors who would like to attend, please contact me directly to obtain a discounted pass to this MUST-ATTEND event. Please see a link below for a press release.

UCSB Clean Business Investment Summit -- August 10th (UCSB Campus, Goleta)

ECONOMIC STRATEGY LEADERSHIP

We were pleased to recognize the Economic Strategy project leadership at the July 25th event. EVC Chairman Kris Vardas welcomed the incoming cluster Chairs and gave his resounding appreciation to the outgoing Chairs. These business leaders were responsible for laying the groundwork for the Economic Strategy implementation.

Outgoing Chairs - 2011-2012:

- Dr. Ahmad Amir, Pacific Eye
- Mac Brinton, InfoGard
- Dr. Chris Hulburd, Pacific Eye
- Tim Mahoney, Southern California Gas Company
- Noreen Martin, Martin Resorts
- Kevin Meyer, Specialty Silicone Fabricators
- Kevin Meyer, Specialty Silicone Fabricators
MARS ROVER TAPS REGIONAL FIRMS
Pacific Coast Business Times
August 3, 2012

The Mars rover Curiosity is set to touch down around 10:30 p.m. on Sunday with parts from several Central Coast companies. Next Intent of San Luis Obispo made parts that help attach the wheels to the chassis of the rover, named the Mars Science Laboratory. Santa Maria-based Helical Products Co. made flexible couplings and machined springs for the vehicle. Next Intent’s products launched with the previous two Mars rovers, and Helical Products’ components flew on the first rover in 1997.
Most Recent Press Release - "The AMS Group Makes Second Trip to Mars"

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NEWEST EVC CLIENTS

ARLAN COMMUNICATIONS
San Luis Obispo

Testing, testing, 1, 2, 3!! This is Kelli Blue from EVC signing on to tell you of two of EVC's newest loan clients. Meet: Dave and Laura Bottom, owners of Arlan Communications. ARLAN COMMUNICATIONS is a company that has developed a series of communications headsets, branded radiosport headsets, to accommodate the most popular fixed, mobile and handheld radios on the amateur radio market. www.arlancommunications.com or (805) 504-3944

THOMAS FARMS
Santa Margarita

Now, I'd like to separate Kim Morones and Clint Thomas from the herd! Kim and Clint are owners of THOMAS FARMS in Santa Margarita, CA. After six years of operating a hobby goat and sheep farm, they have expanded their business to offer weed abatement and fire-prevention services, also called mitigation. www.tfgoats.com or (805) 438-3823

I look forward to announcing more EVC clients that the EVC has helped start or expand through the EVC loan program.

Kelli Blue
Loan Administrator, EVC

CEO Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Russ Levanway - TekTegrity

This interview series focuses on business leaders who are directly impacting our local economy. This month Michael Manchak interviewed Russ Levanway, co-founder and CEO of...
TekTegrity, a San Luis Obispo-based information technology company with customers throughout three counties.

Read Interview

New Sponsors

WE ARE PLEASED TO ANNOUNCE RECENT SPONSOR NEWS:

Ed Cox - Vistage Increased Sponsorship to $2,500

Vistage International and its affiliates have 15,000 members in 15 countries, representing the world's leading chief executive organization. Vistage offers a unique combination of resources for accelerating CEO and key executive business performance.

Thank you Ed Cox!

Public Poly Solutions - $1,000

What sets Public Policy Solutions Inc. apart is our ability to combine proven governmental affairs experience, innovative strategic and special events planning with masterful communications tactics and "campaign style" implementation. The result is a winning solution for our clients by offering an inexpensive, comprehensive, and integrated suite of services.

Thank you Cory Black!

In the News

TEMPLETON CHAMBER OF COMMERCE SEEKS NEW EXECUTIVE DIRECTOR

The Templeton Chamber of Commerce is seeking a dynamic, visionary leader to fulfill the role of Executive Director. This is a new position with the Chamber, who has relied upon the goodwill of an all-volunteer Board, Ambassadors group and devoted membership for its success as a leader in the Templeton community thru the years.
THE AMS GROUP DELIVERS OPTICAL COMPONENTS FOR DISCOVERY CHANNEL TELESCOPE
Baffle System Design Optimized for Manufacturability and Performance
Next Intent
July 18, 2012

The AMS Group is excited to announce that components provided to Lowell Observatory for the new Discovery Channel Telescope have performed well during installation and first light testing. Using the strengths of the three AMS Group team members, baseline designs were modified and enhanced for manufacturability and performance. The AMS Group is a strategic alliance between Next Intent, Tapemation and CL Hann Industries.

NORTH COUNTY BUSINESS RESOURCE CENTER
City of Paso Robles
July 18, 2012

The Paso Robles Chamber of Commerce has added a resource for businesses. The North County Business Resource Center (North County BRC) is available to any small business in Northern SLO County needing additional counseling or guidance to develop and grow their business. The North County BRC can help business owners: navigate the permit process; develop their website and social media strategy; develop marketing programs with no budget and no previous experience and identify funding sources.

SLO FIRM DIALS UP NEW OWNER
By Stephen Nellis
Pacific Coast Business Times
July 19, 2012
San Luis Obispo-based Impact Learning Systems, which helps such firms as Dell and Best Buy train their customer support staff, has been purchased by a Nevada company. Miller Heiman, a Reno-based firm that helps companies improve sale figures, announced the acquisition on July 19.

SAN LUIS OBISPO COUNTY LABOR FORCE PRESS RELEASE
Employment Development Department
July 20, 2012

The unemployment rate in the San Luis Obispo County was 8.5 percent in June 2012, up from a revised 7.8 percent in May 2012, and below the year-ago estimate of 9.6 percent. This compares with an unadjusted unemployment rate of 10.7 percent for California and 8.4 percent for the nation during the same period.

CALIFORNIA REGIONAL BULLETIN
Employment Development Department
July 20, 2012

In this week’s Bulletin, you will find:

- California Posts Unemployment Data for June
- Chapman University Predicts U.S. Economic Recovery Will Not Stall
- More Companies Recruit From Within
- Sacramento Region New-Home Sales Increase
- San Jose Wins New U.S. Patent and Trademark Office
- Colorado-Based Corporation Purchases a Three-Acre Lot in Downtown L.A.
- San Diego County Approves Reconstruction Project at the Carlsbad Airport

SUNSET MAGAZINE EDITOR GETS READY FOR SAVOR THE CENTRAL COAST
By Sarah Linn
The Tribune and SanLuisObispo.com
July 23, 2012

As editor-in-chief of Sunset magazine, Kitty Morgan has seen the best the West has to offer. Morgan spoke at an event promoting Sunset Savor the Central Coast, a food, wine and lifestyle festival sponsored by Sunset magazine and the San Luis Obispo County Visitor and Conference Bureau. EVC President Michael Manchak also spoke at this event on the subject of the impacts of tourism on our local economy.

SSF MERGES PASO ROBLES OPERATIONS INTO ONE SITE
By Mike McNulty
Rubber & Plastics News Staff
July 23, 2012

EVC Board member and sponsor Kevin Meyer broke ground on a new company expansion. Medical device maker SPECIALTY SILICONE FABRICATORS INC. has consolidated its Paso Robles operations under one roof in a sprawling facility it recently constructed in the city. In the process it closed down a campus made up of three plants. One building was demolished to make room for the new structure, and the other two will be sold, said Marketing Manager Frank East. The facility spans about 102,000 square feet.

BRINGING HIGH-TECH TO THE SMALLEST OF FIRMS
By Stephen Nellis
Pacific Coast Business Times
July 27, 2012
Spirit of Small Business Award Winner - TekTegrity

In less than a decade, San Luis Obispo-based TekTegrity has expanded from the spark of an idea to one of the largest information technology firms on the Central Coast. Back in the early 2000's, co-founder Russ Levanway was working full-time as a network administrator for Cuesta College in San Luis Obispo. But one day a week, he spent time consulting some of the smaller rural school districts in the county.

_Congratulations Russ Levanway and your team at TekTegrity!_

For full story please subscribe to the Pacific Coast Business Times for online access and print.

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CAL POLY'S HOTHOUSE IS AN INNOVATION INCUBATOR

By Julie Lynem
The Tribune and SanLuisObispo.com
August 1, 2012

With its eclectic mix of furniture - a bean bag here, an old sofa there - and cubicles filled with posters, white boards and other decor, the SLO HotHouse is a combination of Silicon Valley office and Cal Poly dorm room. Beyond the physical space, once occupied by the city's Public Works Department in downtown San Luis Obispo, it's a place that encourages creativity and gives young entrepreneurs a shot at making their startup dreams come true.

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Upcoming Events

CLEAN BUSINESS INVESTMENT SUMMIT 2012
_Forging New Frontiers: Innovative Growth and Investment Opportunities_

The Clean Business Investment Summit (CBIS), the largest venture capital forum held in coastal California, links innovative, high growth companies with leading business development and financing experts, and service providers. More than 575 start-up and growth companies have been introduced to venture investors and related services experts, with more than $110,000,000 invested through the Summit.

**August 10, 2012**
7:00 AM - 7:00 PM  
Corwin Pavilion, UCSB Campus, Santa Barbara  
Flyer  
Read Press Release

**REGISTER NOW**

*The EVC is a proud co-sponsor of these annual events.*

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**SOFTÉC TECH BREW**

Come to Pappy McGregor’s for our monthly Tech Brew. It's a great place to network and discuss the latest technical trends. Food is provided, the people are friendly and the networking is priceless.

**August 13, 2012**  
5:00 - 7:00 PM  
Pappy McGregor’s, San Luis Obispo  
**REGISTER NOW**

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**TRI CITIES LUNCHEON - HOW TO AVOID IDENTITY THEFT**

The Arroyo Grande Chamber of Commerce has secured a national security expert to educate local business owners about avoiding identity theft. Doug Cohen, U.S. Secret Service agent who served on the presidential detail for President Bill Clinton and President George Bush, will be the guest speaker at the Chamber’s monthly luncheon.

**August 15, 2012**  
Noon - 1:00 PM  
South County Regional Center, Arroyo Grande  
**REGISTER NOW**

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**SPIRIT OF SMALL BUSINESS**

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. Join us for an awards luncheon.

**August 16, 2012**
11:30 AM - 1:20 PM
Fess Parker’s DoubleTree Resort, Santa Barbara

REGISTER NOW

SOFTEC MONTHLY MEETING

Members of the “Knowledge and Innovation” cluster will be presenting on the Economic Strategy implementation project, with focus on initiatives being undertaken by the cluster companies.

August 22, 2012
6:00 - 8:00 PM
Madonna Inn, San Luis Obispo

REGISTER NOW

ECONOMIC ELEMENT OF THE GENERAL PLAN UPDATE HEARING

The County of San Luis Obispo County Planning Commission will consider a request to comprehensively amend the Economic Element of the General Plan at their August 23rd meeting. The modifications focus on achieving an overarching guiding document which is consistent with and supports the endorsed Economic Strategy.

August 23, 2012
9:00 AM (To find out agenda placement call Planning Department at 781-5600)
San Luis Obispo County Board of Supervisors Chambers
1050 Monterey Street, Room #D170

For more information contact Dana Lilley at (805) 781-5715 or dlilley@co.slo.us

16TH ANNUAL CENTRAL COAST TECHNOLOGY SYMPOSIUM

Softec, Cal Poly San Luis Obispo Small Business Development Center for Innovation (SBDC) and Economic Vitality Corporation (EVC) have partnered to produce Tech Pitch: Softec’s 16th Annual Central Coast Symposium.
“The entrepreneur finalists of our screening process will get valuable instant feedback, and the symposium attendees will get key business funding and growth strategies,” added Michael Manchak, EVC president.

Apply to Pitch Your Business - Deadline September 12, 2012
If selected, you’ll have the opportunity to present your idea to a supportive group of peer CEOs, investors and industry professionals. In return, you’ll have a unique opportunity to receive constructive feedback on areas such as fundraising, value proposition, business plan, management team, sales/marketing/support and building strategy.

APPLY HERE

October 24, 2012
3:00 - 8:00 PM
Madonna Inn, San Luis Obispo

REGISTER NOW

Event Organizers

2012 GREEN AWARDS

Application Deadline: October 3, 2012

The Green Awards showcases the efforts of local businesses, organizations, or individuals for their environmental leadership. Applicants will be evaluated based on the impact, innovation and transferability of their efforts, projects, or improvements to become more sustainable and positively impact the environment.

November 2, 2012
Noon - 2:00 PM
Embassy Suites, San Luis Obispo
More event info to follow

APPLY HERE

Beacon Economics Employment Report

Click Here to View Most Recent Report
Join Us on 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.

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