Monthly eNewsletter
April 2011

New EVC Clients

The Economic Vitality Corporation has helped several entrepreneurs start and expand businesses through its business loan program in partnership with local banks. Two of the EVC's newest clients are KunFusion Kulinary and Coffee Express Drive Thru.

KUNFUSSION KULINARY

In partnership with Mission Community Bank, the EVC helped provide a business loan to Lori Nunes of KunFusion Kulinary. KunFusion will offer a new twist in the gourmet food truck craze, offering a unique fusion of Portuguese and Asian meals, along with the traditional American snacks and drinks. KunFusion will operate throughout southern Central California. [www.kunfusiontruck.com](http://www.kunfusiontruck.com)

COFFEE EXPRESS DRIVE THRU

In partnership with Mission Community Bank, the EVC helped provide a business loan to Carmen Jenkins of Coffee Express Drive Thru. Coffee Express is the only gourmet coffee and espresso drive thru located in the Five Cities area. With everyone on the go and in a hurry to get to his or her destination, this one and only drive thru coffee shop is very convenient.
Special Report

THE IMPORTANCE OF CUSTOMER COMMUNICATION
By Mary Verdin
Verdin Marketing Ink
April 25, 2011

If it costs four times more to get a new customer than to keep an existing one, why do companies ignore the customers they already have? To service your customers well, you need to be a good communicator. It is important for you to have a Customer Relationship Management plan as part of your overall Brand Strategy, which will outline who you should be talking to, about what, and when. Communicating with your existing client base should be one prong of your overall plan.

READ MORE

Special Report

BLAKESLEE SPEAKS TO CENTRAL COAST BUSINESS LEADERS
Senator Blakeslee
April 2011

Senator Sam Blakeslee explained his unique perspective of the status of the state budget and other issues relevant to Central Coast residents during several presentations to local community and business leaders this month in San Luis Obispo. Blakeslee described his efforts, along with four other Republican State Senators (dubbed the GOP 5), to negotiate with Governor Jerry Brown on several substantive reform proposals to ensure the boom-bust cycle of California’s state budget is fixed once and for all.
**Sponsor Updates**

**WE ARE PLEASED TO WELCOME OUR NEWEST SPONSOR**
Chris Leschinsky Photography  |  $1,000

Chris Leschinsky graduated from Cal Poly with a degree in Photography in 1999. Currently he operates out of San Luis Obispo, and photographs a mix of advertising and editorial work for both regional and national clients, including Apple, Wellpoint, 24 Hour Fitness, and Citizens of Humanity Jeans. The EVC is excited to display Chris' photos on the new website.

(805) 550-6973 or [www.chrisleschinsky.com](http://www.chrisleschinsky.com)

**Sponsor News**

**A HEALTHY RESPECT FOR CONSERVATION**
By Tom Bronzini
Pacific Coast business Times
April 4-18, 2011

Two award-winning organizations in the Tri-Counties are showing what can be done in the greening of hospitals and retirement communities. [Sierra Vista Regional Medical Center](http://www.svrmc.com) in San Luis Obispo launched "Going Green at Sierra Vista in 2009 to recycle resources and reduce water consumption.
To read more on this article visit: [www.pacbizztimes.com](http://www.pacbizztimes.com)

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**CANNON AND OMNI DESIGN GROUP RANKED AS TOP ENGINEERING FIRMS IN THE TRI-COUNTIES**

Pacific Coast Business times ranked the top engineering firms in the Tri-Counties based on the number of employees. Cannon ranked #5 and Omni Design Group ranked #9.

Congratulations to these two EVC sponsors!

For complete list visit: [www.pacbizztimes.com](http://www.pacbizztimes.com)

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**ANDRE, MORRIS & BUTTERY AND SINSHEIMER JUHNKE LEBENS & MCIVOR LLP RANKED AS TOP LAW FIRMS IN THE TRI-COUNTIES**

Pacific Coast Business times ranked the top law firms in the Tri-Counties based on the number of practicing attorneys. Andre, Morris & Buttery ranked #8 and Sinsheimer Juhnke Lebens & McIvor ranked #12.

Congratulations to these two EVC sponsors!

For complete list visit: [www.pacbizztimes.com](http://www.pacbizztimes.com)

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**ORFALEA BUSINESS NAMED TO BLOOMBERG BUSINESSWEEK'S LIST OF TOP SCHOOLS**

By Royaa Silver
Orfalea College of Business
March 24, 2011
SAN LUIS OBISPO - For the third consecutive year, Cal Poly's Orfalea College of Business has been named to Bloomberg Business Week magazine's list of the nation's top undergraduate business colleges. This year, Cal Poly was ranked no. 73 and was one of only three public universities in California to be included on the list.

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**Upcoming Events**

**EVC Partners and Sponsors**

**THE SOLAR PANEL**

*Online Registration Ends April 27th at 2:00pm*

Softec and the EVC have worked closely with several solar experts to bring you an incredible opportunity - an event to learn about the products and services this industry needs from local businesses. At this event you can learn how to partner with a fast growing and future-oriented industry and grow your own business in the process.

April 27, 2011
5:00 - 8:30 pm
Ventana Grill, Pismo Beach

For more information [click here](#)

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**SCORE “SIMPLE STEPS WORKSHOPS”**

Jump start your business idea with the SCORE Simple Steps Series workshops. Successful and experienced executives will help you reach a "go or no go" decision for starting a business.

- Start-up Basics - June 1st
- Business Concept - June 10th
- Marketing Plan - June 15th
- Financial Projections - June 22nd
- Funding Sources and Next Steps - June 29th

*All workshops are 9:00 am - Noon*

Register by calling (559) 487-5605 or emailing [william.hori@sba.gov](mailto:william.hori@sba.gov)

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**101 ONE HUNDRED AWARDS RECEPTION**
Brought to you by Pacific Coast Business Times

Join Pacific Coast Business Times as they recognize the top 100 business in the region.

May 16, 2011
5:30 - 7:30 pm
Four Seasons Biltmore Resort, Santa Barbara

For more information click here

BOSS OWNERS SPEAKER SERIES: BRAND YOUR BUSINESS

Join us for the BOSS Owners Speaker Series, Brand Your Business, and gain insight from the following speakers:

- Chip Vischi, Associate VP/Strategic Communications, California Polytechnic State University San Luis Obispo
- Jim Brabeck, President/CEO, San Luis Obispo County Farm Supply Company
- Cara M. Crye, Company Marketing & Training Coordinator, San Luis Obispo County Farm Supply Company
- David Walker, Co-Founder, Firestone Walker Brewing Company

May 17, 2011
7:30 - 9:00 am (Breakfast will be served)
Embassy Suites, San Luis Obispo

For more information click here

EVC In the News

EVC UNVEILS VERY USEFUL ECONOMIC STRATEGY
Templeton Roundup
Spring 2011

Recently, the Economic Vitality Corporation (EVC) announced the completion of an Economic Strategy for San Luis Obispo County. This comprehensive strategy represents the first ever public-private partnership for such an endeavor in the County. The project is co-chaired by County Board of Supervisors Frank Mecham and Adam Hill and was created by COLLABORATIVE ECONOMICS, Inc. who was hired by the EVC.
THE TEMPLETON CHAMBER IS PROUD TO BE A SPONSOR

Templeton Roundup
Spring 2011

The Economic Vitality Corporation (EVC) is a non-profit economic development organization that provides business resources to help start and expand businesses throughout San Luis Obispo County. The EVC stimulates the local economy by helping to generate jobs, increase investment in the community and promote the start-up, growth and attraction of businesses.

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INNOVATION, LEADERSHIP IN TRI-COUNTIES COME TO THE FORE WHEN NEEDED MOST

By Henry Dubroff
Pacific Coast Business Times
April 8-14, 2011

The 2011 edition of Green Coast, our annual look at the economics of the clean tech sector, comes amid an explosion of innovation at the intersection of business and the environment.

To read more on this article please visit: [www.pacbiztimes.com](http://www.pacbiztimes.com)

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SAN LUIS OBISPO: HAPPIEST PLACE IN THE USA

By Jayne Clark
USA Today
April 8, 2011

SAN LUIS OBISPO, Calif. - The Happiest Town in the Whole USA is surrounded by lush hills that at this time of year are so intensely green, they practically sparkle. A refreshing breeze wafts in from the Pacific, just 10 miles away. There's no need for a car, since the downtown is infinitely walkable. And if you do drive, traffic jams are rare.

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Outreach and Advocacy
SUNPOWER HEARING
April 19, 2011

At a recent Board of Supervisors meeting, Mike Manchak advocated for the solar energy project proposed by SunPower. As a part of the Economic Strategy and its Green Energy Team, projects like this are important for the local economy and our planet.

PASO ROBLES BUSINESS EXPO - EVC PRESENTATION
THE NEW ECONOMY

Mike Manchak presented at the Paso Robles Chamber of Commerce annual expo regarding “The New Economy”.

Special Report

PRESS RELEASE
SAN LUIS OBISPO COUNTY LABOR FORCE FOR MARCH 2011
Employment Development Department
April 15, 2011

The unemployment rate in San Luis Obispo County was 9.9 percent in March 2011, up from a revised 9.8 percent in February 2011, and below the year-ago estimate of 10.5 percent. This compares with an unadjusted unemployment rate of 12.3 percent for California and 9.2 percent for the nation during the same period. www.edd.ca.gov

Save the Date

SAVOR THE CENTRAL COAST
September 29th thru October 2nd, 2011

Mark your calendars! Tickets go on sale May 5th for Sunset Savor the Central Coast 2011. Here are the one-of-a-kind experiences we have in store for you at the Historic Santa Margarita Ranch and throughout San Luis Obispo County. Special Guest… Celebrity Chef Cat Cora!

For more information visit: www.savorcentralcoast.com
Sponsor Newsletters

Want your newsletter linked to the EVC's newsletter?

For this benefit to EVC sponsors contact Kaila Anderson at (805) 788-2012 or info@sloevc.org.

Visit New EVC Website

For those of you who did not receive our last newsletter, the EVC is proud to announce the launch of a completely new website.

To visit the new EVC website click here.
Justin Baldwin, Co-Proprietor  
Justin Winery & Vineyard

Peter Candela, Executive Director  
San Luis Obispo County Chamber Executives

Michael Cannon, President  
Cannon

Dan Carpenter, Council Member  
City of San Luis Obispo

Henry Dubroff, Founder & Editor  
Pacific Coast Business Times

Carl Dudley, Sr. V.P., Business  
Mission Community Bank

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

Adam Hill, Supervisor, District 3  
County of San Luis Obispo

Kevin Irol, Sr. VP / County Mgr  
First American Title Co

John E. King, Principal  
King Ventures

Bob Kelley, Council Member  
City of Atascadero

George Leage, Council Member  
City of Morro Bay

Debbie Peterson, Council Member  
City of Grover Beach

Tim Mahoney, District Manager  
Southern California Gas Co

Noreen Martin, President & CEO  
Martin Resorts

Charlie Richardson, President  
Richardson Properties

Bruce Ray, President & Publisher  
The Tribune

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City of Arroyo Grande

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Board Member Emeritus

Ty Safreno, CEO/CTO  
Trust Automation, Inc.

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Caliber Acct. & Tax and Chair,  
American Perspective Bank

Gil Stork, Superintendent & President  
Cuesta College

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