



## Monthly eNewsletter

For the Month of  
**August 2011**

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### Economic Strategy Cluster Pages Launched

#### *New EVC Web Pages to Promote SLO County Businesses*

A new business vitality and job growth project is gaining momentum in SLO County. The county-wide Economic Strategy, managed by the EVC, is a collaboration of business leaders across six business sectors collaborating to generate more vitality in our economy to create jobs. The EVC created new web pages to promote SLO County businesses.

[Click here to view pages](#)

[www.sloevc.org/GoBusiness](http://www.sloevc.org/GoBusiness)

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### EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Henry Dubroff, Pacific Coast Business Times

*This series of interviews of business leaders highlights those who are directly*

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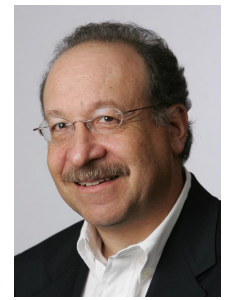
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helping our local economy. Michael Manchak interviewed Henry Dubroff, Chairman and Editor of the PACIFIC COAST BUSINESS TIMES ("PCBT"), an EVC Board member and sponsor. The PCBT covers a large geographic area for all of Ventura, Santa Barbara and San Luis Obispo counties. The publication is the only publication dedicated to business news throughout the region, so we wanted to hear about what is happening throughout this diverse regional economy on the central coast.



**Henry Dubroff**  
Founder & Editor  
Pacific Coast Business  
Times

[Click Here to Read Interview](#)

## Sponsor News

### CLEAN BUSINESS INVESTMENT SUMMIT HELPS FIND A CAPITAL MATCH

By Alex Kacic  
Noozhawk  
August 12, 2011

More than 200 business leaders and entrepreneurs attended the Clean Business Investment Summit on Friday at UCSB. Presented by the California Coast Venture Forum, the summit gave entrepreneurs the chance to present their business to investors and discuss the theme of innovative growth.



[READ MORE](#)

### MINDBODY STRETCHES OUT: SLO TECH FIRM GETS \$9M, RAMPS UP HIRING

By Stephen Nellis  
Pacific Coast Business Times  
August 8, 2011

San Luis Obispo-based Mindbody has raised \$9 million in capital from its current investors just short of a year after it raised \$12 million. Company leaders say the funds will fuel ambitious plans to add as many as 150 new jobs to the Central Coast in the next two years.



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### FLEET MANAGEMENT SOLUTIONS NAMED TO INC. 500 FIVE YEARS RUNNING

PR Newswire  
August 25, 2011



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Fleet Management Solutions (FMS) today announced it has been named to Inc. Magazine's 2011 Inc. 500|5000, an exclusive ranking of the fastest growing private companies in America, for the fifth consecutive year.

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## FEDERAL FUNDS PAY FOR ENERGY PROGRAM



By Julia Hickey  
 The Tribune  
 August 31, 2011

SanLuisObispo.com

Money from the federal stimulus bill is being used to create an Energy Auditing Tool Lending Library and Home Performance Training Program, designed to help local contractors and homeowners make changes that would use less energy.



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## SPIRIT OF SMALL BUSINESS AWARDS

*Presented by Pacific Coast Business Times*

On August 18, 2011 Pacific Coast Business Times hosted the Spirit of Small Business Awards luncheon to recognize the accomplishments of small businesses throughout the tri-counties. San Luis Obispo-based Experts Exchange was among the winners.



***Congratulations Experts Exchange!***



**Upcoming Events**

Bronze: \$500+

Tom Martin  
Tom Sullivan

## View Monthly Employment Reports



BEACON ECONOMICS

## FOURTH ANNUAL TEMPLETON BUSINESS ROUND-UP

Join the Templeton Chamber of Commerce 2011 Business Expo.



September 8, 2011  
5:00 - 7:00 PM  
Templeton Park at 5th and Crocker Streets

[Download Sponsorship Form](#)  
[Download Exhibitor Form](#)



For more information please contact Marie Roth at (805) 712-5963 or [mroth@pomarjunction.com](mailto:mroth@pomarjunction.com)

## 40 UNDER 40 AWARDS

*Presented by Pacific Coast Business Times*



This section recognizes and profiles 40 up-and-coming businessmen and women under 40 years of age from San Luis Obispo, Santa Barbara and Ventura counties.

**Deadline for submitting nominations is September 9, 2011!**

October 17, 2011  
5:30 - 7:30 PM  
Topa Tower Club, Oxnard

PACIFIC COAST  
BUSINESS TIMES

For more information or nominations visit: [pacbiztimes.com/40-under-forty](http://pacbiztimes.com/40-under-forty)

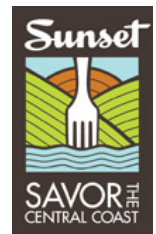
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## SAVOR THE CENTRAL COAST - September 29 - October 2

Join Sunset Magazine and the San Luis Obispo Visitors and Conference Bureau at Sunset Savor the Central Coast. Tickets on sale now!

For more information visit: [www.savorcentralcoast.com](http://www.savorcentralcoast.com)



If you are an EVC sponsor, contact Kaila Anderson to include your newsletter link [info@sloevc.org](mailto:info@sloevc.org) or 805.788.2012

## FASTEST GROWING COMPANIES AWARDS

*Presented by Pacific Coast Business Times*



Join the Pacific Coast Business Times as they recognize the fastest growing companies in the Tri-Counties.

September 12, 2011  
5:30 - 7:30 PM  
Crowne Plaza Ventura Beach

PACIFIC COAST  
BUSINESS TIMES

## SOFTEC ANNOUNCES ITS 15TH ANNUAL CENTRAL COAST TECHNOLOGY SYMPOSIUM

*Connecting the Dots: Leveraging Local Resources to Help Entrepreneurs*

During Softec's 15<sup>th</sup> Annual Symposium, attendees will gain insight into our local resources-what's missing, what's available, and how entrepreneurs can connect the dots to leverage available resources and grow their businesses.

September 28, 2011  
4:00 - 8:00 PM  
The Madonna Inn, San Luis Obispo



For more information visit: [www.softec.org](http://www.softec.org)

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## INTERNATIONAL MEN OF MYSTERY: GOING GLOBAL WITH YOUR PRODUCTS AND CONTENT

The Central Coast's International Men of Mystery discuss international business development, content and product localization and their experiences launching products globally.

Wednesday, September 21, 2011  
6:00 - 8:00 PM (5:00 - Networking)  
Cabrillo Pavilion Arts Center, Santa Barbara

III ENTERPRISE FORUM



For more information visit: [www.mitcentralcoast.com](http://www.mitcentralcoast.com)

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## CENTRAL COAST SOLARTHON

Solarthon is an annual solar installation block party and fundraiser for GRID Alternatives -- a non-profit organization and licensed solar installer exclusively for low-income families.

October 22, 2011  
8:30 AM - 4:30 PM  
Templeton, CA  
[Download Flyer](#)



For more information visit: [www.solarthon.org](http://www.solarthon.org)

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## 2011 GREEN AWARDS

The California Central Coast Chapter (C4) of the United States Green Building Council invites you to participate in the 2011 C4 Green Awards.

***Deadline for submittal is October 1, 2011!***

[Download Flyer](#)



# In the News

## WHERE THE ACTION IS

By Emily Malby  
Wall Street Journal  
August 22, 2011

**THE WALL STREET JOURNAL.**

It's a lesson that's all too easy to forget in a world driven by mobile devices, cloud computing and home offices. There are big benefits to setting up shop in the right spot-especially among lots of peers in the same field.

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## SAN LUIS OBISPO COUNTY LABOR FORCE FOR JULY 2011

Employment Development Department  
August 19, 2011

The unemployment rate in the San Luis Obispo County was 10.5 percent in July 2011, up from a revised 9.9 percent in June 2011, and below the year-ago estimate of 10.7 percent. This compares with an unadjusted unemployment rate of 12.4 percent for California and 9.3 percent for the nation during the same period. [www.edd.ca.gov](http://www.edd.ca.gov)

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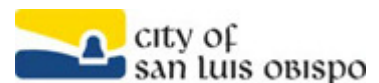
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## E-TIP CITY OF SAN LUIS OBISPO: LOCAL BUSINESS MEMBERS SHARE THEIR EXPERTISE WITH STUDENT ENTREPRENEURS

Entrepreneurial Cal Poly students now have additional help growing their good business ideas. A donation of 2,500 square feet of vacant office space from local developer and angel investor Clint Pearce has enabled creation of a pilot incubator program this summer.



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# Beacon Economics Employment Report

EVC  
Partner



BEACON ECONOMICS

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

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