



## Monthly eNewsletter February 2011



### EVC News

#### U.S. AIRWAYS IN-FLIGHT MAGAZINE TO FEATURE SLO COUNTY

For the month of April, U.S. Airways in-flight magazine will feature a very large, twenty-four page article about San Luis Obispo County and the EVC is pleased to be a part of the project. Highlighting tourism aspects and the business community, the ad will be viewed worldwide by over 3.2 million readers for the entire month of April. The EVC is placing the following 1/3 page advertisement in the article that was produced in-kind by [Verdin Marketing Ink](#), thanks to owner Mary Verdin. Our purpose for the ad is to get the attention of millions of readers who might consider moving or growing their business in the County from outside the area. Below is a copy of the ad (not actual size).

*"This once in a lifetime marketing opportunity for our county's business and tourism sectors could not be passed up. The ad will have a QR code and web site address directing inquiries to a new page on the EVC's new web site being launched this March. The article and ad also meet with the objectives of the countywide economic strategy. A great thanks to Mary Verdin for having the Verdin Marketing Ink team create a wonderful ad to help our region."*

Mike Manchak  
President/CEO  
Economic Vitality Corp.

#### EVC SPONSORS

Diamond: \$10,000+  
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County of San Luis Obispo  
Pacific Gas & Electric  
Rabobank, N.A.  
Southern California Gas  
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Special Platinum  
\$7,500+

City of Grover Beach  
KCOY CBS 12/ FOX 11 TV

Platinum: \$5,000+

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City of Atascadero  
City of Morro Bay  
City of Paso Robles  
City of Pismo Beach  
City of San Luis Obispo  
First Solar  
Martin Resorts  
Richardson Properties  
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SunPower Corporation

Gold: \$2,500+

Caliber Accounting & Tax  
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Justin Vineyards & Winery  
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Pacific Coast Business Times  
REC Solar  
Sinsheimer Juhnke Lebens & McIvor  
Taylor Frigon Capital Management  
Tolosa Winery  
Trust Automation  
Volny Construction Inc.



Click here to download ad



### Special Report

#### ECONOMIC STRATEGY UPDATE PRESENTATION

The following is a presentation given by Michael Manchak, President and CEO of the Economic Vitality Corporation to the Board of Supervisors regarding an update on the Economic Strategy Project.



Silver: \$1,000+

- [American Perspective Bank](#)
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January 18, 2011  
[Click here to view presentation](#)

## Special Report

### DO YOU NEED A CPA TO ASSIST YOU IN PREPARING YOUR FINANCIAL STATEMENTS?

By Wayne Longcrier  
[Longcrier & Associates](#)  
February 2011



In today's economy there is an increased need for reliable and accurate financial statement information. Accurate information is necessary for both the Company's owners to make business decisions and for outside parties to make investment or lending decisions. Whether you are trying to obtain or retain financing from banks or investors, or decide to commit to a business expansion, the recent financial crisis has elevated the importance of financial statements.

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*Wayne Longcrier is a long-time member of the EVC and its loan committee.*

## Press Section

### AIRPORT WANTS TO BROADEN HORIZONS

KCOY CBS 12 / FOX 11  
February 11, 2011



SAN LUIS OBISPO -- The San Luis Obispo County Regional Airport wants to broaden its horizons. A new survey is circulating online, designed to help airport officials determine the needs and desires of the community. As airport officials and business leaders fight for more choices, they say community feedback is key. Airport use seems to be taking off in San Luis Obispo. The numbers are up. In 2010, there was a 10% jump in traffic, over the previous year.



[Click here to watch video](#)

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### SAN LUIS OBISPO COUNTY ANNUAL REPORT

San Luis Obispo County is pleased to present its first ever Annual Report! In this difficult economic climate, one of the County's priorities is to enhance communication with the public to provide for transparency of County operations. As such, the intent of the Annual Report is to better educate and inform residents and community stakeholders about the services and programs that the County provides. In addition, the report is also meant to highlight the some of the accomplishments that County staff have made in recent



**NEW**

**SPONSOR NEWSLETTERS**

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[Longcrier & Associates](#)  
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If you are a sponsor contact Kaila Anderson at [info@sloevc.org](mailto:info@sloevc.org) or 805.788.2012 to include your newsletter link

years to make San Luis Obispo County a better place to live, work, and play.

[Download Report](#)

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## Sponsor Update

### WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS

Carmel & Naccasha, LLP | \$1,000

Carmel & Naccasha, LLP is a growing SLO County firm. Our attorneys have a broad range of legal experience and have practiced law locally and nationally. The firm's lawyers focus their practice and provide exemplary client services in the areas of business transactions, real property, land use, municipal law, commercial and employment litigation, taxation and tax controversies, trusts and estate planning, wine law, and insurance coverage. [www.carnaclaw.com](http://www.carnaclaw.com)



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San Luis Obispo Council of Governments | \$1,000

The San Luis Obispo Council of Governments (SLOCOG)



**SAN LUIS OBISPO  
COUNCIL OF GOVERNMENTS**

addresses issues of mutual concern among local agencies within the San Luis Obispo Region. The agency serves as a forum for transportation planning and area wide issues, preparing regional plans and programs. SLOCOG serves as a regional transportation planning agency for federal and state programs, and addresses other area wide issues as mutually desired. [www.slocog.org](http://www.slocog.org)

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Zurn Wilkins | \$1,000

Zurn manufactures and distributes one of the largest plumbing product packages in the world! Zurn includes: the Specification Drainage Operation, AquaFlush flush valves, AquaSense sensor-operated plumbing products, AquaSpec commercial faucets, Wilkins, Zurn Light Commercial, Flo-Thru, the Chemical Drainage Systems, Zurn PEX Plumbing Systems and Zurn Radiant Heat. This wide variety of products and its commitment to quality make Zurn a leading manufacturer of plumbing products and accessories. [www.zurn.com](http://www.zurn.com)



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## Upcoming Events EVC Partners and Sponsors

### CAL POLY ENTREPRENEURSHIP FORUM

*Celebrating Women Entrepreneurs, Thursday March 10*

Cal Poly's Tech Park will be buzzing on March 10th at 5:00 as successful women entrepreneurs share their stories and tips for success at the Entrepreneurship Forum. Cal Poly alums and founders of innovative local firms like The Spice Hunter and REC Solar will join with other successful businesswomen in this evening of presentations and networking sponsored by NetApp.



[READ MORE](#) →

To register [click here](#)

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## AN EVENING WITH SPENCER ABRAHAM

Presented by Excelaron, LLC and Cal Poly Orfalea College of Business

Excelaron, LLC and Cal Poly Orfalea College of Business invites you to a reception and evening with Spencer Abraham, former Senator, United States Secretary of Energy and Author of "Lights Out". He will lead a discussion of America's Energy Crisis. A book signing will follow the discussion.



Tuesday, March 15, 2011, 6:00 PM  
Embassy Suites, San Luis Obispo

The event is FREE to the public. Your RSVP will secure your seat for the evening.

RSVP: 805.549.0760 or [oasis@oasisassoc.com](mailto:oasis@oasisassoc.com)

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## CENTRAL COAST BUSINESS SYMPOSIUM



The EVC is pleased to announce that it is a beneficiary of the event thanks to Andre, Morris & Buttery.

The sponsors of the Central Coast Business Symposium want to let you know the 2011 event is coming. Invitations and speaker information will be mailed out at the end of February. We hope to see you there!

Thursday, April 7, 2011  
3:00 - 7:00 PM  
Clark Center, Arroyo Grande  
[www.amblaw.com](http://www.amblaw.com)  
[Download Flyer](#)



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## FAMILY BUSINESS & CLOSELY HELD COMPANY AWARDS BREAKFAST



Join the Pacific Coast Business Times on March 1, 2011 as they honor local companies. The recipients include EVC sponsor Quaglino Roofing.

Tuesday, March 1st  
7:30 - 9:00 AM  
Crowne Plaza Ventura Beach, 450 East Harbor Blvd., Ventura



For more information or to purchase tickets [click here](#)

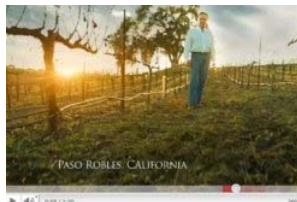
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## 2011 ZINFANDEL FESTIVAL - PASO ROBLES

Brought to you by Paso Robles Wine Country Alliance



Join us at the Zinfandel Festival on March 19th to explore you favorite Zin-producing wineries, enjoy wine country cuisine and take advantage of the opportunity to meet Rex Pickett, author of the tale of two friends, Miles and Jack, in the well known book *Sideways*.



[Click here to watch video](#)

March 19, 2011  
7:00 - 9:30 PM  
Paso Robles Event Center, 2198 Riverside Ave



For more information or to purchase tickets [click here](#)



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## In the News

### [PRESS RELEASE](#)

#### [SENATOR SAM BLAKESLEE INTRODUCES LEGISLATION TO SAVE PARKS THREATENED BY BUDGET CUTS](#)

SACRAMENTO - Today, Senator Sam Blakeslee announced he is authoring legislation that will mandate the Department of Parks and Recreation offer counties the option of temporarily taking over the operations and maintenance of any local state parks that close due to budget cuts. When the state proposes to close a unit of the state park system, Blakeslee's legislation will require the Department of Parks and Recreation to issue a formal notification to all affected counties and cities, allowing county boards of supervisors and city councils the option of voluntarily electing to take over park operations, thereby saving parks from closure.

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### [DECLINE AND FALL OF THE CALIFORNIA JOB MARKET](#)

January 21, 2011  
Sacramento Bee

Unemployment remained fairly steady across the state during December, highlighting the slow pace of the economic recovery. Imperial County continues to post the worst unemployment rate, with about 30 percent of its labor force out of work. San Luis Obispo posts an unemployment rate of just under 10 percent.

**THE SACRAMENTO BEE** [sacbee.com](#)

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### [PRESS RELEASE](#)

#### [SENATOR BLAKESLEE INTRODUCES LEGISLATION TO REINSTATE GED ACCESS TO SAN LUIS OBISPO GRIZZLY YOUTH ACADEMY GRADUATES](#)

SAN LUIS OBISPO - Senator Sam Blakeslee today announced he has introduced legislation that will reinstate Grizzly Youth Academy graduates' ability to earn a GED at seventeen years of age, allowing them the opportunity to apply to higher education programs or enter the workforce earlier.

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### [PRESS RELEASE](#)

#### [ECONOMIC VITALITY CORPORATION ANNOUNCES NEW BOARD OF DIRECTORS](#)

SAN LUIS OBISPO, Calif., February 22, 2011 - The Board of Directors of the Economic Vitality Corporation of San Luis Obispo County (EVC) is pleased to welcome six new Board members. The 32-member economic development Board is comprised of leading representatives from the business community and one elected official from each of the seven cities and the County Board of Supervisors.



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## Sponsor Newsletters

Want your newsletter linked to the EVC's newsletter?

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

## About the Economic Vitality Corporation

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 generate jobs, increase investment in the community and promote the start-up, growth and attraction of businesses. [www.sloevc.org](http://www.sloevc.org) (805) 788-2012

### EVC Board of Directors

#### Executive Committee

##### CHAIR

**Candy Markwith**, CEO  
Sierra Vista Regional Medical Center

##### TREASURER

**Steven Harding**, Regional President  
Rabobank, N.A.

##### BOARD MEMBER AT LARGE

**Dave Christy**, PhD, Dean  
Orfalea College of Business, Cal Poly

##### VICE CHAIR

**Kris Vardas**, Councilmember  
City of Pismo Beach

##### PAST CHAIR

**Tom Jones**, Director, Governmental  
Relations, Pacific Gas & Electric

##### SECRETARY

**Jackie Crabb**, Executive Director  
SLO County Farm Bureau

##### BOARD COUNSEL

**Dave Juhnke**, Managing Partner  
Sinsheimer Juhnke Lebens & McIvor



#### Board Members

**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 Irot**, 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

**Tim Mahoney**, District Manager  
Southern California Gas Co

**Noreen Martin**, President & CEO  
Martin Resorts

**Debbie Peterson**, Council Member  
City of Grover Beach

**Bruce Ray**, President & Publisher  
The Tribune

**Caren Ray**, Council Member  
City of Arroyo Grande

**Charlie Richardson**, President  
Richardson Properties

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Trust Automation, Inc.

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Caliber Acct. & Tax and Chair,  
American Perspective Bank

**Charley Senn**  
Board Member Emeritus

**Mike Silacci**, Executive Director,  
External Affairs, AT&T

**Ed Steinbeck**, Council Member  
City of Paso Robles

**Gil Stork**, Superintendent & President  
Cuesta College

**Tom Sullivan**  
Board Member Emeritus

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