



## Monthly eNewsletter

Recap for the month and Upcoming Events  
**February 2014**

### IN THIS ISSUE

[Morgan Family Foundation](#)

[Family Business Awards](#)

[Latino Startup Alliance](#)

[CEO Interview Series](#)

[Feature Articles](#)

[Sponsorship Updates](#)

[Business Resources Spotlight](#)

[In the News](#)

[Upcoming Events](#)

[AmazonSmile](#)

### Morgan Family Foundation Supports the EVC and Economic Strategy

The Economic Vitality Corporation is pleased to announce the award of a \$55,000 grant from the **Morgan Family Foundation**, a key partner in the Economic Strategy project, contributing to our initial economic analysis and industry research. The Foundation has continued to be a strong partner throughout implementation, through ongoing support and advocating for needs of the region and at the state level through the [California Stewardship Network](#). On behalf of the EVC staff, Board of Directors, and Economic Strategy cluster companies, we wish to thank the Jim and Becky Morgan for their generosity and commitment to our region's success.



*Jim and Becky Morgan*



[New Sponsor Benefit](#)

[Join Us on LinkedIn](#)

Join Mailing List 

Support EVC 

View Newsletters 

## EVC SPONSORS

100,000+

[County of San Luis Obispo](#)

50,000+

[Morgan Family Foundation](#)

25,000+

[Pacific Gas & Electric](#)

Diamond \$10,000+

[City of Morro Bay](#)

[City of San Luis Obispo](#)

[First Solar](#)

[MidAmerican Solar](#)

[Southern California Gas](#)

[The Tribune](#)

Emerald \$7,500+

[AT&T](#)

[City of Pismo Beach](#)

[Compass Health](#)

[KSBY - TV](#)

[KCOY CBS 12 / FOX 11 TV](#)

[RRM Design Group](#)

Platinum: \$5,000+

[Aviation Consultants Inc.](#)

[Bank of America](#)

[Boutique Hotel Collection](#)

[City of Arroyo Grande](#)

[City of Atascadero](#)

[City of Grover Beach](#)

[City of Paso Robles](#)

[Martin Resorts](#)

[Pacific Coast Business](#)

## Pacific Coast Business Times -- Family Business Awards

*EVC sponsor IQMS, and EVC client Elemental Herbs, are recipients of this year's awards*

We are pleased to announce that EVC sponsor IQMS, and EVC client Elemental Herbs, were two of only nine recipients of the Pacific Coast Business Times *Family Business and Closely Held Companies awards*.

### Family Business Awards Luncheon

March 20, 2014

11:30 AM - 1:30 PM

Crowne Plaza Ventura Beach

[Register Here](#)

Please download articles below

[IQMS](#)

[Elemental Herbs](#)



## Latino Startup Alliance

The Central Coast is home to a vibrant collective of change agents, dynamic entrepreneurs, and forward-thinking educators. The Latino Startup Alliance Central Coast chapter's mission is to encourage the inspiration and cultivation of U.S. Latino led technology startup ventures by providing a strong support network of fellow entrepreneurs, investors, innovators, & mentors. Please join us in extending a very warm welcome to Jose and in helping LSA deliver on its mission in the Central Coast.



### Latino Startup Alliance Kickoff Meeting

Friday, March 21, 2014

5:30 - 8:30 PM

SLO HotHouse

[Read More](#)



## CEO Interview Series

NEW EVC SPONSOR

*Russ Levanway - TekTegrity*

The EVC business leader interview series focuses on business leaders who are directly impacting our local economy. This month the EVC interviewed Russ Levanway, CEO and co-founder of TekTegrity.



[Times](#)  
[Rabobank, N.A.](#)  
[Richardson Properties](#)  
[SunPower Corporation](#)  
[Wells Fargo](#)

Gold: \$2,500+

[Caliber Accounting & Tax](#)  
[Calzyme Laboratories](#)  
[Cannon](#)  
[Carmel & Naccasha](#)  
[Chevron](#)  
[Clever Concepts](#)  
[CoastHills](#)  
[Collaboration](#)  
[Digital West](#)  
[Don Maruska & Co](#)  
[Ed Cox - Vistage](#)  
[Fairway](#)  
[First American Title](#)  
[Heritage Oaks Bank](#)  
[IQMS](#)  
[Mangano Homes](#)  
[Medicorp](#)  
[More Office Solutions](#)  
[Opinion Studies](#)  
[REC Solar](#)  
[SESLOC](#)  
[Sierra / Twin Health](#)  
[Network](#)  
[Sinsheimer Juhnke](#)  
[McIvor & Stroh](#)  
[Specialty Silicone](#)  
[Fabricators](#)  
[Taylor Frigon Capital](#)  
[Management](#)  
[TekTegrity](#)  
[Trust Automation](#)  
[Verdin](#)  
[Volny Construction](#)

Silver: \$1,000+

[AccuAir](#)  
[Air Pollution Control](#)  
[District of SLO County](#)  
[Andre Morris & Buttery](#)  
[Arcadis](#)  
[CalPortland](#)  
[Central Coast Marketing](#)  
[Chris Leschinsky](#)  
[Coastal Business Finance](#)  
[Cuesta College](#)  
[French Hospital Medical](#)  
[Center](#)  
[Glenn Burdette](#)  
[Heritage Oaks Bank](#)  
[Home Builders Assoc.](#)  
[InfoGard Laboratories](#)  
[Innovative Concepts](#)  
[J.B. Dewar](#)  
[Lee & Associates](#)  
[Longcrier & Associates](#)  
[m3 marketing solutions](#)  
[Madonna Enterprises](#)  
[Morris & Garritano](#)

Founded in 2003, this information technology firm is headquartered in San Luis Obispo with offices and clients throughout the central coast and central valley.

[Read Interview](#)



## Feature Articles



The EVC congratulates sponsor Jeff Wade on new position with EVC client

### [Green Goods, San Luis Obispo](#)

By Jeff Wade  
March 4, 2014

In the early days of Green Goods, Mikel and Brian Robertson, brothers and founders of the eco-friendly and healthy building solutions business here in San Luis Obispo, came to the EVC for advice and support. Green Goods participated in one of the early entrepreneur resources hosted by EVC, giving them an awareness boost and a better understanding of the niche market for their business. Along the way, Green Goods has partnered with local businesses and worked with many homeowners to provide their green building expertise and quality building materials.

[Read More](#)



---

EVC Board member Gil Stork urges members to read...

### [The Impact of America's Community Colleges](#)

By Joshua Wright  
Economic Modeling Specialists Intl.  
February 18, 2014

Over the last 14 years, EMSI has completed more than 1,200 economic impact studies in four countries, 1,090 of them for U.S. educational institutions. The results of our comprehensive and rigorous studies have consistently shown that community colleges make a big difference in their regional economies - both in the total added income that's due to a college's presence in its local area and in the increased productivity of students who are part of the local workforce. ***Now for the first time, we've calculated that same impact, on a national scale, for all community colleges in the United States.***

[Read More](#)



---

EVC Board member Brian Teitje introduces us to newest Cal Poly Video

### [International Student Recruiting Video](#)

Over the past ten months, Extended Education invested



[Northwestern Mutual](#)  
[Omni Design Group](#)  
[Orfaea College of Business, Cal Poly](#)  
[Pacific Western Bank](#)  
[Phillips 66](#)  
[Promega Biosciences](#)  
[Public Policy Solutions](#)  
[Quaglino Properties](#)  
[RL & Associates](#)  
[RNM Engineering](#)  
[San Luis Garbage](#)  
[San Luis Sports Therapy](#)  
[SLO County Farm Bureau](#)  
[San Luis Obispo Council of Governments](#)  
[SLO Wine Country](#)  
[Software Solutions](#)  
[Specialty Construction](#)  
[The Spice Hunter](#)  
[Thoma Electric](#)  
[Ultrex](#)  
[United Staffing Assoc.](#)  
[University of La Verne](#)  
[Visit SLO County](#)  
[Wallace Group](#)  
["YPP" Your People Professionals](#)  
[Zurn Wilkins](#)

**Bronze: \$500+**

[Charley Senn](#)  
[Myraline Morris Whitaker](#)

**Endowment Fund**  
**Founders Circle**

[Bradley Goodwin](#)  
[Caliber Accounting & Tax](#)  
[Compass Health](#)  
[Digital West](#)  
[Hind Foundation](#)  
[King Ventures](#)  
[Martin Resorts](#)  
[Pacific Western Bank](#)  
[Rabobank, N.A.](#)  
[Trust Automation](#)

**Leaders' Circle**

[Mangano Homes](#)

[View Monthly  
 Employment  
 Reports](#)



**BEACON**ECONOMICS

considerable resources to produce a video that would showcase the Cal Poly experience to an international audience. Its primary content focuses on our Learn by Doing philosophy, our innovative faculty, our safe and inviting campus, and our beautiful central coast location. It supports a new internationalization effort being launched on campus that, as President Armstrong states in the video, will "bring more of the world to Cal Poly and more of Cal Poly to the world" and prepare our students to compete in the global marketplace.



[View Video](#)

**EVC SPONSOR**

***Wages for an Employee Leaving Your Company***

By Sandra Dickerson  
 Your People Professionals  
 February 14, 2014



A recent HR fundamentals training we provided emphasized the confusion regarding when and how you must provide final wages to employees who are leaving your organization.

[Read More](#)

**Sponsorship Updates**

**Wells Fargo - \$5,000 Grant**

The merger of Wells Fargo and Wachovia doubled our size. We're no longer defined as just a regional bank. We're a national company, with operations that stretch across the globe. With this growth in size and scope, what makes us different than other so-called "large banks"? How do we define ourselves? We're a community-based, diversified financial services company.



[About Wells Fargo](#)

*Thank you Mark Corella!*

**Aviation Consultants, Inc. - Increased Sponsorship to \$5,000 Level**

We strive to make 'exceptional' a daily occurrence and set a new standard in aviation excellence. Whether it is aircraft charter and management services, aircraft maintenance or ground support, the ACI Network has the experience and



expertise to take care of every detail and exceed your expectations.

[About ACI Jet](#)

*Thank you Bill Borgsmiller!*

**SPONSOR  
NEWSLETTERS**

[APCD of SLO County](#)

[Assemblyman Katcho  
Achadjian](#)

[Caliber Accounting](#)

[California Economic  
Forecast](#)

[California Regional  
Bulletin](#)

[California Valley Solar  
Ranch](#)

[Community Foundation](#)

[County of SLO](#)

[Hind Foundation](#)

[LeanCEO](#)

[Longcrier & Associates](#)

[Mission Community  
Services](#)

[Northwestern Mutual](#)

[Pacific Coast Business  
Times](#)

[SLO Airport Services](#)

[SLO Chamber](#)

[SLOCOG](#)

[Softec](#)

[Taylor Frigon](#)

[The Planning Network](#)

[Topaz Solar Farm](#)

[United Staffing](#)

[Verdin](#)

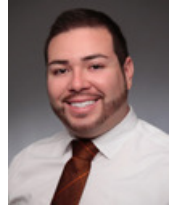
[YPNG](#)

## Business Resources Spotlight

### *Something to Consider before Starting a Business*

By Andrew Moreno, EVC

If you're considering the prospects of starting a business, the idea of doing so, can be a bit daunting. Never fear - here is some sage advice that might inspire you to take that first step. *"Doubt Kills More Dreams Than Failure Ever Will"* If you are interested in learning about business resources and programs, please visit [www.sloevc.org/resources](http://www.sloevc.org/resources)



---

### *Benchmarking Commercial Facilities*

#### *Saving money through improved energy management*

By Christine Rogers, EVC  
February 2014

What is "benchmarking"? Benchmarking is the process of comparing one's business processes and performance metrics to the bests or best practices of others.

[Read Article](#)



SAN LUIS OBISPO COUNTY  
energy  
watch

## In the News

### *Mindbody Ranked Among Best Medium-Sized Companies to Work for*

By Katlyn Leslie  
The Tribune  
February 10, 2014

[Read Article](#)

[SanLuisObispo.com](http://SanLuisObispo.com)  
THE TRIBUNE

### **EVC SPONSOR**

#### *New Partners Named at Carmel & Naccasha*

Carmel & Naccasha  
February 13, 2014

[Read Article](#)



#### *10 of America's Most Romantic Towns*

By Katrina Brown Hunt  
CNN Travel  
February 13, 2014

[Read Article](#)



YPP

**EVC SPONSOR**

***Morris & Garritano Welcomes Mike Poyntz to Its Team***

Press Contact: Adreienne Cueto

Morris & Garritano

February 14, 2014

[Read Article](#)



***Hotel Developers Embrace Paso Robles Wine Boom***

By Christine De La Cruz

Pacific Coast Business Times

February 14, 2014

[Read Article](#)



**EVC SPONSOR**

***Morris and Garritano Acquires Neal-Truesdale Insurance, Inc.***

Press Contact: Adreienne Cueto

Morris & Garritano

February 14, 2014

[Read Article](#)



***Drought Damages Vines as California Wineries Go Thirsty***

By James Nash

Bloomberg

February 19, 2014

[Read Article](#)



***The Best Small Cities for Jobs in 2013***

Forbes

February 19, 2014

[Read Article](#)



***Film Production Reel in \$4.1M for SLO County***

Pacific Coast Business Times

February 27, 2014

[Read Article](#)

[Read Press Release from Visit San Luis Obispo County](#)



***\$50M Infusion Sets Stage for Mindbody IPO***

By Stephen Nellis

Pacific Coast Business Times

February 28, 2014

[Read Article](#)



**EVC SPONSORS**

***Largest Law Firms in the Region***

We are pleased to announce EVC sponsors, Carmel & Naccasha are ranked number 9 and Sinsheimer, Juhnke, McIvor & Stroh are ranked number 25.

Congratulations!

Pacific Coast Business Times

February 28, 2014



# Upcoming Events

MONDAY, MARCH 10, 2014

## Softec - Tech Brew

Topic: Lasers

When: 5:00 - 7:00 PM

Where: Pappy McGregors, SLO

Details: Softec will host guests iFixit and SLO 3D Creators

[More info](#)



WEDNESDAY, MARCH 12, 2014

## Cal Poly Technology Park - Mixer

When: 5:00 - 8:00 PM

Where: Cal Poly Technology Park, SLO [View map](#)

Details: Informal mixer to get to know current tenants in Tech Park

[More info](#)



FRIDAY, MARCH 14, 2014

## Green Coast

Host: Pacific Coast Business Times

Deadline: Nominations Close March 14, 2014

Event Date: TBD

Details: An in-depth look at the leaders in green practices within the Tri-Counties

[More info](#)



WEDNESDAY, MARCH 19, 2014

## 2014 Small Business Outreach Event

Topic: Doing Business with Vandenberg Air Force Base

Host: Santa Maria Valley Chamber of Commerce

When: 8:00 AM - 12:30 PM

Where: Veteran's Memorial Community Center

Details: Connect with business resources from VAFB & the government

[More info](#)



THURSDAY, MARCH 20, 2014

## Flying High: Commercialization of UAVs

Host: MIT Enterprise Forum Central Coast

When: 5:00 - 8:00 PM

Where: Cabrillo Pavilion Arts Center, Santa Barbara

Details: The panel will discuss UAV technology and where it's headed

[More info](#)



[Family Business & Closely Held Companies Awards Luncheon](#)

Host: Pacific Coast Business Times

When: 11:30 AM - 1:30 PM

Where: Crowne Plaza Ventura Beach

Details: Awards ceremony for family and closely held businesses in the region

[More info](#)

PACIFIC COAST  
BUSINESS TIMES

FRIDAY, MARCH 21, 2014

### 101 One Hundred/Business Hall of Fame

Host: Pacific Coast Business Times

Deadline: Nominations Close March 21, 2014

Event Date: TBD

Details: Features top 50 public companies, top 50 privately held companies...

[More info](#)

PACIFIC COAST  
BUSINESS TIMES

### Latino Startup Alliance Kickoff Meeting

When: 5:30 - 8:30 PM

Where: SLO HotHouse

Details: Official kickoff to Central Coast chapter of the Latino Startup Alliance in SLO County

[More info](#)



TUESDAY, MARCH 25, 2014

### First Annual State of the City

Host: Paso Robles Chamber of Commerce & Visitors Center

When: 7:30 - 9:30 AM

Where: Paso Robles Inn

Details: Hear about the annual economic report and learn new strategies for future

[More info](#)



WEDNESDAY, MARCH 26, 2014

### 2014 Education Forecast

Host: Cuesta College

When: 8:00 - 9:30 AM

Where: Cuesta College, Room 5401

Details: Focuses on the future of education in our region

[More info](#)



### Improving Supervisors' Leadership Skills

Host: Santa Maria Human Resources Association

When: 2:00 - 4:00 PM

Where: Historic Santa Maria Inn

Details: Specialized training conducted in Spanish only

[More info](#)

FRIDAY, MARCH 28, 2014



## 2014 State of the State Luncheon

Host: San Luis Obispo Chamber of Commerce

When: Noon - 2:00 PM

Where: Grace Church, SLO

Details: Provide insight on major issues affecting our local economy

[More info](#)



## AmazonSmile

Shop AmazonSmile and Amazon will donate .5% of your purchases throughout the year to the EVC!

What is AmazonSmile?

AmazonSmile is a website operated by Amazon that lets customers enjoy the same wide selection of products, low prices, and convenient shopping features as on Amazon.com. The difference is that when customers shop on AmazonSmile (smile.amazon.com), the AmazonSmile Foundation will donate 0.5% of the price of eligible purchases to the charitable organizations selected by customers.



*Please note you have to login to your amazon smile account every time.*

EVC AmazonSmile Link: [smile.amazon.com/ch/77-0402681](https://smile.amazon.com/ch/77-0402681)

## BENEFIT FOR EVC SPONSORS

To show our appreciation to our sponsors, the EVC is providing our sponsors in 2013 with a complimentary 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](mailto:mmanchak@sloevc.org).*

PACIFIC COAST  
BUSINESS TIMES

SanLuisObispo.com  
THE TRIBUNE



Join the EVC group 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](mailto:info@sloevc.org).



## EVC Board of Directors

### Executive Committee

#### CHAIRMAN

[Mike Silacci](#), Regional Vice President  
AT&T External Affairs

#### VICE-CHAIR

[Eric Schwefler, CPA](#), Partner  
Caliber Accounting & Tax

#### SECRETARY

[Bruce Ray](#), President & Publisher  
The Tribune and SanLuisObispo.com

#### TREASURER

[Steven Harding](#), President  
Rabobank, N.A.

#### PAST CHAIR

[Kris Vardas](#), Council Member  
City of Pismo Beach

#### BOARD COUNSEL

[Ziyad Naccasha](#), Founding Partner  
Carmel & Naccasha LLP

### Board Members

[Michael Cannon](#), President  
Cannon

[Dan Carpenter](#), Council Member  
City of San Luis Obispo

[Jolie Ditmore](#), CEO & Co-Owner  
Medicorp

[Henry Dubroff](#), Founder & Editor  
Pacific Coast Business Times

[Carl Dudley](#), Senior Vice President  
Pacific Western Bank

[Jim Guthrie](#), Council Member  
City of Arroyo Grande

[Kevin Harlan](#), Chief Operating Officer  
Huntington Management Group

[Linda Hendy](#), Member  
SLO County Chamber Executives

[Adam Hill](#), Supervisor 3rd District  
County of San Luis Obispo

[Stacie Jacob](#), Executive Director  
Visit San Luis Obispo County

[Christine Johnson](#), Council Member  
City of Morro Bay

[Tom Jones](#), Director, Corporate Affairs  
Pacific Gas and Electric Company

[Dave Juhnke](#), Managing Partner  
Sinsheimer Juhnke McIvor & Stroh

[Bob Kelley](#), Council Member  
City of Atascadero

[John E. King](#), Principal  
Boutique Hotel Collection

[Dawn Legg](#), Assistant Project Manager  
First Solar

[Tim Mahoney](#), District Manager  
Southern California Gas Company

[Noreen Martin](#), CEO  
Martin Resorts

[Kevin Meyer](#), Managing Partner  
Gemba Academy & Kanso Strategies

[Brendan Morris](#), Principal; CEO; Advisor  
Morris & Garritano Insurance

[Debbie Peterson](#), Council Member  
City of Grover Beach

[Caren Ray](#), Supervisor 4th District  
County of San Luis Obispo

[Chris Richardson](#), Managing Partner  
Richardson Properties

[Ty Safreno](#), CEO / CTO  
Trust Automation

**Darren Smith, CEO**  
Compass Health

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

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

**Dr. Brian Tietje, PhD, Vice Provost**  
Cal Poly State University

**Tim Williams, Founder / CEO**  
Digital West

**Charley Senn**  
Board Member Emeritus

**Tom Sullivan**  
Board Member Emeritus

## Staff

**Michael Manchak, President & CEO**  
(805) 788-2013 | [mmanchak@sloevc.org](mailto:mmanchak@sloevc.org)

**Valarie Koos, Chief Financial Officer**  
(805) 788-2013 | [info@sloevc.org](mailto:info@sloevc.org)

**Christine Rogers, Program Manager**  
(805) 788-2015 | [crogers@sloevc.org](mailto:crogers@sloevc.org)

**Kaila Anderson, Program Coordinator**  
(805) 788-2012 | [info@sloevc.org](mailto:info@sloevc.org)

**Andrew Moreno, Project Manager**  
(805) 788-2028 | [amoreno@sloevc.org](mailto:amoreno@sloevc.org)

**Economic Vitality Corporation** 735 Tank Farm Road, Suite 264, San Luis Obispo, CA 93401  
(805) 788-2012 | [www.sloevc.org](http://www.sloevc.org) | [info@sloevc.org](mailto:info@sloevc.org)

Join us on LinkedIn 

[Forward email](#)



This email was sent to [info@sloevc.org](mailto:info@sloevc.org) by [sloevc@sloevc.org](mailto:sloevc@sloevc.org) |  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Economic Vitality Corporation | 735 Tank Farm Road, Suite 264 | San Luis Obispo | CA | 93401

