San Luis Obispo Presents 2013 Annual Report

"A WELL-GOVERNED COMMUNITY"
County of San Luis Obispo
January 15, 2014

On January 14, 2014, County Administrator Dan Buckshi presented the County’s fourth Annual Report to the Board of Supervisors. The County's first ever Annual Report was developed at the end of 2010, in an effort to better inform the public about the services that the County provides. Due to overwhelmingly positive feedback from prior years, this year's report continues to provide an overview of County services, as well as information about some of the County's major accomplishments in the past year. The goal of the 2013 report is to demonstrate a Well Governed community by including departmental performance measures and the results for fiscal year 2012-13.
EVC Client News

SCOUT COFFEE CO.
Eight new jobs...Great coffee...and helping a young family thrive...

One of the EVC’s most recent clients that you will likely hear about in the city of SLO is a new coffee business called SCOUT COFFEE. Founders Jon and Sara Peterson with their young daughter Lily opened their new business this week at 1130 Garden Street in downtown SLO. Jon and Sara immediately created eight new jobs in the city, not counting themselves. Jon built the entire store almost entirely with his own skilled hands. They are baking their own delicious organic goodies and serving some of the best shakes and coffee on the planet. The EVC was able to help arrange financing for the Peterson’s solid business plan, and EVC sponsor Phil Koziel of COASTHILLS FEDERAL CREDIT UNION provided the financing, when other banks could not see the vision of two smart people who did their research. Phil Koziel and I attended the open house on Sunday evening for a large group that included EVC Board member and Dan Carpenter. Congratulations to Jon and Sara Peterson! Visit SCOUT COFFEE at 1130 Garden Street, downtown SLO.

http://scoutcoffeeco.com

Related Press (EVC recognized in article)
"Introducing Scout Coffee, San Luis Obispo's Hottest New Cafe"
Barista Magazine, February 3, 2014

THE RIGHT REMEDY: ELEMENTAL HERBS WENT FROM KITCHEN STARTUP TO NATIONAL DISTRIBUTION
Belying its modest beginnings in the couple's kitchen, Elemental Herbs now has distributors in 35 states and nearly 1,500 retail accounts.

By Erika Martin
Pacific Coast Business Times
January 24, 2014

Although most people spend years dreaming of transforming their weekend hobby into a full-fledged occupation, Caroline Duell resisted. Duell, a massage therapist and rock climbing instructor, came up with an herbal remedy to soothe her sore hands. She shared it with her friends and clients, but sending mason jars full of her "All Good Goop" soon strained her budget. So she turned it into a business. The hesitant transition from pastime to full-time formed Los Osos-based Elemental Herbs, a line of botanical healing products Duell operates with her
husband, Ryan Rich.

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SLO MakerSpace Grand Opening

The EVC salutes the local iconic garage inventor is a part of the American landscape and admired worldwide. Here in SLO County we have our own share of garage inventors-turned great success stories who have followed in the footsteps of others who formed such companies as Apple Computer, Google, HP, and others. Our local garage inventor stories include Rick Stollmeyer of MindBody, Thomas Akers of AeroMech Engineering, and many, many more. They are not limited to technology and engineering, but include many industries include food companies such as San Luis Sourdough, Spice Hunter, Jamba Juice and others. What helps expedite a business startup is sometimes a business incubator, and in some cases a prototype lab, or both. The recent announcement of the opening of SLO MakerSpace is great news for the business community, whether for the person who is trying to determine whether their prototype can be made and will work, or to outsource parts to help companies get to the next level. This resource is fuel for innovation. Congratulations to the team at SLO MakerSpace!

COMPANY PRESS RELEASE

SLO MakerSpace is Opening our Shop to Members on February 1st

SLO MakerSpace is a membership and class instruction-driven business that is part machine and tool shop, part classroom and part community. SLO MakerSpace Members will have access to electronic workbenches, high-end fabrication machines, full woodworking and metal working machines; as well as rapid prototyping equipment such as 3D printer, laser cutters, CNC routers, serger, sewing machines and craft spaces. Safety and Certification Classes will be offered to teach Members how to use the equipment in the shop. Skill classes, such as “Intro to Arduino and Raspberry Pi” or “Intro to MIG Welding and Project classes, such as “Bring Frankenstein Bike to Life” and “Build Your Own 3D Printer” will also be offered. The creative and technical community at SLO MakerSpace collaborates, provides solutions, feedback and support to other SLO MakerSpace Members.

View Press Release
About SLO MakerSpace

SLO MAKERSPACE OPEN HOUSE

Softec has been closely following the SLO Maker’s Space project. This house of innovation is a reality in our community and Softec has been invited for an inside look. Maker’s Space provides inventors with an affordable shop to build the next generation of gizmos, gadgets, and innovative products. From 3D printers to CNC mills and laser cutters this shop will be a great community asset.

February 19, 2014
5:00 - 7:00 PM
3988 Short Street, Suite 100, San Luis Obispo
REGISTER HERE

EVC Updates

ECONOMIC STRATEGY: BUILDING DESIGN & CONSTRUCTION CLUSTER
Taking Action: Addressing some of the region’s most pressing long-term issues

The ECONOMIC STRATEGY project is entering its fourth year. Building upon the supportive relationships fostered by this public-private endeavor, member companies in the Building Design & Construction Cluster (BD&C) - one of six clusters of the Economic Strategy project - have accomplished several key priorities, paving the way of the future.

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BROADBAND PROJECT

Following an announcement in last month’s EVC eNewsletter, the EVC is proud to help lead the formation of the first tri-county effort of its kind to help improve broadband in the region called Broadband Consortium Pacific Coast. The purpose of the effort is to specifically improve access to high-speed fiber-optic for the business community throughout the county. Since our announcement last month, the EVC wishes to thank all of the local organizations who submitted letters of support for a state grant application to fuel our effort, and I am pleased to report that our newly-formed consortium has been placed on a list of possible grant recipients. More updates will follow. Thanks for the support on this vital project!
ON-LINE BUSINESS COMMUNITY

The EVC is excited to announce another tri-county project that will result in a vital project for the region. Over the years, the EVC demonstrated a broad interest in having an online business community resource that lists companies B2B opportunities, jobs (to help attract talent/prospective employees), and more. Currently, no such resource or online database exists locally. To satisfy this need and capture such opportunities for both the business community, a user-friendly, searchable database is needed (i.e., website) that serve all three counties and includes all, if not most, industry sectors or clusters.

The benefit of such a resource may include, but is not limited to, the following:

1. User-friendly self-reporting information on companies in the region
2. Fosters recruitment and attraction of employees
3. Enables Business-to-Business commerce (including government purchasing opportunities)
4. Encourages collaborations between companies
5. Identifies areas of industry / employment concentration
6. Promotes local industry clusters

Such an interactive, online tool or website that has the capability to provide a listing of companies in every industry throughout the tri-counties (San Luis Obispo, Santa Barbara and Ventura counties), and search results separated by county. Such a tool would also provide a listing of jobs, areas of collaboration, job opportunities, B2B (business-to-business) commerce, and more.
Business Resources Spotlight

MARKETING YOUR BUSINESS
Local Group Provides FREE Business Marketing Workshops
By Andrew Moreno, EVC

SCORE is one of San Luis Obispo's leading professional organizations dedicated to assisting small businesses and entrepreneurs. Building on its "Starting a Business" workshop, SCORE will be providing FREE workshops aimed at marketing. As identified by the Harvard Business School, marketing is critical for growth of a business and its central role is in creating, communicating, capturing, and sustaining value for an organization.

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Feature Article - EVC Sponsors

ATTRACTING (NOT RECRUITING) AND RETAINING TOP TALENT
How To Attract Top Talent That Will Stick Around
By Sandra Dickerson
Your People Professionals
February 4, 2014

Is your strategy for finding and keeping good people more like a fishing net or a magnet? Sounds odd, but the analogy is truly illustrative of the changes that innovative companies, large and small, are making in 2014. Not only is it getting more and more difficult to find and catch talented staff, it's expensive. So, a new strategy is emerging - creating an "employment brand" that is so attractive, people want to work for you and seek out your company. Not only does this make financial sense, it often enlarges the pool of candidates from which you can pick AND makes leaving your organization less attractive to your current employees.

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In The News

TEKTEGRITY BUY CAPS THE IT INDUSTRY CONSOLIDATION
San Luis Obispo-based TekTegrity has acquired Digital Foundation, continuing a wave of consolidation in the Central Coast IT services industry

By Stephen Nellis
Pacific Coast Business Times
January 10, 2014
San Luis Obispo-based TekTegrity has acquired Digital Foundation, continuing a wave of consolidation in the Central Coast IT services industry. TekTegrity said the deal will make it the largest IT provider on the Central Coast, with 42 employees, less than a decade after its founding. The company also has a Central Valley location and has about 250 businesses among its customers. The move comes just a few years after each of the companies made acquisitions and expanded. In late 2010, TekTegrity acquired Sentinel Network Systems, and Digital Foundation acquired Grover Beach-based Cloud Logic. Now, Digital Foundation's team will be joining TekTegrity's.

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NEW SIERRA VISTA CHIEF TAKES HELM DURING HEALTH CARE OVERHAUL
By Christine De La Cruz
Pacific Coast Business Times
January 10, 2014

Joseph DeSchryver steps into his new role as chief executive at Sierra Vista Regional Medical Center in San Luis Obispo amid seismic changes in the health care industry. After serving for eight years as the hospital's chief operating officer, DeSchryver took over the top spot Dec. 29, replacing Candace Markwith, who retired in 2013 after almost nine years leading the acute-care facility. "Sierra Vista is well-positioned to take on the Affordable Care Act and the challenges it will present," said DeSchryver, who has worked for Sierra Vista parent company Tenet Healthcare Corp. for years.

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WHAT ARE THE BEST PLACES TO VISIT IN 2014?
Central Coast is listed number 3
CBS This Morning
January 18, 2014

CBS News travel editor Peter Greenberg joins "CBS This Morning: Saturday" with travel ideas for the new year - including some often overlooked hot destinations.

View Video

COMMITTEE OPENS DOOR ON WORKFORCE HOUSING DISCUSSION
By Caren Ray
The Tribune
January 19, 2014

Workforce housing was recently addressed by The Tribune. The editor rightly pointed out that workforce housing should be a policy priority for cities and counties. The Board of Supervisors enthusiastically agrees. We recently put together an ad-hoc committee to address this issue, consisting of two supervisors (Frank Mecham and myself), and members of the Home Builders Association, architects and other industry experts. As we begin to discuss solutions, it's important to distinguish “workforce housing” from “affordable housing.”

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DIGITAL WEST AND CITY OF SLO ADVANCE ECONOMIC DEVELOPMENT WITH FIBER OPTIC AGREEMENT

Bringing Fiber Internet Expansion and Redundancy to Key City Services

A press release by Digital West
January 22, 2014

At its January 21 meeting, the San Luis Obispo City Council approved a comprehensive partnership with local data services provider, Digital West Networks, Inc., to give downtown businesses access to high-speed fiber optic Internet offerings as well as provide redundant services to five of the City's public safety facilities. The agreement effectively results in a savings of nearly $350,000 to the City over the next five years. "It also represents a significant advancement in one of the four major objectives of the City's Economic Development Strategic Plan: to 'actively support knowledge and innovation' by increasing access to broadband services," said SLO Mayor Jan Marx.

Read More

THE WINE AND FOOD INFLUENCES OF PASO ROBLES

The Tasting Panel
January 2014

As Paso Robles is realizing its destiny as a world-class wine region, it is becoming more and more of a destination. Here is a look at the standouts that are making an impact on their community and the industry. (Starts on page 73)

Read More

SAN LUIS OBISPO FEATURED IN 1949 CHEVROLET FILM

This great film was found in the archives by The Tribune staff
Visit "San Louie Obispo" in this clip from a 1949 Chevrolet travelogue series, "Roads to Romance." Atascadero’s City Hall, Hearst Castle and Morro Rock are also featured in the short film. Video courtesy of the Prelinger Archives.

NEW MEMBERS ANNOUNCED FOR TWIN CITIES HOSPITAL’S GOVERNING BOARD
By Kaytlyn Leslie
The Tribune
February 3, 2014

Twin Cities Community Hospital’s governing board recently introduced five new board members for the 2014 term, according to a hospital news release. They include two community representatives: Maria Eskandanian, Templeton branch manager and assistant vice president at Heritage Oaks Bank, and Kevin Kennedy, founder and chief executive officer of Kennedy Club Fitness. The board also elected three new physicians: Central Coast gastroenterologist Jonathan Riegler, former Twin Cities chief of staff Thomas Hale and current Twin Cities hospitalist Sergio Toledo. The new members will join the 15-member board.

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SIERRA VISTA AND TWIN CITIES OFFER ONLINE MEDICAL RECORDS ACCESS
Pacific Coast Business Times
February 4, 2014

Patients at Sierra Vista Regional Medical Center in San Luis Obispo and Twin Cities Community Hospital in Templeton are now able to access some of their health information online. The My Health Rec patient portal provides access to medical records, including lab results, through home computers and smart devices. The two hospitals said the portal is a secure, Web-based tool that allows patients to view, download and electronically transmit medical information to their doctors. The program initially will be available only to inpatients, and parents of minors will be able to enroll their children and
access their accounts. Sierra Vista and Twin Cities first implemented electronic health records in 2011 in response to the national call to enhance America's healthcare. My Health Rec is a continuation of those efforts.

**Read More**

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**TRIBUNE'S TOP 20 UNDER 40 FOR 2013**

*Young leaders get advised on importance of integrity*

By Kaytlyn Leslie

The Tribune

February 7, 2014

Tim Bennett, former president of Oprah Winfrey's production company, Harpo Productions Inc., has one motto in business: "Integrity." Bennett, who in his more than 38 years of television production helped to launch talk show talents such as Rachael Ray, Dr. Oz and Winfrey, stressed the important role integrity played in his accomplishments while speaking at The Tribune's ninth annual Top 20 Under 40 awards luncheon Thursday at the Madonna Inn. "I say to all of you today to continue to make a difference," Bennett encouraged the group of nearly 130. "Use your gifts, follow your dreams, embrace life, recognize reality and always, always check your compass."

**Read More**

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**Upcoming Events**

**SOCIAL MEDIA AND DISASTER RECOVERY WEBINAR**

*SBA Presents Social Media Strategies for Crisis Communication*

Communicating a key message to your staff, clients and business partners in a timely and accurate manner is essential when a disaster strikes. Get tips on creating a crisis communications plan using social media during the Feb. 11 webinar co-hosted by Agility Recovery and the U.S. Small Business Administration. The discussion will include:
- Effective uses of various social media channels
- Simple first steps toward building a crisis communications plan
- Best practices based on recent disasters

February 11, 2014
2:00 - 3:00 PM EST
Webinar

REGISTER HERE

SMALL BUSINESS START UP TRAINING
Start, Run and Grow Your Business

This is a 10 week course that provides self-employment training. Receive weekly training in the most important aspects of planning, financing, marketing and managing a small business. Develop a Business Plan including a business description, marketing strategy, cash flow projections, operations plan, and a network to help sustain the business.

Course Starts: February 13, 2013
Thursdays, 6:00 - 9:00 PM
Business and Career One-Stop, San Luis Obispo

Download Flyer

For more information call MCSC at (805) 595-1357

HEALTH CARE REFORM WEBINAR: PAY OR PLAY RULES

Please join us on February 18th to learn what you need to know about health care reform developments as we move closer to 2015. We will discuss final regulations on the employer shared responsibility mandate or provide an overview of the existing requirements and discuss employer strategies for 2014. This live webinar is presented by an attorney with employee benefits and compliance experience, with an opportunity to ask questions.

February 18, 2014
9:00 - 10:30 AM
Webinar

REGISTER HERE

COMPETING FOR TOP TECH TALENT

There will always be that hot company that seems to have the “it” factor that top talent is drawn to. But there are strategies
to help you attract top talent in the technology space. During this fast-paced, dynamic webinar you will learn how to: Build a holistic hiring process to attract top talent; Create a winning interview strategy; Make your mission statement relevant to key candidates; Develop a culture that attracts AND retains the best and brightest; Implement unique and affordable perqs; Define HR practices that support your culture, and much more!

February 12, 2014
9:00 - 10:00 AM
Webinar

REGISTER HERE

EXPLORE THE NEXT FRONTIER: THE COMMERCIALIZATION OF SPACE IS LIFTING OFF

Expanded commercial access to space is lowering the cost of exploration, increasing mission reliability and providing entrepreneurs with the ability to build on “old space” technology to address “new space” business opportunities. Join us on February 19th for a discussion that is sure to be out of this world!

February 19, 2014
5:00 - 8:00 PM
Cabrillo Pavilion Arts Center, Santa Barbara

REGISTER HERE

ENERGY FINANCING WORKSHOP

Learn how energy programs and local leaders are teaming up to make energy efficiency projects happen! Attend this FREE workshop to learn how to reduce your carrying costs and give customers reasons to say “YES!” to energy upgrades with new utility financing programs for commercial, agricultural, residential and non-residential customers.

February 19, 2014
8:30 - 10:00 AM
First American Title Company, Santa Maria

For questions or to RSVP contact Mike Hackett at (805) 403-6450 or mike@nrganswers.com

CENTRAL COAST LEAN SUMMIT 2014
A Leaner Future
You won't want to miss this opportunity as Cal Poly once again brings lean thinking to the Central Coast.

We will:

1. Provide lean content that will be of value to a wide variety of lean practitioners including those in business, education, government, and non-profits.
2. Continue to build the Central Coast Lean Community by providing learning, sharing and networking opportunities

Apply and expand lean in your organization.

February 21, 2014
8:00 AM - 5:00 PM
Cal Poly Performing Arts Center, San Luis Obispo
Download Summit Outline
REGISTER HERE

CAL POLY RECREATION, PARKS & TOURISM INDUSTRY CAREER FAIR

As our guest, you will have the opportunity to meet with talented and motivated students who are interested in working, interning, or volunteering with your company. The RPTA curriculum includes courses in leadership, marketing, public relations, financial planning, and management. In addition to recruiting and networking with students, you will also have the option to meet with students individually following the career fair to conduct interviews. There will be rooms reserved at on campus locations for interested organizations.

February 21, 2014
10:00 AM - 1:00 PM
Cal Poly Recreation Center, San Luis Obispo
View Invitation Letter
Download Registration Form

WHO'S WHO IN COMMERCIAL REAL ESTATE & CONSTRUCTION

Nomination deadline: February 21, 2014

This special section profiles the leaders in the Tri-Counties' dynamic real estate, architecture and construction management. Leaders at commercial real estate firms, general niche contractors and architecture and design firms will be recognized in a section publishing March 14.

NOMINATE HERE
TOP 50 WOMEN IN BUSINESS
Nomination deadline: February 28, 2014

This special section profiles the outstanding female business leaders in the region. Fifty women are included in the section each year and "Editor's Choice" women in each industry are highlighted in spotlight articles. The honorees are celebrated at an awards reception after the section publishes.

NOMINATE HERE

2014 ANNUAL VANDENBERG AIR FORCE BASE SMALL BUSINESS OUTREACH EVENT

Join the Santa Maria Valley Chamber of Commerce for the 2014 Annual Vandenberg Air Force Base Small Business Outreach Event to:

- Learn how to do Business with Vandenberg and the Government
- Connect with Government and Base Resources
- Learn how to be a contractor or to sub-contract with existing companies
- Talk Directly with Base Representatives and Contracting Companies
- Hear from Small Business Experts

March 19, 2014
8:00 AM - 12:30 PM
Veterans Memorial Center
Santa Maria
Download Flyer

Please RSVP to edc@santamaria.com or james.mastin@us.af.mil

FAMILY BUSINESS & CLOSELY HELD COMPANIES AWARDS

Join the Pacific Coast Business Times on March 20th as they recognize the top family business and closely-held companies in the region with a luncheon and an awards ceremony.

March 20, 2014
11:30 AM - 1:30 PM
Crowne Plaza Ventura Beach

REGISTER HERE
LATINO ALLIANCE KICKOFF MEETING

We are excited to announce the Latino Alliance Central Coast Kickoff meeting to be held at the SLO HotHouse on March 21st. The Latino Startup Alliance’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. The Central Coast is the first subchapter of the LSA, which is based out of Silicon Valley.

March 21, 2014
5:30 - 8:00 PM
SLO HotHouse, San Luis Obispo

For more information contact Jose Huitron at jose@latinostartupalliance.org or visit www.meetup.com/LSACentralCoast/members/51736342/

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.

EVC AmazonSmile Link: 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.