



Monthly eNewsletter

Recap for the month and Upcoming Events
June 2014

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EVC Celebrates its 20th Anniversary

A red ribbon graphic with gold-colored ends, containing the text "EVC Celebrates its 20th Anniversary" in a white, italicized serif font.

New EVC Officers 2014/2015

"The EVC has been and continues to be a vital catalyst in our County for fostering job creation, promoting investment in our community, and assisting businesses grow and flourish. As incoming chair, I am looking forward to continuing to work with our outstanding board, sponsors and partners to build on the EVC's accomplishments to date. The level of engagement and cooperation among the private and public constituencies of the County has been tremendous and has allowed our County achieve positive economic outcomes that have become the envy of others. Our goals for the coming year are to further those efforts, continue to involve the stakeholders in our County, and strengthen the processes, systems and infrastructure that enable our County to thrive and prosper now and for years to come."

Eric Schwefler
Chairman, EVC Board of Directors

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50,000+

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Diamond \$10,000+

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[City of San Luis Obispo](#)

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[The Tribune](#)

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City of Pismo Beach

EVC Special Event

SAVE THE DATE

Mid-Year Sponsors Event -- July 23, 4-6PM

This popular event for sponsors welcomes Assemblyman **KATCHO ACHADJIAN** and **KISH RAJAN**, Director of the Governor's Office of Business and Economic Development as our featured speakers for the evening.



Assemblyman Katcho Achadjian



Kish Rajan

If you are an EVC sponsor and have not received an invitation nor RSVP'd please contact

Kaila Anderson at info@sloevc.org or (805) 788-2012.

Thank you for your continued support. We look forward to seeing you on July 23rd!

[Union Bank](#)
[Wells Fargo](#)

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[Quaglino Properties](#)
[RL & Associates](#)

Workforce Housing

EVC Building Design & Construction Cluster in action...

San Luis Obispo Groups Tackle Workforce Housing Shortage

By Elijah Brumback
The Pacific Coast Business Times
June 27, 2014



San Luis Obispo County has a problem with workforce housing. It doesn't exist, and nobody wants to build it. The struggle to manage the high cost of housing isn't specific to SLO County. Even though housing is cheaper, in dollar terms, on the central coast than in other parts of the region, it's actually less affordable because wages are lower there. That's why a coalition of industry groups and civic leaders in SLO County are pulling together a plan to make workforce housing easier and more attractive to developers.

[Read More](#)



Solarize SLO County

"Solarize San Luis Obispo County" Helps Homeowners Save with Solar

Business and government leaders gathered in Atascadero to celebrate the launch of "Solarize San Luis Obispo County," a group-purchasing program for residential solar electric systems. Two local non-profits, the Economic Vitality Corporation (EVC) and the Community Environmental Council (CEC), have partnered to bring the Solarize program to San Luis Obispo County for the second consecutive year. The objective of the Solarize program is to make the switch to solar power simple and affordable. Anyone interested in learning about solar is encouraged to attend one of these upcoming workshops:



San Luis Obispo	Paso Robles	Arroyo Grande
Monday, July 21 6:30 - 8:00 PM	Wednesday, July 23 6:30 - 8:00 PM	Thursday, August 7 6:30 - 8:00 PM
SLO Elks Lodge 222 Elks Lane San Luis Obispo	Centennial Park-Live Oak Room 600 Nickerson Drive Paso Robles	Portuguese Hall 707 Huasna Road Arroyo Grande

[View Workshop Flyer](#)

[Press Release](#)

[RNM Engineering](#)
[San Luis Garbage](#)
[San Luis Sports Therapy](#)
[Sinsheimer Juhnke Mclvor & Stroh](#)
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[Ultrex](#)
[United Staffing Assoc.](#)
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[Visit SLO County](#)
[Wallace Group](#)
["YPP" Your People Professionals](#)
[Zurn Wilkins](#)



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Bronze: \$500+

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SPONSOR

CEO Interview Series

EVC SPONSOR

Brad Brechwald & John Wallace
Wallace Group



The EVC business leader interview series focuses on business leaders who are directly impacting our local economy. This month the EVC interviewed **Brad Brechwald**, Chief Executive Officer and **John Wallace**, President & Founder of **WALLACE GROUP**, a San Luis Obispo-based engineering firm celebrating 30 years in business.



Brad Brechwald



John Wallace

[Read Interview](#)

EVC SPONSOR

Julian Varela
 Wellness Director
Compass Health

June 19th, **Julian Varela**, Wellness Director of Grover Beach-based **COMPASS HEALTH**, was selected to speak on a distinguished panel at the Pacific Coast Business Times event in Santa Barbara honoring



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

Wallace Group

Women's Economic Ventues (WEV)

some of the tri-counties leading healthcare professionals. As one of the largest private employers on San Luis Obispo County, Julian has been recently appointed as the company's wellness director and head of Compass Health's new Wellness & Prevention division, a vital role in a growing company facing changes in the way that our nation views, pays for, and uses, healthcare. The EVC spoke with Julian at the event where he was honored as a leading practitioner and evangelist for wellness.

[Read Interview](#)

COMPASS HEALTH, INC.

Sponsorship Update

We are pleased to welcome our newest sponsor...

UNION BANK - \$5,000

"Union Bank is pleased to support the mission of the Economic Vitality Corporation of San Luis Obispo County and help spur economic growth in the area," said Donna Milne, Union Bank Vice President and Manager of the San Luis Obispo Branch. "The resources their team provides are helping entrepreneurs start companies, create jobs, and attract more businesses to our communities. They are a champion for local businesses, having a positive impact in San Luis Obispo County."

Donna Milne, Vice President
Union Bank



[About Union Bank](#)

Thank you Donna Milne and Marian Anderson!

Feature Articles

EVC SPONSOR

The "Passive" Investing Myth

Taylor Frigon Capital Management
July 4, 2014

Over the course of three decades in the professional investment business, we've heard our share of arguments for so-called "passive investing," the idea that investing in securities designed to mimic the broader market represents the safest, least expensive, and most certain way to achieve the best possible investment outcomes for the largest number of people. But is there really such an animal as "passive investment" at all?

[Read More](#)



EVC SPONSOR

Got a Minute? An HR Minute for Busy Executives

Exempt vs. Non-Exempt Classification - It's Much More Than Salary vs. Hourly

YPNG

YPP

By Sandra Dickerson
Your People Professionals
June 13, 2014



Click the link below for a one minute Executive Brief from YPP CEO Sandra Dickerson on the issue of classifying employees as exempt vs. non-exempt from overtime. The common mistake of assuming that making employees salaried automatically makes them exempt from overtime can be costly to your business. At the end of this one minute video, you can request a free document containing expanded, detailed information to help you avoid the pitfalls of misclassification.

[Watch Executive Brief](#)

EVC SPONSOR

***Workplace Injuries & Late Night Risks
News You Can Use (2014 Q3)***

United Staffing Associates
July 8, 2014



This installment covers the following topics:

- Affordable Care Act
- Legal Update - AB1522 Paid Sick Days
- July 1st Checklist
- Second Shifts and Night Shift Tips
- Handling a workplace injury

[Read Newsletter](#)

*Curated by Jake Disraeli of Cal Poly's Center for Innovation and Entrepreneurship
Startup Digest*

StartupDigest

Startup Digest is a new network that is keeping the business community informed on the entrepreneurial and business events taking place on the Central Coast. Joining the site only requires an email and allows you add your own events and view other local events.

[Join Today](#)

Central Coast Business Wrap-Up

For this week's show Mike Manchak covered the following topics:

- Procore Technologies gets \$15 million infusion of capital.
- Solarize SLO (free workshops time/locations) working to expand solar energy in San Luis Obispo, Santa Barbara Counties.
- San Luis Obispo-based FzioMed looking for FDA approval.



Mike Manchak

- Latest unemployment numbers

Randol White, KCBX News Director

Mike Manchak, EVC President

June 26, 2014

[Listen to Podcast](#)



Visit our *NEW* webpage to see past podcasts: www.sloevc.org/KCBXWrapUp

In the News

In Shape for an IPO: Mindbody Launches Wellness Program

By Stephen Nellis

Pacific Coast Business Times

June 6, 2014

[Read Article](#)



Economists See Better Days Ahead

By Tonya Strickland

The Tribune

June 7, 2014

[Read Article](#)



EVC SPONSOR

Risky Business - Are You Unlocking the Door for Criminals?

By Russ Levanway

TekTegrity

June 9, 2014

[Read Article](#)



EVC CLIENT

Elemental Herbs in Los Osos Strives to be Socially Responsible

By Julie Lynem

The Tribune

June 10, 2014

[Read Article](#)



South Coast Firms Launch Statewide Hotel Building Spree with Pismo Project

By Elijah Brumback

Pacific Coast Business Times

June 13, 2014

[Read Article](#)



EVC SPONSOR

Central Coast Economic Forecast Selects New Officers

By Kaytlyn Leslie

The Tribune

June 20, 2014

[Read Article](#)



FzioMed Aims for Year-End U.S. Approval

By Stephen Nellis
Pacific Coast Business Times
June 20, 2014

[Read More](#)

PACIFIC COAST
BUSINESS TIMES

County Jobless Rate Drops in May

By Kaytlyn Leslie
The Tribune
June 24, 2014

[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

Opposition Could Gum Up Energy Projects

By Stephen Nellis
Pacific Coast Business Times
June 27, 2014

[Read Article](#)

PACIFIC COAST
BUSINESS TIMES

Op/ed: Morro Bay Leads the Way on Sustainable Fisheries Management

By Henry Dubroff
Pacific Coast Business Times
June 30, 2014

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PACIFIC COAST
BUSINESS TIMES

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Paso Robles Chamber Hires Tourism Veteran as CEO

Pacific Coast Business Times
July 2, 2014

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PACIFIC COAST
BUSINESS TIMES

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IQMS Developers Honored

Pacific Coast Business Times
July 2, 2014

[Read Article](#)

PACIFIC COAST
BUSINESS TIMES

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TekTegrity Ranked

Pacific Coast Business Times
July 2, 2014

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PACIFIC COAST
BUSINESS TIMES

Upcoming Events

FRIDAY, JULY 11, 2014

EVC SPONSOR

Who's Who in Clean Tech & Sustainability

Host: Pacific Coast Business Times

PACIFIC COAST
BUSINESS TIMES

Deadline: Nominations close July 11

Event Date: TBD

Details: Recognizes leaders in companies developing, producing, installing and using a variety of green and sustainable energy sources.

[More info](#)

THURSDAY, JULY 17, 2014

EVC SPONSOR

Latino Business Awards

Host: Pacific Coast Business Times

When: 5:30 - 7:30 PM

Where: Crowne Plaza Ventura Beach

Details: An awards reception to recognize the winners.

TV personality Paula Lopez will co-host the event with Editor Henry Dubroff.

[More info](#)



WEDNESDAY, JULY 23, 2014

EVC SPONSOR

Cannon's "Well Worth It" Campaign - Drive-Thru-BBQ

Host: Cannon

When: 4:00 - 6:00 PM

Where: 1050 Southwood Drive, San Luis Obispo

Details: BBQ Tri-Tip dinner. All proceeds will help fund wells in Africa. Ticket holders will simply drive-thru the Cannon

parking lot and pick up their table-ready dinner.

[View Poster](#)

[More info](#)



EVC SPONSOR

IQMS Open House

Host: Softec & IQMS

When: 5:30 - 7:00 PM

Where: IQMS, 2231 Wisteria Lane, Paso Robles

Details: Softec members will get a unique opportunity to tour the new IQMS headquarters.

[More info](#)



4th Annual Santa Maria Green Business Energy Efficiency Forum

Host: Santa Maria Valley Chamber of Commerce

When: 9:30 - 11:30 AM

Where: Santa Maria Elks Lodge, Santa Maria

Details: Residential & commercial energy savings and program information

[More info](#)

FRIDAY, JUNE 13, 2014

EVC SPONSOR

50 Fastest-Growing Companies

Host: Pacific Coast Business Times

Deadline: Nominations Close July 25

Event Date: September 18 - Details to follow

Details: Features the year's fastest-growth superstars in both public and private companies in the Tri-Counties.

[More info](#)

PACIFIC COAST
BUSINESS TIMES

TUESDAY, JULY 29, 2014

EVC SPONSOR

Winery Accounting Training

Host: Longcrier & Associates

When: 8:30 AM - Noon

Where: Hampton Inn, Paso Robles

Details: Gain the knowledge you need to effectively manage the books for your winery.

[More info](#)



FRIDAY, AUGUST 8, 2014

EVC SPONSOR

40 Under 40

Host: Pacific Coast Business Times

Deadline: Nominations Close August 8

Event Date: TBD

Details: Recognizes the next crop of up-and-coming business leaders under the age of 40.

[More info](#)

PACIFIC COAST
BUSINESS TIMES

MONDAY, SEPTEMBER 1, 2014

EVC PARTNER

Self-Employment Training

Host: Women's Economic Ventures (WEV)

When: 14 Week Course, meet weekly from 6:00 - 9:00 PM

Where: Classes in Santa Barbara, Oxnard & Ventura

Details: Provides training in the most important aspects of organizing, financing, marketing and managing a small business.

[More info](#)



AmazonSmile

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

EVC AmazonSmile Link: smile.amazon.com/ch/77-0402681

amazon smile
You shop. Amazon gives.

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.

PACIFIC COAST
BUSINESS TIMES

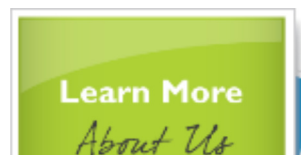
SanLuisObispo.com
THE TRIBUNE



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.



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