Monthly eNewsletter

Recap for the month and Upcoming Events
June 2014

IN THIS ISSUE

New EVC Officers
EVC Sponsors Event
Workforce Housing
Solarize SLO County
CEO Interview Series
Sponsorship Update
Feature Articles
KCBX Business Wrap-Up
In the News
Upcoming Events
AmazonSmile
New Sponsor Benefit
Join Us on LinkedIn

EVC Celebrates its 20th Anniversary

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
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
Carmel & Naccasha
City of Arroyo Grande
City of Atascadero
City of Grover Beach
City of Paso Robles
Martin Resorts
Pacific Coast Business Times
Rabobank, N.A.
Richardson Properties
SunPower Corporation

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.

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!
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:

<table>
<thead>
<tr>
<th>San Luis Obispo</th>
<th>Paso Robles</th>
<th>Arroyo Grande</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, July 21 6:30 - 8:00 PM</td>
<td>Wednesday, July 23 6:30 - 8:00 PM</td>
<td>Thursday, August 7 6:30 - 8:00 PM</td>
</tr>
<tr>
<td>SLO Elks Lodge 222 Elks Lane San Luis Obispo</td>
<td>Centennial Park-Live Oak Room 600 Nickerson Drive Paso Robles</td>
<td>Portuguese Hall 707 Huasna Road Arroyo Grande</td>
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View Workshop Flyer

Press Release
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.

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
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

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
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]

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**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]

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*Curated by Jake Disraeli of Cal Poly’s Center for Innovation and Entrepreneurship*

*Startup Digest*

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]

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**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.
• 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

County Jobless Rate Drops in May
By Kaytlyn Leslie
The Tribune
June 24, 2014
Read Article

Opposition Could Gum Up Energy Projects
By Stephen Nellis
Pacific Coast Business Times
June 27, 2014
Read Article

Op/ed: Morro Bay Leads the Way on Sustainable Fisheries Management
By Henry Dubroff
Pacific Coast Business Times
June 30, 2014
Read Article

EVC SPONSOR
Paso Robles Chamber Hires Tourism Veteran as CEO
Pacific Coast Business Times
July 2, 2014
Read Article

EVC SPONSOR
IQMS Developers Honored
Pacific Coast Business Times
July 2, 2014
Read Article

EVC SPONSOR
TekTegrity Ranked
Pacific Coast Business Times
July 2, 2014
Read Article

Upcoming Events
FRIDAY, JULY 11, 2014

EVC SPONSOR
Who's Who in Clean Tech & Sustainability
Host: 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

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

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
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.

LinkedIn
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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