



# Monthly eNewsletter For the month of March 2011

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## EVC News

Dear EVC stakeholders:

We have some big announcements in this newsletter including a new website launch, a 24-page article about the region, and another early win for the SLO County Economic Strategy, and more.

### New EVC website goes live!

EVC is excited to announce the launch of a completely new web site. The content is more informative, better organized and includes resources for local businesses and anyone considering starting a business in, or moving a business to, SLO County. We look forward to your feedback and contributions as the website evolves.

The construction of this state-of-the-art website was thanks to a tremendous effort by **Dennis Clevenger** and **Nolan Henderson** of [CLEVER CONCEPTS](#), in collaboration with **Johnny Hanshew** and **Thomas Reiss** [KRAFTWERK DESIGN](#). A special thanks to **Jeff Wade** of [CENTRAL COAST MARKETING](#), and **Kaila Anderson** of the EVC. The above companies are also EVC sponsors.

*We especially wish to thank **Michael Silacci** of AT&T and the AT&T Foundation for a grant for this project. This has enabled the EVC to provide better information and resources to the community.*

See the site at: [www.sloevc.org](http://www.sloevc.org)

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### U.S. Airways in-flight magazine

As was announced in the February EVC newsletter, for the month of April U.S. Airways in-flight magazine features a 24 page article about SLO County. Go to the EVC home page and click featured story link or click the links below. We have bridged the gap from print to Internet by including a QR code in our advertisement, so we hope that many readers will visit the site from their Smart phones. The company estimates 3.2 million readers per month. A special thanks to **Mary Verdin** of [VERDIN MARKETING INK](#), one of the EVC's newest sponsors, for the creative work on the EVC advertisement. We hope this article will gain the attention to SLO County as a good place to do business.



- [View full article](#)
- [Section about economic strategy: \*Discovering the six clusters\*](#)

### County Process Improvement Committee: *An early win for the economic strategy*

Thanks to the leadership of County Supervisor **Frank Mecham**, below is an article describing a first-ever task-force to help improve the county's planning and building process by bringing local business leaders to the table to create solutions and recommendations. Called the PROCESS IMPROVEMENT COMMITTEE, the task force includes several local business leaders who will soon make public announcements on their accomplishments. Both Supervisors **Frank Mecham** and **Adam Hill** have co-chaired the Economic Strategy Project, now in the implementation phase. Our consultants inform us that this type of involvement by County leadership to help our local economy has not been seen much around the nation.

### EVC partners with SOFTEC for a solar energy business event

EVC and [Softec](#) are pleased to announce a partnership to hold an informative event on the evening of Wednesday, April 27<sup>th</sup> in Pismo Beach at the Ventana Grill to help locals learn about business opportunities in the solar energy industry. A panel of experts from REC / AEE Solar, SunPower and First Solar-all EVC sponsors-will be speaking on topics that can result in business for local companies. Supervisor **Adam Hill** will also be speaking about his views about the role of renewable energy in the county and how it impacts the economy. See the announcement below with details for registering.

### Rabobank and EVC create partnership for monthly economic and financial market reports to EVC subscribers

The Economic Vitality Corporation of San Luis Obispo County is pleased to announce a new partnership with the Rabobank, N.A. Trust & Investment Management Division to provide a monthly economic and financial market report to EVC newsletter subscribers.

Michael Manchak  
President/CEO  
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## Special Report



### COUNTY PROCESS IMPROVEMENT COMMITTEE

Frank Mecham  
1st District Supervisor  
Board of Supervisors  
County of San Luis Obispo



As I'm sure you are all aware, the County of San Luis Obispo, in collaboration with the Economic Vitality Corporation and private industry joined together to establish the first county-wide economic strategy. I was pleased to co-chair this effort with my colleague Supervisor Adam Hill. We sat in and listened to opportunities, challenges and means to address the challenges from well over 125 business leaders that would assist business with their visions.

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## Special Report



### SOCIAL MEDIA GETS DOWN TO BUSINESS

By June McIvor  
Sinsheimer Juhnke Lebens & McIvor, LLP  
March 2011



Wikipedia defines "social media" as "media for social interaction." However, as any good marketer knows, any place where two or more people congregate is ripe territory for business. It didn't take long for businesses to see the value of social media as a means of communicating their messages to broad and targeted audiences. But as businesses increasingly use social media platforms for commercial purposes, new areas of risk and liability are encountered. This article will explore some of the issues that companies need to keep in mind as they navigate social media.

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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

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## EVC Update



### RABOBANK AND EVC CREATE PARTNERSHIP FOR MONTHLY ECONOMIC AND FINANCIAL MARKET REPORTS TO EVC SUBSCRIBERS

The EVC is pleased to announce a new partnership with the **Rabobank, N.A. Trust & Investment Management Division** to provide monthly economic and financial market reports to EVC newsletter subscribers. The monthly reports will be written by **Warren Bitters**, the company's Senior Vice President and Senior Portfolio Manager for the Trust & Investment Management Division. Mr. Bitters is responsible for overseeing the investment process and managing select client portfolios.



Before joining Rabobank, Mr. Bitters was senior investment strategist for PlanMember Services Corporation in Carpinteria, California for eight years, where he developed portfolio strategy and portfolio allocations. He also served as portfolio manager for the trust division at Santa Barbara Bank & Trust for seven years. Mr. Bitters is a frequent writer and speaker on the economy and financial markets. The Rabobank division began operations in 2001 as part of Mid-State Bank & Trust and currently provides trust administration, investment management and custody services on approximately \$370 million in total assets. Their office is located at 75 Santa Rosa Street in San Luis Obispo. The company's San Luis Obispo office is located at 75 Santa Rosa Street in San Luis Obispo. We welcome Rabobank, N.A. and we look forward to having them provide valuable information to EVC members.

[Download March 2011 Report](#)



**Rabobank**

## Sponsor News



### CONGRATULATIONS TO QUAGLINO ROOFING

The EVC wishes to congratulate, [Quaglino Roofing](#) for winning family business award presented by the Pacific Coast Business Times. The ceremony took place on March 1, 2011 at the Crowne Plaza in Ventura.



### [PRESS RELEASE](#) ECONOMIC IMPACT STUDY ESTIMATES TOPAZ SOLAR FARM WILL ADD \$417 MILLION TO LOCAL ECONOMY



SAN LUIS OBISPO, Calif., March 14, 2011 - The proposed 550 megawatt Topaz Solar Farm will inject \$417 million into the local economy, according to a study prepared by Stephen Hamilton, chair of Cal Poly's economics department, and the Brattle Group.



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## [PRESS RELEASE](#)

# AT&T ACQUIRES T-MOBILE FROM DEUTSCHE TELEKOM



DALLAS, TEXAS AND BONN, GERMANY - March 20, 2011 - AT&T Inc. and Deutsche Telekom AG today announced that they have entered into a definitive agreement under which AT&T will acquire T-Mobile USA from Deutsche Telekom in a cash-and-stock transaction currently valued at approximately \$39 billion. The agreement has been approved by the Boards of Directors of both companies.



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## Upcoming Events EVC Partners and Sponsors

### 2011 SPRING CUESTA COLLEGE JOB/CAREER FAIR

*Registration Deadline is April 8th*

Career Connections at Cuesta College invites you to attend our annual Job & Career Fair. We hope that local businesses will join us in this annual event to showcase the career and employment opportunities the San Luis Obispo community has to offer.

April 12, 2011  
10:00 am - 2:00 pm  
Room 5401, Cuesta College, San Luis Obispo



[Click here](#) for more information or contact Helen Perry at helen\_perry@cuesta.edu or (805) 546-3204

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### BUSINESS CONTINUITY IN A DISASTER

*Brought to you by SLO County Voluntary Organizations Active in Disaster*

Join San Luis Obispo County Voluntary Organizations Active in Disaster in a three part workshop series highlighting business continuity planning. They will teach you how to continue to serve your customers after a natural disaster, and after smaller disruptions that businesses face from time to time.

[Download Flyer](#)



**American  
Red Cross**



April 12, 19 & 26  
11:00 am - 1:00 pm  
Monday Club, Monterey Street, San Luis Obispo

For more information or to register go to: [www.slovoad.org](http://www.slovoad.org)

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## CENTRAL COAST BUSINESS SYMPOSIUM

*Brought to you by Andre, Morris & Buttery*



*The EVC is pleased to announce that its Economic Strategy is the beneficiary of the event thanks to Andre, Morris & Buttery.*

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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## TOP WOMEN IN BUSINESS AWARDS RECEPTION

*Brought to you by Pacific Coast Business Times*



Join Pacific Coast Business Times as they honor outstanding women business leaders.

Monday, April 11, 2011  
5:30 - 7:30 pm  
Fess Parker's DoubleTree Resort, Santa Barbara



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

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## 101 ONE HUNDRED AWARDS RECEPTION

*Brought to you by Pacific Coast Business Times*



Join Pacific Coast Business Times as they recognize the top 100 business in the region.

May 16, 2011  
5:30 - 7:30 pm  
Four Seasons Biltmore Resort, Santa Barbara



For more information [click here](#)



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## THE SOLAR PANEL

*Early Registration Ends April 25th*



Softec and the EVC have worked closely with several solar experts to bring you an incredible opportunity - an event to learn about the products and services this industry needs from local businesses. At this event you can learn how to partner with a fast growing and future-oriented industry and grow your own business in the process.

April 27, 2011  
5:00 - 8:30 pm  
Ventana Grill, Pismo Beach



For more information [click here](#)

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## YNPG OPEN HOUSE SOCIAL

### CALLING ALL YOUNG EMPLOYEES AND BUSINESS OWNERS

YPNG of SLO County (Young Professionals Networking Group) is putting on a really fun Open House Social. Come for great wine, live music, complimentary appetizers, great conversation and fantastic people. If you have been wondering what YPNG is all about, or if you want to know now, this is going to be a great event to come to.

[Download Flyer](#)

April 6, 2011  
5:30 - 7:30 pm  
Edna Valley Vineyard



For more information [click here](#)

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## 2011 BUSINESS EXPO - CHART YOUR COURSE

*Brought to you by the Paso Robles Chamber of Commerce*

Plan to attend one of the largest trade show events on the Central Coast. With over 3000 attendees reported in 2010, the 2011 Business Expo plans to be better than ever!

April 20, 2011  
4:00 - 7:00 pm  
Paso Robles Event Center, Fairgrounds



For more information [click here](#)

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## CALIFORNIA HIGH-SPEED RAIL AUTHORITY HOSTS INDUSTRY FORUM APRIL 12, 2011

*Register by April 7th*



The California High-Speed Rail Authority will host an industry forum at the Los Angeles Convention Center April 12, 2011, to give businesses an opportunity to get an in-depth project update, learn more about the upcoming procurement process and hear from Authority and California leaders.

For more information or to register [Click Here.](#)

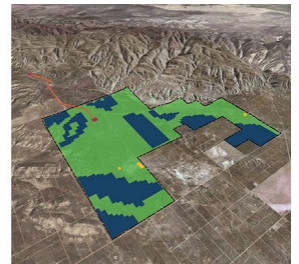
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## EVC In the News

### SOLAR PROJECT COULD SECURE MILLIONS FOR AILING CALIFORNIA ECONOMY

By Chris Meehan  
Clean Energy Authority  
March 22, 2011

Studies by the University of California economics department found that two large-scale solar project would inject a total of \$732 million into the San Luis Obispo County, Calif., economy. The two plants, 250-megawatt California Valley Solar Ranch and the 550-megawatt Topaz Solar Farm, are being considered by the county now. The projects, when complete, will provide power for roughly 260,000 homes in California.



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### BIZ BUZZ: AEROMECH ENGINEERING: LOOK MA - NO PILOT!

By Julia Hickey  
the Tribune

March 2, 2011

AeroMech Engineering Inc., an aircraft defense engineering and manufacturing firm, has opened its new corporate headquarters and manufacturing facility in a sprawling warehouse complex at 125 Venture Drive in San Luis Obispo. On the city's south side, the roughly 116,500-square-foot, orange building is highly visible off Highway 101 to the east - but only engineers there are fully privy to the details of what is made within: unmanned aircraft that assist the military in surveillance missions and the computer systems that guide them.



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**SanLuisObispo.com**  
THE TRIBUNE

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## **SLO COUNTY HAS ABOUT 23,000 MORE PEOPLE THAN IT DID IN 2000, CENSUS DATA SHOWS**

By Josh Owen and AnnMarie Cornejo  
The Tribune  
March 9, 2011

**SanLuisObispo.com**  
THE TRIBUNE

A mostly white population that expanded in the North and South County is the picture of San Luis Obispo County's population as revealed by the 2010 Census. This is according to the first data for California in the constitutionally mandated decennial census, which was released Tuesday by the Census Bureau. In the past decade, the county's population grew by 9.3 percent, or about 23,000 people. That nearly mirrors the state's growth rate. In just 10 years, the county population grew from 246,681 to 269,637.

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## **Special Report**

### **PRESS RELEASE**

### **SAN LUIS OBISPO COUNTY LABOR FORCE FOR JANUARY 2011**

Employment Development Department  
March 4, 2011

The unemployment rate in the San Luis Obispo County was 10.3 percent in January 2011, up from a revised 10.0 percent in December 2010, and below the year-ago estimate of 10.6 percent. This compares with an unadjusted

unemployment rate of 12.7 percent for California and 9.8 percent for the nation during the same period. [www.edd.ca.gov](http://www.edd.ca.gov)



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## Beacon Economics Employment Report

EVC  
Partner



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## **EVC Staff**

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

**Dave Mooklar**, Loan Administrator  
(805) 788-2015 | [mooklar@sloevc.org](mailto:mooklar@sloevc.org)

**Pat Mayeda**, Special Projects  
(805) 788-2012 | [info@sloevc.org](mailto:info@sloevc.org)

**Christine Rogers**, Program Manager  
(805) 788-2014 | [croggers@sloevc.org](mailto:croggers@sloevc.org)

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

**Colleen Sweeny**, Project Intern  
(805) 788-2014 | [info@sloevc.org](mailto:info@sloevc.org)

**Valarie Koos**, Chief Financial Officer  
(805) 788-2012 | [info@sloevc.org](mailto:info@sloevc.org)

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