



Monthly eNewsletter

Recap for the month and Upcoming Events
March 2014

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EVC Client Goes Publically Traded And Raises Over \$12 Million

The EVC is pleased to report that its client **Alex Minicucci** is named CEO by the company that acquired his company, SMS Masterminds, and that the company is now publically-traded and raised over \$12 Million. The new company is now traded on the OTC stock exchange and Alex is the single largest shareholder. Alex is growing the company in San Luis Obispo and is recently expanding the company's footprint near the airport. He gave employees stock, not just options, for this local company that is fast becoming one of the most exciting technology enterprises on the central coast. With over 1.6 million customers, the mobile marketing company made it on the INC 5000 list last year, and SMS Masterminds will be a division of SpendSmart Payments Company (OTC: SSPC). Alex is also a model corporate and community citizen by generously helping local non-profits such as Court Appointed Special Advocates - an important children's organization.

Congratulations, Alex!



Alex Minicucci



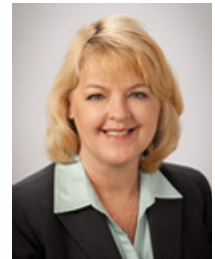
EVC Welcomes New Board Member

The EVC Board of Directors welcomes its newest Board member, **Linda Hendy**, President and CEO of the Atascadero Chamber of Commerce. Linda is also currently Chair of the SLO County Chamber Executives (SLOCHEX), which appoints one person to represent all of the Chambers throughout the county. We look forward to working with Linda in her new role. Linda replaces outgoing Board member **Craig Schmidt**, the former CEO of the Morro Bay Chamber of Commerce. A special thanks to Craig for his time and efforts on the EVC Board, and for being a champion of the business community.

Welcome, Linda!

MICHAEL SILACCI

Chairman, EVC Board of Directors
AT&T External Affairs



Linda Hendy

KCBX News Segment

The EVC is pleased to announce and support KCBX's new business

[Southern California Gas](#)
[The Tribune](#)

Emerald \$7,500+

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Platinum: \$5,000+

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[Taylor Frigon Capital Management](#)
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[Trust Automation](#)
[Verdin](#)
[Volny Construction](#)

news segment.

Central Coast Business Wrap-up: SLO County Business Week
A bi-weekly business news wrap-up for San Luis Obispo and Santa Barbara counties

Randol White, KCBX News Director
April 3, 2014
Guest: **Mike Manchak**, EVC President
Listen podcast:
<http://kcbx.org/post/slo-county-business-week>



Randol White

Topaz Solar Farm Update

The EVC is proud to support a project that has made a positive impact on the local economy, jobs and the environment.

Topaz Solar Farms, the 550-megawatt photovoltaic power plant being built in the Carrisa Plains, has entered the final phase of construction. The current phase is providing approximately 800 jobs.

Scheduled completion is for early 2015. The project is owned by MidAmerican Solar, a subsidiary of MidAmerican Renewables. It was developed and is being constructed by First Solar, Inc. Additional information is available at: www.midamericanrenewablesllc.com and www.firstsolar.com



Click to view video

CEO Interview Series

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Simone Lagomarsino - Heritage Oaks Bank

The EVC business leader interview series focuses on business leaders



Silver: \$1,000+

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[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
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who are directly impacting our local economy. This month the EVC interviewed **Simone Lagomarsino**, the CEO of Heritage Oaks Bank. Founded in 1983, this regional community bank with over \$1.6 Billion in assets is the largest community bank in San Luis Obispo County. Headquartered in San Luis Obispo County, Heritage Oaks has offices also in Ventura and Santa Barbara counties.

[Read Interview](#)



Feature Articles

Written about EVC Client Scout Coffee Co.

Isn't Great Service Just About the Little Things?

By Michael Gunther
Collaboration
April 1, 2014



Customer service - we all want to receive good service and at times it seems so rare that when someone does a small act of service it stands out. I experienced this recently at a local coffee shop called Scout. This shop is new in a city that seems to have at least one coffee shop on every block.

[Read More](#)



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Fed Over-Steering, 2008 Through 2014

Taylor Frigon Capital Management
April 3, 2014

The Federal Reserve Open Market Committee (FOMC) and Fed Chair Janet Yellen recently released two statements which reiterated their "overall commitment to maintain extraordinary support for the recovery for some time to come." While financial markets rallied on each of these statements, we believe that the Fed has really run out of options in terms of "supporting recoveries" and what's more, we believe that efforts by the Fed to steer the economy almost always end up doing more harm than good.



[Read More](#)

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Strategic HR Consulting Now Available to YPP Clients

By Sandra Dickerson
Your People Professionals
March 17, 2014



It is with great pleasure that we announce that two great HR companies, Your People Professionals ("YPP") and EW Partners, will join forces to offer a broad range of HR

[Digital West](#)
[Hind Foundation](#)
[King Ventures](#)
[Martin Resorts](#)
[Pacific Western Bank](#)
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Consulting and Outsourcing Services. Our teams share a passion for delivering outstanding HR services and high touch customer service that is customized to meet the needs of each and every client.

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Sponsorship Update

Carmel & Naccasha - Increased Sponsorship to \$5,000

Carmel & Naccasha, LLP is a growing SLO County law firm committed to providing exemplary legal services to its clients. Our attorneys have a broad range of legal experience and have practiced law locally and nationally.

[About Carmel & Naccasha](#)

Thank you Ziyad Naccasha!



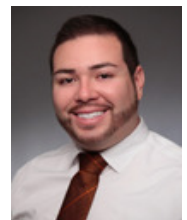
Business Resources Spotlight

What's New at Mission Community Services Corporation?

By Andrew Moreno, EVC

April 2014

Back by popular demand, Mission Community Services Corporation (MCSC) is pleased to continue its "business-themed" Brown Bag luncheons. All are welcomed to attend this informal luncheon, which includes a learning session by a business professional (think accounting, marketing expert, legal, taxes, etc.). During the Brown Bag luncheon, participants can openly ask questions about their business needs. Whether you have an existing business and or you're considering starting a business, this is an ideal opportunity to learn best-practices in a relaxed environment. If this piques your interest, search for the next Brown Bag luncheon and other services MCSC can assist you with. Click Here: www.mcscorp.org/services. If you are interested in learning about business resources and programs, please visit www.sloevc.org/resources



Andrew Moreno



Spring Cleaning

Clean your way to savings

By Christine Rogers, EVC

April 2014

Spring cleaning provides an opportunity for deep cleaning in those areas that may be overlooked the rest of the year. Expanding this process to your business can not only help with the appearance of your facility, but can be a cost savings opportunity as well!



Christine Rogers

Times

[Read Article](#)

SLO Airport Services

SLO Chamber

SLOCOG

Softec

Taylor Frigon

The Planning Network

Topaz Solar Farm

United Staffing

Verdin

Wallace Group

YPNG

YPP

In the News

EVC CLIENT

[Latest SLO Coffeehouse Looks to Distinguish Itself](#)

By Bert Etling

The Tribune

March 6, 2014

[Read Article](#)

[SanLuisObispo.com](#)
THE TRIBUNE

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[AT&T Invests More than \\$50 Million Over Three-Year Period to Enhance Local Networks in San Luis Obispo Area](#)

AT&T Press Release

March 6, 2014

[Read Press Release](#)



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[Fresno Builder Buys Mangano Homes](#)

By Kaytlyn Leslie

The Tribune

March 8, 2014

[Read Article](#)

[SanLuisObispo.com](#)
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EVC CLIENT - GREEN GOODS

[Building on a Green Foundation: SLO Interiors Firm Expands Down the Coast](#)

By Stephen Nellis

Pacific Coast Business Times

March 21, 2014

[Read Article](#)

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BUSINESS TIMES

[Paso Robles is Ready for Economic Growth, Officials Say](#)

By Kaytlyn Leslie

The Tribune

March 25, 2014

[Read Article](#)

[SanLuisObispo.com](#)
THE TRIBUNE

[Santa Barbara Firms Team up to Buy Avila Beach Hotel Project](#)

By Marelize van Romburgh

Pacific Coast Business Times

March 28, 2014

[Read Article](#)

PACIFIC COAST
BUSINESS TIMES

[Region Presses 'Play' on \\$60M Film Production Industry](#)

By Maralize van Romburgh

Pacific Coast Business Times

March 28, 2014

[Read Article](#)

PACIFIC COAST
BUSINESS TIMES

The New Global Leader, Part VVI: Jonathan York, PhD, Turning Passion Into Profit for Start-ups and Entrepreneurs

By O'Brien Browne

Huffington Post

April 1, 2014

[Read Article](#)

EVC SPONSOR

Marsh Street Commons Receives Top Honor in the Downtown Association Beautification Awards

Richardson Properties Press Release

Contact: Michelle Blasingame

April 2, 2014

[Read Press Release](#)



Upcoming Events

FRIDAY APRIL 4 - SUNDAY APRIL 6, 2014

Startup Weekend Santa Maria

Powered by Google for Entrepreneurs

When: April 4-6, 2014

Where: Allan Hancock College, Santa Maria

Details: A 54 hour event designed to provide superior experiential education for entrepreneurs.

[More info](#)



TUESDAY, APRIL 8, 2014

Disaster Preparedness & Your Supply Chain

Host: Small Business Administration

When: 2:00 - 3:00 PM EDT

Where: Webinar

Details: A presentation from Agility CEO Bob Boyd

[More info](#)



WEDNESDAY, APRIL 9, 2014

Challenges Faced By Latinas in Education

Host: Latino Outreach Council

When: 6:00 PM

Where: SLO County Government Center

Details: Explore opportunities and challenges faced by Latinas in our educational system

[More info](#)



In memory of late Paul Teixeira, former EVC Board Member, he was a champion and Chair of the Latino Outreach Council.

THURSDAY, APRIL 10, 2014

[Search Engine Optimization Workshop](#)

Host: Cal Poly Small Business Development Center

When: 5:30 - 8:30 PM

Where: Cal Poly Campus, Bldg. 2, Room 206

Details: Learn how to attract customers, improve your online presence and increase successful transactions.

[More info](#)



FRIDAY, APRIL 11, 2014

[State of the City Address - Arroyo Grande](#)

Topic: Doing Business with Vandenberg Air Force Base

Host: Santa Maria Valley Chamber of Commerce

When: 8:00 - 9:00 AM

Where: South County Regional Center

Details: Learn about the challenges and opportunities facing Arroyo Grande

[More info](#)



THURSDAY, APRIL 17, 2014

[Top 50 Women in Business Awards](#)

Host: Pacific Coast Business Times

When: 5:30 - 7:30 PM

Where: Bacara Resort & Spa, Goleta

Details: The top 50 female business leaders in the Tri-Counties will be recognized at an awards ceremony on April 17th.

[More info](#)



Keynote Speaker
Zhenya Muzyka



FRIDAY, APRIL 18, 2014

[Champions in Health Care](#)

Host: Pacific Coast Business Times

Deadline: Nominations Close April 18, 2014

Event Date: TBD

Details: Features top executives, philanthropists, volunteers, researchers, physicians, etc.

[More info](#)



WEDNESDAY, APRIL 23, 2014

[Reality Check: Things You Wish You Knew Five Years From Now](#)

Host: MIT Enterprise Forum

When: 5:00 - 8:00 PM
Where: Cabrillo Pavilion Arts Center, Santa Barbara
Details: Featuring Technology Visionary Doc Searls
[More info](#)



FRIDAY, MAY 2, 2014

Who's Who in Banking & Finance

Host: Pacific Coast Business Times
Deadline: Nominations Close May 2, 2014
Event Date: TBD
Details: Profiles senior executives in the banking and finance industry
[More info](#)



FRIDAY, MAY 16, 2014

Business Expo 2014

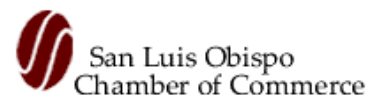
Host: Los Osos/Baywood Park Chamber of Commerce
When: 5:30 - 7:30 PM
Where: South Bay Community Center, Los Osos
Details: Local Business, Community Groups, Tri-tip BBQ,
Beer & Wine, Music
[More info](#)



WEDNESDAY, MAY 21, 2014

Business Expo at the Expo

Host: San Luis Obispo Chamber of Commerce
When: 5:00 - 8:00 PM
Where: Alex Madonna Expo Center, SLO
Details: The Central Coast's largest business-to-business trade show
[More info](#)



THURSDAY, MAY 29, 2014

101 One Hundred/Business Hall of Fame

Host: Pacific Coast Business Times
When: 5:30 - 7:30 PM
Where: Four Seasons Biltmore, Santa Barbara
Details: Features the Tri-Counties' top 50 public and top 50
privately-held companies
[More Info](#)



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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

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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.

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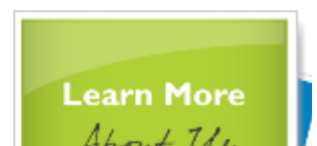
SanLuisObispo.com
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