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## New EVC Client

The Economic Vitality Corporation continues to help entrepreneurs start and expand businesses through its business loan program in partnership with local banks -- up to \$8 million to date. The EVC is pleased to welcome its newest client, [Beach Butlerz](#).

### BEACH BUTLERZ

In partnership with [Mission Community Bank](#), the EVC helped provide a business loan to Cecile and Michael DeMartini of [Beach Butlerz](#). Beach Butlerz is a service that enables beach goers to rent all the beach essentials from a kiosk on the beach while "butlers" take the items ordered out to the beach for them. "Our goal is to deliver beachgoers with the best memorable beach experience that they'll never forget," explained Cecile DeMartini, Chief Beach Officer of Beach Butlerz, "and we're excited to be teaming with other SLO County businesses to make that happen." [www.beachbutlerz.com](http://www.beachbutlerz.com)



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## Special Report

### KEEP IT SIMPLE (OR IT WON'T GET DONE)

By Ed Cox

[Vistage](#)

May 2011

When is the last time you felt overwhelmed by all the things you need to do? Was it today? Life is so much more complex than even five years ago (before email and LinkedIn and Facebook came to our smart phones). If we could only simplify and have a few things to do, could we get more done?

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## Sponsor Updates

### WE ARE PLEASED TO ANNOUNCE ANDRE MORRIS & BUTTERY INCREASED EVC SPONSORSHIP TO \$3,500

*We are grateful to receive the proceeds from the Annual Business Symposium on April 7, 2011*

Andre, Morris & Buttery is a law firm located on the Central Coast of California with offices in San Luis Obispo, Santa Maria and Paso Robles. For over sixty years, the firm has provided both local and national representation to Fortune 500 companies, family businesses and individuals, some of whom have been represented by the firm since its earliest days.

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## Sponsor News



### *An Early Win for the Economic Strategy*

#### SECOND SOLAR PLANT ON CARRIZO PLAIN IS APPROVED

By David Sneed

The Tribune

May 13, 2011

[SanLuisObispo.com](#)

The San Luis Obispo County Planning Commission on Thursday approved the second of two large commercial solar plants proposed for the Carrizo Plain - a step forward in what the panel said establishes the region as a state leader in "green" energy.

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### CHAMPIONS IN HEALTH CARE

#### ON A MISSION TO PROVIDE TOP-FLIGHT CARE

By Tom Bronzini

Pacific Coast Business Times

May 20-26, 2011



Candace "Candy" Markwith, CEO of Sierra Vista Regional Medical Center in San Luis Obispo, says she likes to walk around the hospital and watch how doctors, nurses and volunteers make a difference in their care for patients.

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### STACIE JACOB RESIGNS TO OPEN NEW MARKETING FIRM

By Michael Manchak

May 2011



As you know the wine industry is one of our largest sectors of the county's economy and it due in large part to the amazing work that Stacie Jacob and her team have accomplished over the last seven years at the PASO ROBLES WINE COUNTRY ALLIANCE --- an industry with impacts of



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approximately \$1.8 Billion per year (per the EVC study). Stacie is without question one of our County's most valuable business resources and leaders. The EVC continues to have an excellent relationship with Stacie and we congratulate her in her exciting new endeavor -- where she will continue to help our local economy. I am also grateful that the county and the economic strategy will continue to benefit from Stacie's leadership as she has agreed to continue to be a co-chair of the economic strategy cluster entitled Uniquely SLO.

## Upcoming Events EVC Partners and Sponsors

### MID-YEAR UPDATE OF THE CENTRAL COAST ECONOMIC FORECAST



Join us for the mid-year update of the Central Coast Economic Forecast and hear presentations from Chris Thornberg of Beacon Economics, and Allan Zaremberg of CalChamber.

Thursday, June 9, 2011  
 8:30 - 11:00 AM (7:30am registration & breakfast)  
 Galaxy Theaters, Atascadero  
[Download flyer](#)



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[www.atascaderochamber.org](http://www.atascaderochamber.org)

### SPIRIT NOMINATIONS Deadline July 11, 2011



The Business Times is seeking outstanding small businesses for consideration in the 2011 Spirit of Small Business Awards competition.

Nominate your favorite small business online at [www.pacbiztimes.com](http://www.pacbiztimes.com)



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### SAVOR THE CENTRAL COAST

*September 29th thru October 2nd, 2011*

Join Sunset Magazine and the San Luis Obispo Visitors and Conference Bureau at Sunset Savor the Central Coast. Tickets on sale now!

For more information visit: [www.savorcentralcoast.com](http://www.savorcentralcoast.com)



## In the News



### THIRD ANNUAL CLEAN BUSINESS INVESTMENT SUMMIT ANNOUNCED

*Congresswoman Lois Capps; Former CEO of Balance Bar Jim Wolfe Amongst Invited Speakers*

May 4, 2011

The California Coast Venture Forum (CCVF) is proud to announce the third annual **Clean Business Investment Summit** on August 12, 2011 at the Corwin Pavilion at the University of California, Santa Barbara. The **Clean Business Investment Summit** aligns the power of capital and clean business principles to build viable, attractive, clean tech, green, socially responsible, sustainable enterprises. [www.ccvf.org](http://www.ccvf.org)



Apply to Participate

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### CALIFORNIA ECONOMY DECLINED IN MARCH REPORTS THE COMERICA BANK CALIFORNIA ECONOMIC ACTIVITY INDEX

Comerica Bank  
 May 10, 2011

Comerica Bank's California Economic Activity





Index declined one point in March, to a level of 103. March's reading is even with the 103 average for all of 2010, and nine points, or 10 percent, above the index cyclical low. Year-to-date the index has averaged 104.

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### **HITS & MISSES: A LOOK AT SOME NOTED ENTREPRENEURS WHOSE RESTAURANT DREAMS CAME TRUE - OR WENT AWAY**

By Emily Glazer  
The Wall Street Journal  
May 16, 2011

#### **SHEILA MCCANN - HOUSE OF BREAD BAKERY**

In 1996, Shelia McCann opened a House of Bread Bakery Café in San Luis Obispo, Calif., serving up gourmet sandwiches, soups and salads along with its namesake. The place became a local sensation, and she has since brought it to new markets across the West.

<http://online.wsj.com>



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### **CALIFORNIA LOSES 572,400 MANUFACTURING JOBS IN DECADE**

By G. Scott Thomas  
Sacramento Business Journal  
May 26, 2011

The biggest drop was in California, which lost 572,400 manufacturing jobs in 10 years -- going to 1,244,000 jobs in April 2011 from 1,816,400 jobs in April 2001. Between April 2010 and 2011, the state gained 10,900 jobs, though. Eighteen states, including California, watched at least 100,000 manufacturing jobs slip away during the past decade. The biggest drops after California were in Michigan (down 348,600) and Ohio (down 345,600).

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### **KUNFUSION KULINARY - FEATURE STORY ON KCOY**

KCOY CBS 12 / FOX 11  
May 27, 2011

On May 27, 2011 KCOY ran a feature story on EVC client, **Kunfusion Kulinary**. See video clip below.



*Click here to watch video clip*



For more information on KunFusion Kulinary visit: [www.kunfusiontruck.com](http://www.kunfusiontruck.com)

### **PRESS RELEASE**

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

Employment Development Department

May 20, 2011

The unemployment rate in the San Luis Obispo County was 9.4 percent in April 2011, down from a revised 9.9 percent in March 2011, and below the year-ago estimate of 10.0 percent. This compares with an unadjusted unemployment rate of 11.7 percent for California and 8.7 percent for the nation during the same period. [www.edd.ca.gov](http://www.edd.ca.gov)



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## **Airport Update**



### **March 2011 Activity as compared to March 2010**

- Total passengers in March increased 4.2% month-to-month (21,367)
- The Air Traffic Control Tower reported 7,156 aircraft operations (landings and takeoffs) for a 10% decrease from last year.
- Terminal revenues (parking, rental cars and terminal concessions) for February were \$107,315, a 3% increase from the previous year.

[To view full report click here](#)

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## Best Practices Survey

Through this initial Small Business Best Practices Research Study we will gather information and data from hundreds of small business to identify their practices, measure their outcomes, and ultimately pinpoint what key practices are present and critical to maintaining thriving organizations.



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Contact Kaitlin King at [kking@collaboration-llc.com](mailto:kking@collaboration-llc.com) for more information.

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## Rabobank Report

### RABOBANK AND EVC CREATE PARTNERSHIP FOR ECONOMIC REPORTS

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. We welcome this new partnership with Rabobank, N.A. and we look forward to having them provide valuable information to EVC members and newsletter subscribers.



**Rabobank**

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## Beacon Economics Employment Report



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