



## Monthly eNewsletter

Recap for the month and Upcoming Events  
May 2014

### IN THIS ISSUE

[ACI Jet](#)

[CEO Interview Series](#)

[EVC Mid-Year Event](#)

[Feature Articles](#)

[KCBX Business  
Wrap-Up](#)

[In the News](#)

[Upcoming Events](#)

[Business Resources  
Spotlight](#)

[AmazonSmile](#)

[New Sponsor Benefit](#)

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## A Company That Soars

*Aviation Consultants Inc. brings business to local airports, and takes business people all around the world*

By Julie Lynem  
The Tribune - Biz Buzz Extra  
May 7, 2014

It's late morning at the San Luis Jet Center, and several airplanes gleam under bright hangar lights as the maintenance crew tends to them like spoiled children. Nothing is left to chance. Jets are checked, and double- and triple-checked. Engines are tuned. Fine upholstery for seats is mended in-house or replaced if necessary, and the planes, shiny as white patent leather, are stocked with passengers' favorite snacks. "Quality is everything," said Bill Borgsmiller, president and chief executive officer of Aviation Consultants Inc., which operates San Luis Obispo and Paso Robles jet centers and a self-serve fuel facility at the Oceano County Airport.



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## CEO Interview Series

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*Kevin Meyer - Gemba Academy*

The EVC business leader interview series focuses on individuals who are positively impacting the local economy. This month, the EVC interviewed **KEVIN MEYER**, managing partner and co-founder of **GEMBA ACADEMY LLC**, a global video training company. Kevin has over 30 years of manufacturing leadership experience in the automotive lighting, telecom electronics, and medical device industries. He has been responsible for managing lean transformations at Sylvania, Abbott Laboratories, Newport Corporation, and most recently as President of Specialty Silicone Fabricators. Kevin is also owner of Kanso Strategies, a specialized consulting firm that provides lean-oriented executive coaching serving venture capitalists and private equity organizations.



Kevin Meyer

[Read Interview](#)



## EVC Special Event

SAVE THE DATE

*Mid-Year Sponsors Event -- July 23, 2014*

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



Kish Rajan

Your invitation will be arriving to you in the coming weeks via email. Thank you for your continued support. We look forward to seeing you on July 23rd!

## Feature Articles

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[Sinsheimer Juhnke McIvor & Stroh](#)

## ***Bullish Counter-Arguments to Those Declaring the End of Growth***

Taylor Frigon Capital Management  
May 16, 2014



What's an investor to do in an environment in which many investment professionals and economists are declaring that strong business growth is a thing of the past, and that the only way companies will be able to grow their bottom lines will be through cost-cutting or acquisitions of other companies because organic top-line growth is pretty much finished?

[Read More](#)

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### **EVC SPONSOR**

#### ***Got a Minute? An HR Minute for Busy Executives*** ***Avoiding Costly Misclassification of Independent Contractors***

By Sandra Dickerson  
Your People Professionals  
May 15, 2014



Click here for a one minute Executive Brief from YPP CEO Sandra Dickerson on the issues of misclassification of an individual as an Independent Contractor instead of an Employee. At the end of this one minute video, you can request a free document containing expanded, detailed information to help you avoid the high cost of misclassification.

[Watch Executive Brief](#)

## **Central Coast Business Wrap-Up**

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

- A first-of-its-kind study by San Luis Obispo County's Economic Vitality Corporation (EVC) shows the area's workforce housing.
- San Luis Obispo-based Mindbody is rolling out a "wellness exchange".



Mike Manchak

Randol White, KCBX News Director  
Mike Manchak, EVC President  
May 30, 2014



[Listen to Podcast](#)

Visit our *NEW* webpage to see past podcasts: [www.sloevc.org/KCBXWrapUp](http://www.sloevc.org/KCBXWrapUp)

## **In the News**

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Reports**



BEACON ECONOMICS

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NEWSLETTERS

APCD of SLO County

## *Peltier Glassworks: Filling a Void with Screen-Printed Bottles*

By Julie Lynem

The Tribune

May 7, 2014

[Read Article](#)

## **EVC SPONSOR**

### *San Luis Obispo County tourist spending hits \$1.3 billion in 2012*

Press Release

Visit San Luis Obispo County

May 7, 2014

[Read Press Release](#)

## **EVC SPONSOR**

### *Top 15 Small Cities in California - Grover Beach #13*

Cities Journal

May 10, 2014

[Read Article](#)

## **EVC CLIENT**

### *Sweet Alexis Bakery: Challenges Prompt New Focus for Los Osos Business*

By Julie Lynem

The Tribune

May 16, 2014

[Read Article](#)

## *Central Coast Hopes to be Wave Energy Hub*

By Stephen Nellis

Pacific Coast Business Times

May 16, 2014

[Read Article](#)

## **EVC SPONSOR**

### *Pacific Coast Business Times Raises Money for Destino Hispanic Legacy Fund with the 2014 Latino Business Awards*

Press Release

Pacific Coast Business Times

May 16, 2014

[Read Article](#)

## *Governor Brown Declares May 'California Small Business Month'*

Press Release

Governor's Office of Business & Economic Development

May 16, 2014

[Read Press Release](#)

## *Central Coast Banks on Startups to Drive Growth*

By Stephen Nellis

Pacific Coast Business Times

May 23, 2014

[Read Article](#)

## *The 2014 SLO HotHouse Accelerator Companies are Here*

**SanLuisObispo.com**  
THE TRIBUNE



**SanLuisObispo.com**  
THE TRIBUNE

PACIFIC COAST  
BUSINESS TIMES

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Assemblyman Katcho Achadjian

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California Economic Forecast

California Regional Bulletin

California Valley Solar Ranch

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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)

YPNG

YPP

Start Updates

Cal Poly, Center for Innovation & Entrepreneurship

May 30, 2014

[Read Article](#)



## Upcoming Events

FRIDAY, JUNE 6, 2014

### EVC PARTNER

#### Central Coast Economic Forecast 2014 Mid-Year Update

Host: Paso Robles & Atascadero Chambers of Commerce

When: 8:30 - 11:00 AM (Breakfast at 7:30 AM)

Where: Paso Robles Event Center

Details: Chris Thornberg from Beacon Economics will provide an assessment of our local economy, and Don Vilfer from Califorensics will discuss how to protect your data and respond to compromise.

[More info](#)



### EVC SPONSOR

#### Small Business Summit

Host: Cuesta College

When: 10:00 AM - 3:00 PM

Where: Cuesta College Associated Students Auditorium, SLO

Details: Business owners will have the chance to discuss how the college can support the small business community.

[More info](#)



MONDAY, JUNE 9, 2014

### EVC SPONSOR

#### Tech Brew - Technology in Medicine

Host: Softec

When: 5:00 - 7:00 PM

Where: Pappy McGregors, San Luis Obispo

Details: Guest Speaker Dr. Vance Rogers from Central Coast Gastroenterology will discuss Capsule Endoscopy.

[More info](#)



WEDNESDAY, JUNE 11, 2014

### EVC SPONSOR

#### Cambria Business Showcase Mixer 2014

Host: Cambria Chamber of Commerce

When: 5:00 - 7:00 PM

Where: Vets Hall, Cambria



**Details:** Discover the businesses, restaurants and wineries that Cambria has to offer.

[More info](#)

**FRIDAY, JUNE 13, 2014**

**EVC SPONSOR**

**Who's Who in Agriculture and Viticulture**

**Host:** Pacific Coast Business Times

**Deadline:** Nominations Close June 13th

**Event Date:** TBD

**Details:** Profiles leaders across a wide spectrum of agribusiness industries.

[More info](#)



**WEDNESDAY, JUNE 18, 2014**

**EVC SPONSOR**

**The Central Coast Business Symposium**

**Host:** Andre, Morris & Buttery

**When:** 2:00 - 6:00 PM

**Where:** Clark Center, Arroyo Grande

**Details:** The 2014 program is loaded with practical business information and a fantastic lineup of speakers

[More info](#)



**EVC PARTNER**

**The Coming of Context: How Will It Change Our Lives?**

**Host:** MIT Enterprise Forum

**When:** 5:00 - 8:00 PM

**Where:** Cabrillo Pavilion Arts Center, Santa Barbara

**Details:** Shel Israel will discuss the coming of context, all attendees will receive a copy Shel's latest book Age of Context.

[More info](#)



**THURSDAY, JUNE 19, 2014**

**EVC SPONSOR**

**Champions in Health Care Luncheon and Panel Discussion**

**Host:** Pacific Coast Business Times

**When:** 11:30 AM - 1:30 PM

**Where:** El Encanto, Santa Barbara

**Details:** Theme of event: "Affordable care in the Tri-Counties:

Strategies for implementing health care reform."

[More info](#)



**EVC SPONSOR**

**Central Coast Lean Leadership Forum**

**Lean Radiology: 1st Year Progress**

**Host:** Radiology Associates

**When:** 4:00 - 6:00 PM

**Where:** Cal Poly, Business Building (03), Room 204



**Details:** The focus topic will be engagement and there will be a presentation by Dr. Stephen R. Holtzman, MD, MS.

[More info](#)

**TUESDAY, JUNE 17, 2014**

**EVC PARTNER**

**Leading with Resiliency During a Disaster**

**Host:** Small Business Administration

**When:** 2:00 - 3:00 PM EDT

**Where:** Webinar

**Details:** The SBA and Agility Recovery will share tips on how to lead your company through a crisis.

[More info](#)



**SUNDAY, JUNE 22, 2014**

**EVC PARTNER**

**Slow Money SLO Celebrates 2 Years on June 22**

*Joining the SLO Natural Foods in their anniversary event*

**Host:** SLO Money SLO

**When:** 11:00 AM - 3:00 PM

**Where:** SLO Natural Food, San Luis Obispo

**Details:** Local food vendors and free samples; live music and store specials; more information about SLO Money SLO Entrepreneurs.

[More info](#)

[View Flyer](#)



**FRIDAY, JUNE 27, 2014**

**EVC SPONSOR**

**Spirit of Small Business Awards**

**Host:** Pacific Coast Business Times

**Deadline:** Nominations Close June 27th

**Event Date:** TBD

**Details:** Recognizes the accomplishments of small businesses with fewer than 100 employees in the Tri-Counties.

[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](#)



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](#)

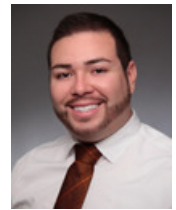
## Business Resources Spotlight

### *Find the Right Candidate*

By Andrew Moreno, EVC

June 3, 2014

On the Job Training, or OJT, is a partnership between an employer and America's Job Center (AJC) of San Luis Obispo County to get qualified candidates trained and working, and lower your hiring and training costs for the effort. The purpose of the OJT program is to match employers with job seekers desiring to upgrade their skills in regular full-time employment with San Luis Obispo County employers.



Andrew Moreno

[Read More](#)

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of California™

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EVC AmazonSmile Link: [smile.amazon.com/ch/77-0402681](http://smile.amazon.com/ch/77-0402681)

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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*





Join the EVC group on LinkedIn to get connected to local business leaders and participate in a variety of discussions. [JOIN TODAY](#)

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