



## Monthly eNewsletter

For the Month of  
April 2012

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### CALIFORNIA ECONOMIC SUMMIT



As a result of the EVC's March 28th Regional Forum hosted by the Economic Vitality Corporation at Cal Poly, where over 60 business leaders refined our region's economic priorities and explored opportunities for support at the state level. Our regional champions are now preparing for the California Economic Summit to be held in Santa Clara on May 11, 2012. Champions are beginning their work to refine the goals and objectives to be addressed at the Summit by State legislators

Based upon similar outcomes at 14 such Regional Forums across the state, the following Action Teams have been identified:

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For more information regarding the Summit, please visit

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or

Read the following press release by PRNewswire:

["Thomas Friedman to Provide Global Perspective at Historic 1st Ever California Economic Summit"](#)

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## GROWING UP FAST IN SLO

Kevin Rice  
Hathway

In November of 2008, Jesse and I found ourselves in front of a hundred person audience presenting Wihire, our latest business, at an EVC Fast Pitch competition. The idea didn't end up panning out but the experience allowed us to pivot into web development services for other startups and small businesses, which led us to our current venture, Hathway.



*The EVC is proud to have helped Hathway create jobs and a stronger technology sector.*

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## EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Kelly Sanders - San Luis Sports Therapy

This interview series focuses on business leaders who are directly impacting our local economy and in some cases national and international markets. Michael Manchak interviewed **Kelly Sanders**, President of San Luis Sports Therapy, a San Luis Obispo-based health company specializing in physical therapy.



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## LEGISLATIVE UPDATE

June McIvor  
Sinsheimer Juhnke McIvor & Stroh

On April 5th, President Obama signed into law legislation that should make it easier for the EVC to pursue its mission of helping start and grow businesses on the Central Coast. That legislation is the JOBS (Jumpstart Our Business Startups) Act. The goal of the new law is to make it easier for small and growing companies to access capital investment. There are a couple of components of the Act that could have a significant impact on entrepreneurs in our community.



**SJM**s

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## In the News

### ECONOMIC FORUM HELD FOR SLO COUNTY BUSINESSES

By Leah Masuda  
KCOY CBS 12/FOX 11 TV  
March 28, 2012

Local business leaders are sitting down and putting their heads together to try and work their way out of this struggling economy. A regional economic forum was held today at Cal Poly in part of a series of regional forums throughout California. This morning's focus was on SLO county's six major industries: building and design, green energy, health services, knowledge and innovation, specialized manufacturing, and uniquely SLO county which includes food, wine and tourism.

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### J&A: DENALI NATIONAL PARK & PRESERVE FLEET MANAGEMENT GPS TRACKING UNITS AND SERVICE

U.S. Department of the Interior  
April 17, 2012

Denali National Park is currently finalizing a Vehicle Management Plan and Environmental Impact Statement that will propose to move from a discrete seasonal limit on motor vehicle use level (currently 10,512 vehicles from late May to mid-September) to an adaptive management approach incorporating indicators and standards.



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Bronze: \$500+

Tom Sullivan  
Myraline Morris Whitaker

In 2010 we researched the market for companies offering this technology, we received quotes from three companies and selected Fleet Management Solutions as they offered the best pricing and all of the services required. They were the only company to offer the texting ability needed to identify the wildlife stops.



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## **YOUR COMMUNITY FOUNDATION IN ACTION**

By Barry VanderKelen  
Community Foundation of San Luis Obispo County  
April 19, 2012



To help strengthen the local economy, we have deepened our relationship with two non-profit organizations that are inspiring collaboration to address local economic challenges; the Economic Vitality Corporation and The San Luis Obispo County Housing Trust Fund.

We are proud to be their partners in the economic growth and stability of our County.

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## **FACILITY EXPANSION - IQMS**

Paso Robles, CA  
April 25, 2012



Last night the Paso Robles Planning Commission approved a proposal from IQMS to construct a new 30,400 square foot office building at 2231 Wisteria Lane, effectively doubling their current space. The IQMS expansion will result in about 20 new "high tech" industry jobs over the next two years.



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## **ATA GROWTH LEADS MANUFACTURING REBIRTH IN PASO**

By Marlize van Romburgh  
Pacific Coast Business Times  
April 30, 2012



A fast-moving expansion by Applied Technologies Associates fueled by a booming energy sector is driving a manufacturing revival in Paso Robles. Applied Technologies Associates, a Central Coast outpost of Houston-based Scientific Drilling International, makes products for oil and natural gas drilling companies. It broke ground less than two months ago on a 23,000-square-foot expansion to its engineering and manufacturing campus at the Paso Robles Airport.



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## SAN LUIS OBISPO COUNTY RELEASES PUBLIC REVIEW DRAFT OF ECONOMIC ELEMENT UPDATE

County of San Luis Obispo  
April 30, 2012



The Board of Supervisors directed the Department Planning and Building to update the Economic Element, first adopted in 1999, on September 6, 2011, with the intended objective to restructure the Economic Element into a broad set of goals and policies that would complement a countywide economic strategy.



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## Upcoming Events

### EVERYTHING YOU NEED TO KNOW ABOUT SHAREPOINT

Join us for a look at Microsoft SharePoint. If you ever wondered what it is, how it is used, and how to modify it, come learn with us as our speaker enlightens us on everything SharePoint.



May 8, 2012  
5:30 - 8:30 PM  
Cal Poly Tech Park, SLO



[REGISTER NOW](#)

*The EVC is a proud co-sponsor of these events.*

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### SPECIALIZED MANUFACTURING BUSINESS FORUM

The Economic Strategy initiatives for the Specialized



Manufacturing Alliance identified the following priority:

"Host regular company-to-company exchanges to share experiences, effective business strategies, lessons learned, and common issues; identify business assistance resources (funding, exports, communications, human resources) and quality suppliers; and forge mutually-beneficial business partnerships."

In working toward achieving this goal, the cluster has coordinated a monthly Business Forum event which provides an opportunity for local business leaders to share information on topics of particular interest to their industry cluster members.

### *Quality Assurance Systems*

*Presenter: Rodney Babcock, Next Intent*



Join us for May's Specialized Manufacturing Business Forum and learn why quality assurance systems are a key element to meeting and exceeding customer expectations.

May 8, 2012

9:00 - 10:00 AM

Avila Lighthouse Suites, Avila Beach

[Agenda](#)

[Flyer](#)

For more information [Click Here](#)



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### **ENERGY EFFICIENCY REVOLUTION TRANSPHORM'S DISRUPTIVE TECHNOLOGY AND ITS GLOBAL POTENTIAL IMPACT**



Come hear Transphorm's founder and CEO, Umesh Mishra, share the story of his startup and its exciting growth potential. Rod Alferness, Dean of Engineering at UCSB, will discuss the energy efficiency landscape, opportunities for entrepreneurs, and the challenges and opportunities of shepherding technology from the lab to the market.

May 16, 2012

5:00 - 8:00 PM

Cabrillo Pavilion Arts Center, Santa Barbara

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**iiir** ENTERPRISE FORUM

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### **CAL POLY COLLEGE OF ENGINEERING SENIOR PROJECT EXHIBITION**

Join Cal Poly's College of Engineering at their first-ever senior project expo. Students from all Engineering departments will be displaying posters and

prototypes developed for their senior project requirements. More than 200 individual or team projects will be displayed.

May 31, 2012  
4:00 - 7:00 PM  
Bonderson Plaza, Cal Poly



For more information [Click Here](#)

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**SAVE THE DATE**

**CLEAN BUSINESS INVESTMENT SUMMIT 2012**

*Forging New Frontiers: Innovative Growth and Investment Opportunities*



**Submit Your Business Plan Today! Deadline: July 22**

The Clean Business Investment Summit (CBIS), the largest venture capital forum held in coastal California, links innovative, high growth companies with leading business development and financing experts, and service providers. More than 575 start-up and growth companies have been introduced to venture investors and related services experts, with more than \$110,000,000 invested through the Summit.

August 10, 2012  
7:00 AM - 7:00 PM  
Corwin Pavilion, UCSB Campus, Santa Barbara



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**Beacon Economics Employment Report**



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