LEVEL STUDIOS BREAKS GROUND IN SLO

"It was great to have the opportunity to join Board member Adam Hill and LEVEL chief executive Tom Adamski for the groundbreaking of the new LEVEL headquarters. This is a stellar example of how the Economic Strategy project outlines opportunities to build economic sustainability, through public and private support of businesses which create quality jobs, support local needs and bring commerce in from out of the area. We are proud to have worked hand-in-hand with the County Planning and Building Department to create the Business Assistance Team to help achieve goals that important to the community."

Michael Manchak
President & CEO
LOCAL EMPLOYERS' JOB FAIR
First-ever job fair at Cal Poly for local companies only

On February 24, the Knowledge & Innovation cluster of the EVC's countywide Economic Strategy created the first-ever opportunity for Cal Poly and Cuesta students to learn about job and internship opportunities from local businesses.

Historically, local students have wanted internships and jobs from local companies, although job fairs often center on large, regional or national companies. What's more, local companies sometimes have few customers in the county, and therefore they sometimes do not promote themselves locally. This makes it challenging for local students and companies to connect.

In the creation of the Economic Strategy, many business clusters often spoke of the need to enhance the connection between recruiting and retaining students and graduates from local companies. Cluster members took on this challenge and formed collaborations with Cal Poly and Cuesta College.

Christine Rogers
Program Manager, EVC
“It was exciting to see a room full of local employers, many of them presidents and founders of their businesses, interacting with talented Cal Poly students, and the students realizing that it is possible to find a rewarding career right here in beautiful San Luis Obispo County.”

June McIvor, Sinsheimer Juhnke McIvor & Stroh

“I was really impressed with the execution of the event. It was well organized, with a good representation of local businesses. Students seemed excited about having access to “local” employers.”

Shairee Collins, San Luis Obispo Chamber of Commerce

“I was able to meet a number of qualified candidates for open positions. It was not long ago that I was a Cal Poly Senior looking for the right opportunity and I look forward to working with the job fair candidates to create the same kind of opportunities that I have been able to experience in San Luis Obispo.”

Jeff Buckingham, Blue Rooster Telecom

“The job fair exceeded our expectations. We met many well qualified candidates that we are interested in bringing in for interviews for our openings. For years I’ve wished there was a good avenue for Cal Poly graduates to stay in the community. This job fair is solving the problem. Thank you to the organizers!”

Janice Petko, Digital West

“PG&E welcomes the opportunity to meet such knowledgeable and enthusiastic young people and looks forward to continuing to provide them with employment opportunities in the future.”

Tracy Vardas, Pacific Gas & Electric Company

“MINDBODY is grateful to Cal Poly for opening their doors to the first ever ‘Local Employers Only’ job fair! Our representatives spoke to approximately 75 of the 350 students who attended. This event was extremely cost effective and we were successful in building our pipeline with a number of qualified candidates.”

Rachel Gallagher, MINDBODY

“The Cal Poly Locals only Job Fair was a great experience for Trust Automation. In the past we have shied away from the Cal Poly Job Fairs due to the likelihood of being lost in the crowd of large companies. This experience allowed us to interact with a large number of quality students…”

Ty Safreno, Trust Automation
BOARD OF SUPERVISOR’S - ECONOMIC ANALYSIS
PROGRAM UPDATE

Feb. 14, 2012 - Kris Vardas, Chairman of the Economic Vitality Corporation (EVC) Board of Directors updated the Board of Supervisors at their February 14th Strategic Planning session on implementation of the County Economic Strategy, as well as the Economic Analysis Program. This presentation complemented reports by County Staff on other economic development activities resulting from the Economic Strategy, including:

- **Business Assistance Team - Pilot Project** - Provides a permit expediting opportunity for projects which are within the urban reserve line and create quality jobs.

- **Economic Element of the General Plan - Update** - Currently underway with goal toward modifying the element to be an overarching policy document which points to and is consistent with the Economic Strategy.

These programs are intended to enhance the understanding of the positive economic impacts that may be realized or forgone as a result of project or policy approvals. The Economic Analysis Program provides an opportunity to incorporate economic impacts into the discussion, in light of environmental and other considerations which contribute or detract from our County’s overall health, quality of life and sustainability.

OUTGOING BOARD MEMBER - KEVIN IROT

Last week, Kris Vardas presented an award to outgoing Board member Kevin Irot of FIRST AMERICAN TITLE for several years of service on the Board. We regret seeing Kevin leave the Board, and regret he has been unavailable to attend a final Board meeting to receive this recognition. Kevin has been a great supporter and says he will continue to be a strong sponsor.

If you are an EVC sponsor, contact Kaila Anderson to include your newsletter link info@sloevc.org or 805.788.2012
FAMILY BUSINESS AWARDS WINNER: TRUST AUTOMATION

"It brings me great pleasure to let you know that Ty and Trudie Safreno, founders of TRUST AUTOMATION, have won this year's Pacific Coast Business Times Family Business Awards (for SLO County). Ty has been a model Board member, and he has spent an extraordinary amount of time as co-chair of the Specialized Manufacturing Alliance for the Economic Strategy -- all while they raise young kids and operate a fast growing business that provides head-of-household jobs for the region. Congratulations Ty and Trudie!"

Michael Manchak
President & CEO

EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

William Borgsmiller - Aviation Consultants, Inc.

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 William "Bill" Borgsmiller, President & CEO of Aviation Consultants, Inc. ("ACI"), a San Luis Obispo-based aviation charter company.

This interview started with the words from the San Luis Obispo County Regional Airport tower, "You are cleared for takeoff". Michael Manchak spent a couple of hours with EVC sponsor Bill Borgsmiller as he flew us up to his new facility at the Paso Robles Airport in his Cessna 172 for a facility tour.

Click Here to Read Interview

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**In the News**

**LEVEL TO BREAK GROUND ON NEW HQ**
Staff Report
Pacific Coast Business Times
February 1, 2012

Level Studios, a San Luis Obispo-based digital marketing and branding firm, said it plans to break ground Feb.3 on a new 46,000 square-foot, two-story building on the Central Coast that will house up to 300 employees in the next two years.

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**NEW JOBS COMING TO SAN LUIS OBISPO**
By Patti Piburn
KCOY CBS 12 / FOX 11 TV
February 6, 2012

A local company is breaking ground on a new headquarters and plans to double in size. Work is underway at the new site that will be home to Rosetta owned software development company Level. Level CEO Tom Adamski says, "Our organization has been growing pretty aggressively in the last five years and we predict growth this year as well."
ENERGY PROGRAM BRINGS LOCAL BUSINESS OWNER "Biggest Break I've Ever Gotten in My Life"

Chris Goldie, owner of Pismo Bowl, had no idea how much energy her family-run retro style bowling alley and coffee shop diner could save, until Rebecca Weber from PG&E walked through her door. Thanks to the Small Business Direct Install Program, available through the Energy Watch Partnership, lighting upgrades in the building are expected to save a total of $2,088.00 and 13,920 kWh a year.

BUFFET BETS $2 MILLION ON TOPAZ SOLAR FARM IN SLO

By Stephen Nellis
Pacific Coast Business Times
February 2, 2012

When a project requires $2 billion to complete, the market players who can make the deal narrow considerably. In the case of the Topaz Solar Farm on San Luis Obispo's Carrizo Plain, the list narrowed down to mega-investor Warren Buffet.

Subscribers please log-in for full story.

SLO PLANE TO DENVER?

By Camas Frank
SLO City News
February 8, 2012

How much would San Luis Obispo residents and businesses be willing to pay for nonstop airline service to Denver? A list of agencies including the San Luis Obispo County Visitors and Conference Bureau, Economic Vitality Corporation of San Luis Obispo County (EVC), San Luis Obispo County Regional Airport's management and at least one airline, want to know.

HAWAII, DENVER, PORTLAND" LOCAL AIRPORTS LOBBYING FOR MORE FLIGHTS TO MORE DESTINATIONS

By Nancy Chen
KSBY - TV
February 28, 2012
San Luis Obispo, Santa Maria and Santa Barbara Airports have all seen cuts in varying degrees to their flights and destinations in the past five years, but there are efforts underway to add new flights that could possibly mean trips to Hawaii, Denver and more.

**HIGHER PROFITS IN HAND, REGION’S BANKS LOOK TO EXPAND**  
By Marlize van Romburgh  
Pacific Coast Business Times  
February 9, 2012

Pacific Capital Bankcorp, the largest banking company based in the Tri-Counties, turned a $70.5 million profit in 2011 after years of staggering losses. At the same time, First California Financial Group and Heritage Oaks Bankcorp, the next two largest banks on the list, reported improved earnings for the year and bold plans to expand.

**SUMMER CHOSEN AT TAYLOR FRIGON**  
Tribune  
February 25, 2012

Taylor Frigon Capital Management has hired John Summer of San Luis Obispo as its director of business development and portfolio manager. Summer most recently worked as executive director of the SLO County Visitors and Conference Bureau.

**SLO LAW FIRM TO CHANGE NAME**  
Pacific Coast Business Times  
January 26, 2012

San Luis Obispo County’s second-largest law firm is changing names as one of its partners departs. On Feb. 1 Sinsheimer Juhnke Lebens & McIvor will become Sinsheimer Juhnke McIvor & Stroh. Before the change, the firm ranked ninth-largest in the Tri-Counties with 12 attorneys and the second-largest in San Luis Obispo County. Its website now lists six attorneys and it’s unclear where it will rank.
California's middle class shrinks to less than 50 percent, reports the Ventura County Star. More than half of Californians are no longer in the middle class, according to a study by the nonpartisan Public Policy Institute of California (PPIC). Middle class households with annual incomes between $44,000 and $155,000 have shrunk to 49.7 percent. They are the lowest in 30 years.

IN CASE YOU MISSED IT... NO NONSENSE ECONOMICS IS LIVE!

From Christopher Thornberg and the other analysts at Beacon Economics comes No Nonsense Economics - economic insights without the hype. Recently developed as a new feature on our website, No Nonsense does battle with the hype of the 24-hour news cycle and focuses on providing independent, evidence-based insights about today's economic news and trends.

The EVC will provide a link to this page in the Beacon Economics section of our monthly newsletters.

For No Nonsense Economics Click Here

Upcoming Events

CAL POLY ENTREPRENEURSHIP FORUM

Join us as we examine the triple bottom line with David Karr, Cal Poly alum and co-founder of Guayaki Yerba Mate, and other panelists who have prospered with a corporate commitment to: Profits + People + Planet = Triple Bottom Line.

March 6, 2012
5:00 - 7:00 PM (Early networking from 4:30 - 5:00 PM)
Chumash Auditorium, Cal Poly
REGISTER NOW

A VIBRANT ADDITION TO DOWNTOWN SAN LUIS OBISPO

Please join Mangano Homes for the Marsh Commons groundbreaking ceremony.

March 8, 2012
11:00 AM
Southwest corner of Marsh and Nipomo

For more information visit: www.manganohomesinc.com

MARCH SLO TECH BREW

Join us on Monday, March 12th at our monthly SLO TechBrew event! This event will be held from 5:00 pm to 7:00 pm at Pappy McGregor's on the patio, and Softec will provide free appetizers. March's SLO Tech Brew will feature Valerie Mercado, President of Noble Productions.

March 12, 2012
5:00 - 8:00 PM
Pappy McGregor's, SLO

REGISTER NOW

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

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.

The Law - Human Resources, Litigation and Liability
Presenter: Susan Waag, Attorney at Law

Join us for the March's Specialized Manufacturing Business Forum and learn what every employer needs to know for 2012, including insights and opinions on employment law changes.

March 13, 2012
9:00 - 10:00 AM
Avila Lighthouse Suites, Avila Beach
Download Agenda

For more information Click Here

THE BUSINESS OF INCUBATING: BUSINESS INCUBATORS, BUSINESS ACCELERATORS AND CO-WORKSPACES... YOUR WORKSPACE MATTERS!

Come learn about the new shared work space models that have emerged for entrepreneurs -- business incubators, business accelerators and co-working spaces.

March 21, 2012
5:00 - 8:00 PM
1 N. Calle Cesar Chavez, Suite 102, Santa Barbara
REGISTER NOW

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

CUESTA'S SLO COUNTY JOB & CAREER EXPLORATION FAIR
Brought to you by the Knowledge & Innovation Cluster, Cal Poly, Cuesta College and SLO Chamber Technical Advisory Committee

Looking for talented students for part-time jobs, full-time jobs or internships? Do you feel like all the great talent keeps getting pulled to LA and San Francisco? Wouldn't you love to capitalize on the great students we have here on the Central Coast? Well, look no further because 2012 brings Cuesta College's SLO County Job & Career Exploration Fair where you can gain access to some of the best young employees around!

March 28, 2012
10:00 AM - 2:00 PM
Room 5401, Cuesta College, SLO

Download Flyer

For more information Click Here
Beacon Economics Employment Report

Click Here to View Most Recent Report

NEW! Click Here to View No Nonsense Economics

Economic and Financial Market Review and Outlook

Click Here to View Most Recent Report

Sponsor Newsletters
Would you like your newsletter linked to the EVC's newsletter?

For this benefit to EVC sponsors contact Kaila Anderson at (805) 788-2012 or info@sloevc.org.

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