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Recap for the Month of June 2012

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EVC Special Event

INVITATION TO SPONSORS

EVC Annual Mid-Year Sponsors Event - July 25

On behalf of the entire Board of Directors and staff of the EVC, if your organization is a sponsor, please join your fellow sponsors for an afternoon of networking and recognition. Our mid-year event has become a sought after event for business and government leaders to network. At these events we recognize the Board of Directors, Sponsors, and champions on the economic strategy project.

Special Guest

This year **Dr. Peter Rupert**, Professor and Chair of the Department of Economics at University of California, Santa Barbara will make a brief talk and take questions on the economy.



Emerald \$7,500+

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Silver: \$1,000+

[Air Pollution Control](#)

For more information please see your event invitation that was sent via email. RSVP to Kaila Anderson at (805) 788-2012 or info@sloevc.org

Thank you we look forward to seeing you on July 25th!

This event is for EVC sponsors only. If you are interested in becoming a sponsor please contact Michael Manchak at (805) 788-2013 or mmanchak@sloevc.org

To find out more information about becoming a sponsor please visit: www.sloevc.org/about/support-evc

CALIFORNIA ECONOMIC SUMMIT OUTCOMES

The Results

As a result of the EVC's participation at the California Economic Summit, there is now a greater understanding of the opportunities for enhanced regional economic success.

Participating in the California Economic Summit process, leaders from across the state weighed in on important economic issues, helped to focus the discussion and assisted in developing "signature" state initiatives and proposed action plans.



[Read Report](#)

EVC PRESS RELEASE

Economic Vitality Corporation Hires New Loan Administrator

June 14, 2012

The Economic Vitality Corporation of San Luis Obispo County (EVC) is pleased to announce it has hired Kelli Blue as its Loan Administrator. The EVC's business loan program



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is the only such resource in the county that provides micro loans and loan guarantees to help businesses start, grow, and create jobs. "After more than ten years with Dave Mooklar leading this successful program, the EVC is excited to start a new chapter for this vital resource that serves the entire County."

[Read Press Release](#)

MEET KELLI BLUE

From the far away Northern California Coast, I left the rain and fog in pursuit of a college education (and of course Sunshine) at Cal Poly, SLO. I started working for a bank in high school-after lunch and before golf practice- and transferred to a local branch when I moved to SLO. Several years and two community banks later, I have happily landed at Economic Vitality Corporation (EVC). At the EVC, I will get to use my small business lending experience to assist business owners with accessing funds.

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EVC PRESS RELEASE

Economic Vitality Corporation Announces New Board Members, Officer

July 3, 2012

The Board of Directors of the Economic Vitality Corporation of San Luis Obispo County (EVC) are pleased to welcome five new Board members as well as the appointment of a new officer. The economic development Board is comprised of leading representatives from the business community and an elected official from each city and the Board of Supervisors.

New Board Members

- **Rodney Babcock**, President, Next Intent
- **Jolie Ditmore**, Founder & Partner, Medicorp
- **Stacie Jacob**, Executive Director, SLO County Visitors & Conference Bureau
- **Kevin Meyer**, President, Specialty Silicone Fabricators
- **Ziyad Naccasha**, Founding Partner, Carmel & Naccasha LLP

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IT IS, TRULY, ABOUT YOU

Michael Gunther
Collaboration



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July 3, 2012

I've begun the process of writing my first book. I'm focusing on why some business leaders seem to be able to grow their companies successfully, while others struggle and struggle just to survive.



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Bronze: \$500+

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EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

[Alex Minicucci - SMS Masterminds](#)

This interview series focuses on business leaders who are directly impacting our local economy. Michael Manchak interviewed **Alex Minicucci**, Founder and CEO of SMS MASTERMINDS, a San Luis Obispo-based technology company with customers throughout the nation.



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New Sponsors

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS:

SLO County Air Pollution Control District - \$1,000

The San Luis Obispo County Air Pollution Control District (APCD or District) is the local agency working to protect the health of over 269,000 county residents by preserving good air quality. By partnering with the local communities and businesses we implement regulations and programs to reduce air pollution and assist the county in reaching all outdoor air quality standards.



Thank you Larry Allen!

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Professionals

If you are an EVC sponsor, contact Kaila Anderson to include your newsletter link info@sloevc.org or 805.788.2012

**Elected Officials
Newsletters**

Katcho Achadjian

Medicorp - \$2,500

Established in 1980, Medicorp has grown to become a multi-specialty medical billing and management firm headquartered in Southern California. Our clients include individual health practitioners, laboratories, hospital based medical practices and large multi-specialty medical groups.



Thank you Jolie Ditmore!

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Next Intent - \$2,500

Next Intent provides our customers with high quality components and sub-assemblies, delivered in a timely manner at a reasonable cost. Our machine shop has been configured to handle prototype work, R&D and production machining in small to medium lot sizes. We provide both Mechanical Engineering and Manufacturing Engineering to our customers.



Thank you Rodney Babcock!

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Specialty Silicone Fabricators - Increased Sponsorship to \$2,500

Specialty Silicone Fabricators is a US based, quality-driven, innovative manufacturer serving the medical device and pharmaceutical markets. SSF's mission is to be the worldwide leader in manufacturing medical silicone, bioresorbable materials and medical device-drug combination components.



Thank you Kevin Meyer!

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Carmel & Naccasha LLP - Increased Sponsorship to \$2,500

Carmel & Naccasha, LLP is a growing SLO County firm. Our attorneys have a broad range of legal experience and have practiced law locally and nationally. The firm's lawyers focus their practice and provide exemplary client services in the areas of business transactions, real



property, land use, municipal law, commercial and employment litigation, taxation and tax controversies, trusts and estate planning, wine law, insurance coverage and banking law.

Thank you Ziyad Naccasha!

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In the News



LEARNING RESOURCE CENTER OPENING

City of Paso Robles
June 11, 2012

Cuesta College dedicated the Dale and Mary Schwartz Learning Resource Center, the second permanent building on the North County Campus, on May 24, 2012.



The 33,385-square-foot structure includes a new library, group study rooms, a 32-station computer lab, seven classrooms and faculty offices. The new building also houses Disabled Student Programs and Services and a Student Success Center that includes a tutoring center, math lab and English as a Second Language Lab.

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GENEALOGICAL START-UP IS NEWEST TENANT IN CAL POLY TECH PARK

By Jim Dunning
Cal Poly C3RP
June 18, 2012



Linkpendium, founded by web-based genealogical veterans Karen Isaacson and Brian (Wolf) Leverich, is the latest company to take space in Cal Poly's Technology Park. Isaacson and Leverich founded the popular RootsWeb genealogical community website. When it merged with Ancestry.com in June 2000, RootsWeb had about 600,000 registered users accounting for approximately 1 million web page views monthly and was delivering about 160 million pieces of email monthly to the subscribers of its 18,000 mailing lists.



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SLO MARATHON'S ECONOMIC IMPACT WAS \$3 MILLION, RACE DIRECTORS SAY

By AnnMarie Cornejo
The Tribune
July 3, 2012



The inaugural San Luis Obispo marathon and half-marathon had a \$3 million economic impact on San Luis Obispo County, according to a report released Monday by event directors. The study, compiled by Productive Impact LLC of San Luis Obispo, included the survey results of more than 800 of the races' 2,800 participants.

SanLuisObispo.com
THE TRIBUNE

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GOODBYE, PUNCHCARDS: SMS MASTERMINDS CREATES TEXT MESSAGE LOYALTY PROGRAM

By Stephen Nellis
Pacific Coast Business Times
July 9, 2012



Across the nation, mom-and-pop shops felt burned by daily deal sites such as Groupon. Hordes of deal hunters buying deeply discounted food and never returning nearly put some restaurants and bakeries out of business. Now the pendulum is beginning to swing back toward an age-old idea: loyalty rewards. San Luis Obispo-based SMS Masterminds is tapping text messages and tablets to bring the same kind of loyalty programs and advertising capabilities to small businesses that were previously reserved for only large companies.

PACIFIC COAST
BUSINESS TIMES

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Upcoming Events

TRI-CITIES LUNCHEON - ADAM HILL AND PAUL TEIXEIRA

Join other business leaders for the Tri-Cities luncheon featuring Adam Hill and Paul Teixeira of the San Luis Obispo County Board of Supervisors and find out:



Adam Hill, District
3 Supervisor

- What upcoming projects will have the most impact on South County Businesses?
- How with they face the challenges of reduced funding from the State?
- Will the recent election impact decisions made by the Board of Supervisors?

- Now that County CEO Jim Grant is retiring, what's the succession plan?

July 18, 2012

Noon

South County Regional Center, Arroyo Grande

[REGISTER NOW](#)

LATINO BUSINESS AWARDS

Please join co-hosts **Paula Lopez** of KEYT-Channel 3 and Editor **Henry Dubroff** as Pacific Coast Business Times presents our inaugural Latino Business Awards. Pacific Coast Business Times will recognize the region's top Latino business owners and professionals.



July 19, 2012

5:30 - 7:30 PM

Crowne Plaza, Ventura

PACIFIC COAST
BUSINESS TIMES

[REGISTER NOW](#)

JULY 25TH SOFTEC MONTHLY MEETING - OPEN HOUSE AT THE CAL POLY HOTHOUSE!



You'll learn about programs supporting Entrepreneurship and Innovation at Cal Poly--in particular the HotHouse Summer Accelerator--a 12-week program designed to support student and recent graduate-led technology companies in the exploration of their business ideas through launch of their companies.

July 25, 2012

6:00 - 8:00 PM

SLO HotHouse

Softec

[REGISTER NOW](#)

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

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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[SUBMIT BUSINESS PLAN](#)

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

SPIRIT OF SMALL BUSINESS

The Business Times and the Los Angeles District Office of the U.S. Small Business Administration conceived the Spirit of Small Business to recognize the accomplishments of small businesses. Join us for an awards luncheon.



August 16, 2012

11:30 AM - 1:20 PM

Fess Parker's DoubleTree Resort, Santa Barbara



[REGISTER NOW](#)

16TH ANNUAL CENTRAL COAST TECHNOLOGY SYMPOSIUM



Softec, Cal Poly San Luis Obispo Small Business Development Center for Innovation (SBDC) and Economic Vitality Corporation (EVC) have partnered to produce Tech Pitch: Softec's 16th Annual Central Coast Symposium.

"The entrepreneur finalists of our screening process will get valuable instant feedback, and the symposium attendees will get key business funding and growth strategies," added Michael Manchak, EVC president.

October 24, 2012

3:00 - 8:00 PM

Madonna Inn, San Luis Obispo

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Beacon Economics Employment Report

EVC
Partner



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Would you like your newsletter linked to the EVC's newsletter? Or, would you like your company press release featured in our upcoming newsletter?

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

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