



Monthly eNewsletter

Recap for the Month of May 2012

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CALIFORNIA ECONOMIC SUMMIT *What the May 11th Event May Achieve*



During the spring of 2012, the Economic Vitality Corporation (EVC) participated in a statewide effort with 14 other regions in a call to action to state legislators to help improve the state's economy and business climate. In order to succeed, input from key stakeholders on regional economic challenges and priorities are key, as are specific solutions to these challenges, and a consolidated voice.



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"The Summit will connect regional and state leaders to develop a shared agenda to generate jobs and improve regional competitiveness. Leading up to the exciting Summit event, regional forums are being held around the state to identify economic opportunities and set priorities for state and regional action. The Summit will bring together state, regional and community champions to act on how to fuel job creation and create a stronger economy."



Platinum: \$5,000+

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EVC BOARD MEMBER NEWS

NOREEN MARTIN APPOINTED TO STATE TOURISM BOARD

Press Release: SLO County Visitors and Conference Bureau
May 22, 2012



Noreen Martin, President of the San Luis Obispo County Visitors and Conference Bureau and Chief Executive Officer of Martin Resorts, has been appointed to serve as a commissioner on the Visit California Board, the state's tourism marketing organization. Visit California is focused on marketing programs to keep California top-of-mind as a premiere travel destination. Identifying synergies between the statewide and San Luis Obispo County tourism programs is Martin's personal goal in this new appointment.



"As a commissioner of Visit California, I will work to develop and maintain marketing programs which will keep San Luis Obispo County top-of-mind for the unique experiential traveler. I am honored with this opportunity to represent San Luis Obispo County at the State level."

Noreen Martin

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CENTRAL COAST ECONOMIC FORECAST

On June 7th in Paso Robles, the Central Coast Economic Forecast held its annual mid-year county economic forecast. Christopher Thornberg, Founding Principal of BEACON ECONOMICS, in my opinion, gave his best-ever presentation entitled: *Still recovering from the recovery...*



Takeaways from Chris Thornberg's presentation were as follows as described in his presentation:

Growth has returned to the State, Central Coast

- Like the US, not as fast as we might like
- Bright points-professional services, trade, agriculture, resources
- Disappointments-manufacturing, public sector

Local Forecast (for the coming year)

- Employment growth bit less than 2% for the next two years
- Taxable sales slightly over 4% growth

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- Home prices up 6%

EVC Board Member, Ty Safreno, former EVC Board Member, Tom Jones, and EVC sponsor, Kevin Meyer, were among the panelists at the event.



BEACONECONOMICS

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Full presentation can be found at: www.centralcoasteconomicforecast.com

FANNING THE EMBERS OF OUR LOCAL ECONOMY

Michael Manchak
Economic Vitality Corporation



In light of the above Economic Forecast data (see downloadable event presentation), San Luis Obispo County would see a faster recovery if the region continues to support efforts to start-up and grow companies. As seen in the press throughout the nation and region, there is a strong effort toward economic planning and entrepreneurship as described in some recent articles below.

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EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS Noreen Martin - Martin Resorts



This interview series focuses on business leaders who are directly impacting our local economy. This month, Michael Manchak interviewed **Noreen Martin**, CEO of MARTIN RESORTS, a San Luis Obispo-based company that owns resort hotels throughout San Luis Obispo County. Noreen Martin is a Board member of the Economic Vitality Corporation and heads up one of the largest family-owned businesses and a top private employer in the county. Recently, Noreen Martin was honored as one of the Top Women in Business for 2012 by the Pacific Coast Business Times, and was also appointed to the State Tourism Board.

[Click Here to Read Interview](#)



In the News



Bronze: \$500+

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

Elected Officials Newsletters

JUSTIN WINERY EXPANSION

City of Paso Robles
May 14, 2012

In December 2011, Justin Vineyards and Winery began an expansion of its current production and barrel storage facilities in the City of Paso Robles on Wisteria Lane.



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GROWTH EXPECTED ON CENTRAL COAST

By Leah Masuda
KCOY CBS 12 / FOX 11 Television
June 8, 2012



Economists say the central coast is picking itself up from the economic downturn, and that they are expecting an up tick in tourism in the coming months. Michael Manchak, CEO of the Economic Vitality Corporation says, "I think that people are realizing that the climate is good, the value is good, its family friendly and there is a lot to do in a very small geographic area."



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MANGANO HOMES BREAKS GROUND ON MARSH STREET COMMONS

We would like to congratulate EVC sponsor, Mangano Homes, for breaking ground on their newest project - Marsh Street Commons. This project offers lofts, single family homes and office/retail space in the high-traffic, pedestrian-oriented San Luis Obispo downtown. The retail space offers a total of 8,591 square feet of commercial space.



Click here to view video

HIRING ADULTS WITH DISABILITIES MAKES GOOD CENTS

By Mike Metcalf
NCI Affiliates, Inc.
May 9, 2012



The quandary many startup companies face is, "How do they meet the demands of a growing business, without the hassle and expense of hiring full-time or even part-time employees?" NCI's and AHI's vocational and work services programs are ready to help, whether you're a small startup firm or an existing business. NCI and AHI can offer a wide variety of business related services from sub-assembly, packing, labeling, shrink-wrapping, packaging, shipping and much more.

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TOP 10 REASONS TO DO BUSINESS IN CALIFORNIA

By Tim Johnson
California Business Minute
May 9, 2012

This week, two rankings on California's business climate were released. These rankings painted a poor performing climate. The first was the annual CEO Magazine ranking of the Best to Worst States to Do Business. It once again ranked the Golden State last amongst the states for doing business. This was the eighth year that California brought up the rear in this ranking. Really? Apparently something's never change, including this survey. Strange that even during the boom of the 2000's the state still received the lowest ranking.

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Upcoming Events



LEARN TO PROGRAM AUTOCAD AND AUTOCAD CIVIL 3D

API UTILIZING C#.NET

Learn the basics of AutoCAD and AutoCAD Civil 3D API utilizing c#.net; the steps on how to get started creating your own custom routines; and how to use the AutoCAD and AutoCAD Civil 3D API.

June 12, 2012
5:30 - 8:30 PM
Cal Poly Tech Park, SLO



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

PRODUCT DEVELOPMENT & DESIGN: 3D PROTOTYPING & RAPID PROTOTYPING SEMINAR

Physical models are the most important tools in developing a product. Too often the task of building those prototypes can be a challenge unto itself, distracting you from your original technology development mission. Advances in 3D printing and other rapid prototyping technologies provide the inventor or specialized manufacturer with the tools and knowledge needed to rapidly advance prototype development today.

June 18, 2012
9:00 AM - 12:30 PM
Crowne Plaza Ventura Beach Hotel, Ventura



Business &
Entrepreneurship
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REMINDER SPECIALIZED MANUFACTURING BUSINESS FORUM



The Economic Strategy Specialized Manufacturing Alliance hosts:

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.

This monthly Business Forum event provides an opportunity for local business leaders to share information on topics of particular interest to their industry cluster members.

Commercial Loans and Lines of Credit

*Presenters: Tom Dobyys, CEO - Mission Community Bank
Greg Bland, Market President - Bank of America*

A candid discussion on what recent regulation has done to the banking industry, how the regulators have redefined the box in which banks can loan money, and what building a relationship with a bank means in the loan process. With emphasis on the importance of presenting not just financial information to a bank, but also the vision, goals, projections and track record of the business looking to borrow money. The presenters will provide both a local and national perspective.

June 12, 2012
9:00 - 10:00 AM

Avila Lighthouse Suites, Avila Beach

[Agenda & Flyer](#)

For calendar of upcoming forums please visit
www.sloevc.org/BusinessForum



THE WEAKEST LINK IN RENEWABLE ENERGY: CLEAN ENERGY STORAGE



This Forum will bring one of the leading cleantech venture groups in California, Angeleno Group, a start-up in high powered batteries, LifeCel Technology, and an expert in the flaws in the current technologies together to discuss recent breakthroughs in energy storage.

June 20, 2012
5:00 - 8:00 PM

Cabrillo Pavilion Arts Center, Santa Barbara

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 ENTERPRISE FORUM

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

CAL POLY HEARST RANCH EVENT - PEOPLE, PLANET, PROSPERITY



People, Planet and Prosperity are the central components of true sustainability. Also known as the triple bottom line, the success and balance of social, environmental and economic elements are a challenging objective. But how can an individual make an impact and recognize the forward progress from their work?

Come to the Hearst Ranch on June 23rd for a sustainable dinner and hear the founder of Slow Money, Woody Tasch, share his unique perspectives and you are likely to come away with the answers to these questions.

June 23, 2012
5:00 PM
Hearst Ranch, San Simeon



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For more information please visit: cfs.calpoly.edu/events/fundraisers.html

SOFTEC SANTA MARIA OPEN HOUSE: A LOOK INTO CENTRAL COAST OIL PRODUCTION AND THE TECHNOLOGY BEHIND IT

EVC
Partner

Recent technological advancements in the oil industry will allow oil companies, like Santa Maria Energy, to reach significant quantities of oil located in the Santa Maria Basin in an economically feasible and environmentally sound manner. Learn how this is possible and join this thought-provoking conversation!

June 27, 2012

5:00 - 8:15 PM

Santa Maria Energy, 2811 Airpark Drive, Santa Maria



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

SAVE THE DATE

CLEAN BUSINESS INVESTMENT SUMMIT 2012

Forging New Frontiers: Innovative Growth and Investment Opportunities

EVC
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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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[REGISTER NOW](#)
[SUBMIT BUSINESS PLAN](#)

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

SAVE THE DATE

TECH VC EVENT - SEPTEMBER 26 (EVENING)

We are pleased to announce that the EVC is collaborating with Cal Poly and Softec to hold another business plan pitching event in the evening of September 26th. It is the fourth such event that the EVC has helped produce to help local entrepreneurs access capital to grow jobs. Save the Date!

More information to follow as we approach the event date.



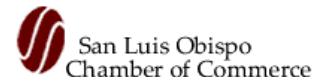
CENTRAL COAST TECHNOLOGY SURVEY

Deadline - June 30, 2012



Designed by local technology specialists, the survey and its results are intended to help better understand the needs, opportunities and challenges that local tech companies face, from Paso Robles to Santa Maria. Our goal is to help develop, support and grow this important industry sector.

[CLICK HERE TO TAKE SURVEY](#)



Beacon Economics Employment Report



BEACON ECONOMICS

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Economic and Financial Market Review and Outlook



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