



Monthly eNewsletter

For the Month of
November 2011

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Feature Stories

UPDATES ON SLO COUNTY ECONOMIC STRATEGY

Christine Rogers
Economic Vitality Corporation



The headlines read "The California Valley Solar Project Breaks Ground". This is undoubtedly newsworthy as one of the largest solar projects underway in the United States to date. But to this San Luis Obispo County resident it means so much more. It brings to mind the early discussions of the Green Energy Team champions as part of the Economic Strategy project as they said in one, cohesive voice to both SunPower and First Solar companies, "How can we help?". The subsequent advocacy effort undertaken by these cluster members was not on behalf of the companies, but on behalf of progress in support of the necessary paradigm shift, in the way we think about our energy resources and their link to our local economy.

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CALIFORNIA VALLEY SOLAR RANCH UPDATE



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Claire Hodgkins
SunPower

With hundreds of rows of installed piers as a backdrop, SunPower and its partners, NRG Energy and Bechtel Power Corporation, were joined by almost 200, including county and elected officials, community partners and CVSR employees, to celebrate the ceremonial groundbreaking of the 250-megawatt California Valley Solar Ranch (CVSR) project.



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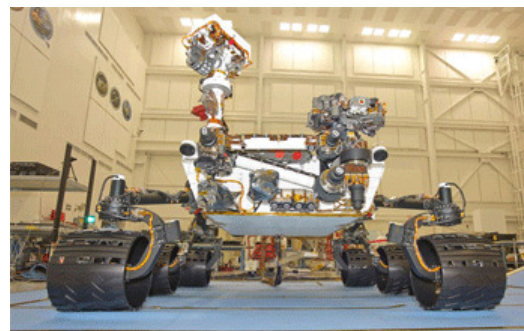
NEXT INTENT INVOLVEMENT IN MARS SCIENCE LABORATORY PROJECT FOR NASA/JPL

Rodney Babcock
Next Intent



(The EVC is pleased to highlight one of our co-chairs of the Economic Strategy Project, as part of the Specialized Manufacturing cluster. Rodney Babcock, founder of San Luis Obispo-based Next Intent continues to put our region on the map for the aerospace industry.)

Thanks very much for your inquiry as to our involvement in the recent launch of the Mars Science Laboratory. We are as proud as can be that we have been able to be part of such a great program led by NASA. Next Intent has a number of components on the Rover. Also, our AMS Group Strategic Partner, Tapemation Machining, built the wheels. See photos on following pages which show where the "goods" are located.



Front view of Mars Science Laboratory

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LEGISLATIVE UPDATE

Jeannine Young
United Staffing Associates



At the 11th hour, On October 9, Governor Brown signed many bills that make significant changes to employment law for employers in CA. In our efforts to assist you with your legal compliance and business issues, I offer the following summary. Remember though, that United Staffing Associates provides HR advice, not legal advice. You are best to consult your friendly labor law attorney for more detail on any of the following that "peak your interest".



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EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Ty Safreno - Trust Automation

This interview series focuses on business leaders who are directly impacting our local economy and in some cases the world. Michael Manchak interviewed Ty Safreno, co-founder, CEO and CTO of Trust Automation, a San Luis Obispo-based technology company.



[Click Here to Read Interview](#)

Sponsor News



BREAKING GROUND IN CALIFORNIA VALLEY: SUN RISES ON NEW SOLAR FARM - SUNPOWER KICKS OFF ITS PROJECT

By David Sneed
The Tribune
November 12, 2011



Several hundred people gathered at the project site near the Kern County line in eastern San Luis Obispo County on Thursday to celebrate the beginning of construction. The event focused on the substantial economic benefits the

Bronze: \$500+

[Pierre Josefsohn](#)
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[Tom Sullivan](#)
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project will bring to the area. These include 350 construction jobs for three years and an injection of an estimated \$315 million into the local economy over the life of the project.

SanLuisObispo.com
THE TRIBUNE

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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

TOPAZ SOLAR FARM UPDATE

First Solar
November 22, 2011

The Topaz team is very pleased to announce that construction of the Topaz Solar Farm is starting, with move-on of construction equipment to the site, training, and other early steps. Hiring for the project is expected to ramp over several months. First Solar is currently in advanced project finance discussions that will likely result in a change of ownership for Topaz.

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FLEET MANAGEMENT SOLUTIONS INCREASES EVC SPONSORSHIP TO \$2,500

We are pleased to announce Fleet Management Solutions (FMS) has increased their EVC sponsorship to \$2,500. FMS provides complete GPS mobile asset tracking and management systems to the Energy, Government, NGO, Construction, Mining and Logistics industries.

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Upcoming Events

BUSINESS PLAN, MARKETING PLAN & SALES PROPOSAL COMPETITION

You are invited to observe and support these outstanding projects produced by Cuesta College students. Team Presentations will be conducted before a panel of five judges in each category and must be completed within five minutes.

December 6, 2011
9:00 AM - 5:00 PM
Cuesta College, San Luis Obispo



Business & Entrepreneurship Center

For more information visit:

<http://academic.cuesta.edu/bec/Events.htm>

SLOCVCB TOURISM VISION WORKSHOP



Your San Luis Obispo County Visitors and Conference Bureau proudly invites you to the second the Annual Tourism Vision Workshop. The Board of Directors is pleased to welcome tourism professionals and media partners as guest speakers to discuss the health and direction of the tourism industry in San Luis Obispo County.

December 15, 2011

1:00 - 5:30 PM

Courtyard Marriott, San Luis Obispo



For more information or to reserve a seat contact Brittany Garcia at (805) 781-2530 or Brittany@sanluisobispocounty.com

SOFTEC EVENTS



TechBrew + Buckboards

Our first of its kind December event combines our monthly TechBrew networking meetings with Buckboards! This is a great way for you to enjoy an informal and free networking event as we get into the holiday spirit.

December 12, 2011

5:00 - 7:00 PM

Pappy McGregors, San Luis Obispo



[REGISTER NOW](#)

Code Futures - Come Speculate with Us on the Future of Development

Join us for a moderated panel discussion on the future of development where everyone in the group is on the panel.

December 13, 2011

5:30 - 8:30 PM

Cal Poly Tech Park, San Luis Obispo

[REGISTER NOW](#)

Web Fonts: Everything You Need to Know About Using Beautiful Typography in the Web Sites You Develop

This talk will cover some of the most important things that you will need to know before deciding what typeface to use on your website.

December 20, 2011
5:30 - 8:30 PM
Cal Poly Tech Park, San Luis Obispo

[REGISTER NOW](#)

The EVC is a proud sponsor of these events.

START UP WEEKEND SLO THIS JANUARY

Startup Weekends are 54-hour events where developers, designers and marketers get together, share crazy ideas and actually create startups in one weekend. Having occurred in over 150 locations worldwide, Startup Weekend is now coming to San Luis Obispo this January.

January 20 - 22, 2012
Advanced Technology Labs
Cal Poly, San Luis Obispo



[REGISTER NOW](#)

THE KNOWLEDGE & INNOVATION CLUSTER, CAL POLY, CUESTA COLLEGE AND SLO CHAMBER TECHNICAL ADVISORY COMMITTEE BRING TO YOU TWO LOCAL EMPLOYER JOB FAIRS

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 has two great events where you can get access to some of the best young employees around! Registration will be available early January 2012, but for now, save the date and spread the word!

Cal Poly's SLO County Job Fair
February 23, 2012
9:30 AM - Noon

Cuesta's SLO County Job & Career Exploration Fair
March 28, 2012
10:00 AM - 2:00 PM

Workforce Housing Survey

PLEASE COMPLETE SURVEY TODAY!

Deadline December 16, 2011

As a result of the economic strategy project, the Building Design & Construction cluster is issuing a "call to action" to everyone in the county to take the following survey.

[CLICK HERE FOR SURVEY](#)

EVC Annual Holiday Celebration

RSVP by December 7, 2011

The EVC will be hosting our annual holiday celebration on December 14, 2011 to thank our sponsors for their continued support in 2011. This party is for sponsors and is by invitation only. If you are a sponsor and have not received an invitation please contact Kaila Anderson at (805) 788-2012 or info@sloevc.org.

*A special thanks to **Darren Smith of Compass Heath** for sponsoring this event and **Justin Baldwin of Justin Winery** for his contribution of wine.*



Beacon Economics Employment Report

EVC
Partner



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



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