



Monthly eNewsletter

For the Month of
October 2011

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EVC Updates

UPDATES ON SLO COUNTY ECONOMIC STRATEGY

The EVC champions and continues to make progress in implementing and achieving the goals of the county-wide Economic Strategy. Significant progress has been made through the collective expertise and hard work coupled with tireless passion for our local communities.



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NEW SPONSORSHIP WEBPAGE

We are pleased to announce a new sponsorship webpage that includes links to new on-line forms, making it easier for individuals and businesses to support the EVC.

Go to: <http://www.sloevc.org/about/support-etc.php>

The webpage now accepts credit cards on-line and new sponsors are posted to the EVC website within 48 hours of submission. As always, EVC recognizes all sponsors in the web site and in a monthly newsletter distributed to approximately

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3,000 readers throughout the county. For those sponsor who prefer the low-tech method, our office is ready to help you.

New Sponsors

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS:

Opinion Studies - \$2,500

Opinion Studies is a full-service research company located in San Luis Obispo, CA. Established in 1990, Opinion Studies conducts custom designed marketing, public opinion and litigation research projects nationwide and locally.
www.opinionstudies.com



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Ultrex - \$1,000

The key sales, service, and management personnel who formed Ultrex in 1997 have a long and distinguished history in the copier business. "Experience Ultrex" means that many of our employees have spent years in the ever changing copier business and bring their years of expertise to our customer base in the counties of Kern, San Luis Obispo, Santa Barbara, and Ventura.
www.ultrex.net



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EVC Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS

Kyle Wiens, iFixit + Dozuki

This interview series focuses on business leaders who are directly impacting our local economy and in some cases the world. Michael Manchak interviewed **Kyle Wiens**, founder of iFixit, a San Luis Obispo-based company that teaches people how to fix electronics and other devices to save money, prevent waste, help the planet, and empower self-reliance. As I wrote this article, Kyle is mid-way over the Atlantic flying to Egypt to share his vision with leaders in that country.



[Click Here to Read Interview](#)



Sponsor News

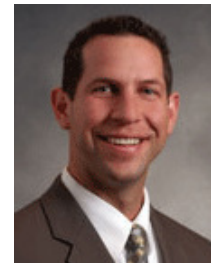
IS YOUR BUSINESS KEEPING YOU UP AT NIGHT?

What you can do to sleep more soundly

By Tony Jelso
Northwestern Mutual
October 19, 2011

When it comes to American business, often it's the largest companies that garner the most attention. It's no wonder that many people think these corporate giants are the most important enterprises in our economy. But of the estimated 29.6 million businesses in the U.S. today, the vast majority - more than 98 percent - actually has fewer than 100 employees.

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FLEET MANAGEMENT SOLUTIONS WINS FEDERAL BUREAU OF PRISONS AWARD FOR ALL-SATELLITE ASSET TRACKING

PRNewswire
November 1, 2011

Fleet Management Solutions (FMS), one of the fastest growing providers of advanced telematics systems, today announced it has been selected by the US Justice Department, Federal Bureau of Prisons (BOP) to equip its fleet vehicles and other mobile assets, with their award-winning Fleet Director Global Iridium-based vehicle tracking and mobile resource management system.



Bronze: \$500+

Tom Martin
Tom Sullivan

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Upcoming Events



NORTH COUNTY YOUNG PROFESSIONALS "KICK OFF" EVENT

Join the Atascadero Chamber of Commerce on November 3, 2011 as they "kick off" the North County Young Professionals group with a mixer and network with other young professionals under the age of 40.

November 3, 2011
5:00 - 7:00 PM
Haven Wine Bistro, Atascadero



For more information visit: atascaderochamber.org

CENTRAL COAST ECONOMIC FORECAST



The event brings together hundreds of community and business leaders to hear experts discuss the central coast economy and offer performance projections for the upcoming year. The annual event is a prestigious, highly regarded seminar that has consistently delivered powerful programs and helped shape the community's focus on the local economy.

November 8, 2011
8:30 - 11:30 AM (Registration at 7:30 AM)
Alex Madonna Expo Center, San Luis Obispo
[Download Flyer](#)



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3D PRINTING & RAPID PROTOTYPING SEMINAR

Join Cuesta College at the 3D Printing & Rapid Prototyping Seminar and learn about advances in 3D printing and other rapid prototyping technologies.

November 8, 2011
9:00 AM - 12:30 PM
Cuesta College, San Luis Obispo



[REGISTER NOW](#)

ENTREPRENEUR WORKSHOP FOR VETERANS

Join the Employment Development Department for Entrepreneur Workshop for Veterans and learn how you can: start or expand your business, develop your business work plan, obtain funding information and qualify for federal and franchise contracts.

November 8, 2011
9:00 AM - 4:30 PM
Veterans Memorial Building, San Luis Obispo
[Download Flyer](#)



SOFTEC EVENTS

TechBrew



Come and hear Robert Kaye, President of the MetaBrainz Foundation, speak about the MusicBrainz project, a user-maintained community music metadatabase.

November 14, 2011
5:00 - 7:00 PM
Pappy McGregors, San Luis Obispo

[REGISTER NOW](#)



Adaptive Design with CSS3 Media Queries

Come and hear Anthony Harris, Web Designer at Couto Solutions, speak about the basics of media queries and strategies for altering the design of your layout.

November 15, 2011
5:30 - 8:30 PM
Cal Poly Tech Park, San Luis Obispo

[REGISTER NOW](#)

The EVC is a proud sponsor of these events.

RAISING VENTURE CAPITAL: SOME OF THE IMPORTANT RULES HAVE CHANGED!

The MIT Enterprise Forum - in a joint program with UCSB's Technology Management Program - will address directly some of the important changes in venture investing through the insight of three experts, each of whom represent different segments of the venture investment community: angel investing, VC investing and private equity venture investing.



November 16, 2011
5:00 - 8:00 PM
Corwin Pavilion, UCSB, Santa Barbara

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The EVC is a proud sponsor of these events.

EVC In the News



ECONOMIC VITALITY CORPORATION ANNOUNCES NEW BOARD MEMBERS, OFFICER

Michael Manchak
October 20, 2011

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

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IN DOWN ECONOMY PEOPLE TURNING TO THEMSELVES

KSBY
October 17, 2011

The Economic Vitality Corporation in San Luis Obispo says more people are seeking its service to help start their own businesses since the economy took a turn for the worse in 2008.



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BLAKESLEE'S BILL TO KEEP STATE PARKS OPEN VETOED BY GOVERNOR BROWN

Senator Sam Blakeslee
October 24, 2011

Over the past several years, Sacramento's budget woes have threatened the future of the Central Coast's state parks. Both Governors Schwarzenegger and Brown proposed budgets that called for the closure of local parks, a move that devastate local tourism and jeopardize existing resource management programs.



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MEDICAL RECORDS OVERHAUL COULD BOOST TECH SECTOR

By Dana Olsen
Pacific Coast Business Times

October 14, 2011

Manchak said the county's economy is set to benefit from the electronic health record mandate. Because InfoGard is based in the area, the project could provide many people along the Central Coast with high-tech jobs. "If we can keep the work here, it means there's an economic benefit for the county," Manchak said. "This is complex, expensive work that requires a lot of brains and a lot of manpower. Electronic health records is clearly a growing industry that won't go away - it creates the type of information jobs that we want more of."

PACIFIC COAST
BUSINESS TIMES

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TOURISM HOLDS STRONG IN SLO COUNTY

By Julie Lynem

The Tribune

October 23, 2011

Tourism, one of the county's top economic drivers, fared well this past summer - a sign that it's helping to lead the local economic recovery, experts said. Several cities - including San Luis Obispo, Pismo Beach, Paso Robles, Arroyo Grande and Morro Bay - reported year-over-year increases in transient occupancy tax revenues (bed taxes), which were welcome news to hoteliers.

SanLuisObispo.com
THE TRIBUNE

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Miscellaneous News

AN ECONOMIC GROWTH AND COMPETITIVENESS AGENDA FOR CALIFORNIA

Office of Lieutenant Governor Gavin Newsom

September 2011

For the first time in more than a decade, someone in Sacramento has unveiled a comprehensive economic development strategy.

For over a decade, California has lacked a comprehensive economic and workforce development strategy, leading to a severe lack of focus and inefficiency in California's ability to work with business. Shortly after being elected Lieutenant Governor, Newsom began work to develop a comprehensive economic and workforce strategy.

CA
.GOV

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CALIFORNIA BUSINESS MINUTE

October 3, 2011

Small business created 55,000 new jobs in September and California lead the way. The results are from the latest Intuit Inc. Small Business Employment Index. The Index conveys the period from August 24 through September 23, that California along with Florida and Maryland had the largest increases of 0.5 percent as compared to 0.3 percent nationally.

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CALIFORNIA REGIONAL BULLETIN

Fall 2011

For the second year in a row, Area Development has conducted a survey of a select group of highly respected location consultants who work with a nationwide client base. We asked the consultants to name their top-5 state choices in 12 site selection categories.

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SAN LUIS OBISPO COUNTY LABOR FORCE FOR SEPTEMBER 2011

Employment Development Department

October 21, 2011

The unemployment rate in the San Luis Obispo County was 9.3 percent in September 2011, down from a revised 9.9 percent in August 2011, and below the year-ago estimate of 10.0 percent. This compares with an unadjusted unemployment rate of 11.4 percent for California and 8.8 percent for the nation during the same period. www.edd.ca.gov

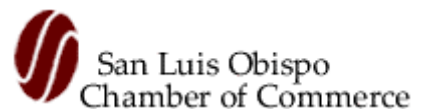
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San Luis Obispo Chamber of Commerce Survey

Please take the time to answer three questions to gauge what is needed to support the technology industry on the Central Coast.

[Click Here for Survey](#)



Beacon Economics Employment Report



BEACON ECONOMICS

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Economic and Financial Market Review and Outlook



Rabobank

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Kevin Harlan, General Manager
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County of San Luis Obispo

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