



Monthly eNewsletter

Recap for the Month of October 2012

IN THIS ISSUE

[Top Stories](#)

[Greg Hind's Passing](#)

[New Sponsors](#)

[EVC News](#)

[In the News](#)

[Upcoming Events](#)

[Central Coast
Employer Survey](#)

[Join Us on LinkedIn](#)

Join Mailing List 

Support EVC 

ANNUAL COUNTY ECONOMIC FORECAST

By Michael Manchak
Economic Vitality Corporation
November 9, 2012

The EVC is proud to co-sponsor the annual economic forecast for SLO County held by the CENTRAL COAST ECONOMIC FORECAST.

Economists Chris Thornberg and Jonathan Levine of BEACON ECONOMICS presented an economic overview for 2012 and a forecast for 2013. Also, political commentator JOHN MEYERS gave a presentation about the election results and what that means for the state and local economies. Their presentations will be available on the following web sites, including video footage of interviews on the streets of San Luis Obispo to get the public's sentiment about the local economy.



All in all, the economists were very positive about the pace of recovery of our county's economy this year and they felt strongly that the economy locally will continue to improve in the coming year.

Some of the highlights included the following: modest growth in consumer confidence and spending; the state is the 8th fastest growing economy in the

[EVC SPONSORS](#)

Diamond \$10,000+

[County of San Luis Obispo](#)
[Pacific Gas & Electric](#)
[Rabobank, N.A.](#)
[Southern California Gas](#)
[The Tribune](#)

Emerald \$7,500+

[AT&T](#)
[KSBY - TV](#)
[KCOY CBS 12 / FOX 11 TV](#)

Platinum: \$5,000+

[Bank of America](#)
[Boutique Hotel Collection](#)
[Chevron](#)
[City of Arroyo Grande](#)
[City of Atascadero](#)
[City of Grover Beach](#)
[City of Morro Bay](#)
[City of Paso Robles](#)
[City of Pismo Beach](#)
[City of San Luis Obispo](#)
[First Solar](#)
[Martin Resorts](#)
[Richardson Properties](#)
[RRM Design Group](#)
[SunPower Corporation](#)

Gold: \$2,500+

[Caliber Accounting & Tax](#)
[Calzyme Laboratories](#)
[Cannon](#)
[Carmel & Naccasha LLP](#)
[Central Coast Marketing](#)
[CoastHills Federal Credit Union](#)
[Collaboration](#)
[Digital Foundation](#)
[Don Maruska & Co](#)
[Ed Cox - Vistage](#)
[Fairway](#)
[First American Title](#)
[First California Bank](#)
[Fleet Management Solutions](#)
[Justin Winery](#)
[Mangano Homes](#)
[Medicorp](#)

nation and is outpacing many states; SLO County added a modest 3.4% of jobs in 2012 to date (in the non-farm sector); a relatively low unemployment rate of SLO County of 7.4% compared to 10.2% statewide and 7.9% nationwide; the third highest increase statewide in the hospitality sector (both hotel occupancy and room rates); housing prices up 10% for a median price of \$385K with the highest increase seem in the multi-family sector; industrial vacancy rate are dropping; a six-fold increase in the issuance of commercial permits compared to last year at this time; California economy outpacing the nation in key areas; and lastly, U.S. trade is slowing likely due to the problems in Europe.

On a local level...

The EVC knows the importance of helpful and timely information about our economy which is why we co-sponsor the above event and provide a monthly emailed report from Beacon Economics, Rabobank, and links to other economist's reports. I encourage your colleagues and friends to sign up for our newsletters at the EVC website at www.sloecvc.org to receive these reports.

The art of forecasting an economy, particularly a relatively small one like ours, is challenging. The data provided by the best of economists only tells part of a story about the challenges facing the citizens and business in our community. Economic data contains trends, although it does not paint a complete picture of what we are seeing and feeling about our economy. We must all be vigilant about staying connected to our community and by reading local news to gain a more complete picture of our current economy. Issues such as access to business bank loans and lines of credit, the potential cuts facing our institutions of higher learning, are not found in the most economic data, although all of it is important to make the best decisions that we can.

LINKS:

Central Coast Economic Forecast - www.centralcoasteconomicforecast.com
Beacon Economics - https://beaconecon.com/index.php?option=com_event

SLO COUNTY'S ECONOMY 'MOVING IN THE RIGHT DIRECTION,' EXPERT SAYS

By Julie Lynem
The Tribune
November 9, 2012

SLO County's economy is growing faster than that of San Francisco or San Jose, while indicators such as unemployment and real estate make region stand out

With consumer spending on the rise, a housing market in recovery and unemployment falling, San Luis Obispo County's economy is on the right track. The county's economy, which grew 3.4 percent in 2012 compared to a year ago, is leading the way in California, growing faster than San Francisco and San Jose, two regions among 14 in the state.



[More Office Solutions](#)
[Next Intent](#)
[Opinion Studies](#)
[Pacific Coast Business Times](#)
[REC Solar](#)
[Sinsheimer Juhnke](#)
[McIvor & Stroh](#)
[Specialty Silicone Fabricators](#)
[Taylor Frigon Capital Management](#)
[Tolosa Winery](#)
[Trust Automation](#)
[Verdin](#)
[Volny Construction](#)

Silver: \$1,000+

[Air Pollution Control District of SLO County](#)
[Andre Morris & Buttery](#)
[Aviation Consultants](#)
[California Enterprise Development Authority](#)
[Chris Leschinsky](#)
[Photography](#)
[Clever Concepts](#)
[Coastal Business Finance](#)
[Compass Health](#)
[Cuesta College](#)
[CygNet Software](#)
[Diani Building](#)
[Digital West](#)
[Estrella Associates](#)
[Filippini & Thompson](#)
[Drilling](#)
[French Hospital Medical Center](#)
[Galaxy Theatres](#)
[Glenn Burdette Philips & Bryson](#)
[Heritage Oaks Bank](#)
[Home Builders Assoc.](#)
[InfoGard Laboratories](#)
[Innovative Concepts](#)
[IQMS](#)
[J.B. Dewar](#)
[Kraftwerk Design](#)
[Kronick Moskowitz](#)
[Tiedemann & Girard](#)
[KSBY-TV](#)
[Lee & Associates](#)
[Liberty Coatings](#)
[Longcrier & Associates](#)
[m3 marketing solutions](#)
[Madonna Enterprises](#)
[Mission Community Bank](#)
[Morris & Garritano](#)
[Niner Wine Estates](#)
[Northwestern Mutual](#)
[Omni Design Group](#)
[Orfaea College of Business](#)
[Pacific Western Bank](#)
[Paso Robles Wine Country Alliance](#)

READ MORE →

[SanLuisObispo.com](#)
THE TRIBUNE

In Memory of Greg Hind

The entire EVC Board and staff are deeply moved by the passing of Greg Hind who was a supporter of the EVC and a true friend of the community. Greg's thoughtful contributions to the community were important and long-lasting. He had a way of truly understanding the needs of local non-profit organizations by contributing in ways that were a hand up, not a hand out. Our thoughts go out to Greg and his family.
Board of Directors and Staff, EVC

GREG HIND, SAN LUIS OBISPO BUSINESSMAN, ENVIRONMENTALIST AND PHILANTHROPIST, DIES AT AGE 66

By Bill Morem
The Tribune
November 1, 2012

Greg Hind, a prominent San Luis Obispo businessman, philanthropist, environmentalist and innovator of sports apparel, died Wednesday at Sierra Vista Regional Medical Center after a short illness. He was 66. A gifted athlete who was named Athlete of the Year in 1965 at Santa Clara Valley High School and three-time All-American in water polo at San Jose State, Hind subsequently was a gold medalist in the sport at the 1967 Pan American Games in Winnipeg, Canada.



[Read Full Story](#)

[SanLuisObispo.com](#)
THE TRIBUNE

New Sponsors

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS:

Fairway Management - \$2,500

FAIRWAY has provided "locally powered management solutions" since 1996, employing 100+ local employees serving more than 200,000 customers annually. FAIRWAY operates Morro Bay Golf Course, Dairy Creek Golf Course, Food Services at Diablo Canyon Power Plant and CateringUnlimited.Com. Please visit their website at www.fairwaymgt.com to learn more about this exciting San Luis Obispo based company.



FAIRWAY
LOCALLY POWERED MANAGEMENT SOLUTIONS

Thank you Ryan Comerford!

[Phone & Wireless](#)
[Pierre Josefsohn](#)
[Productive Impact](#)
[Promega Biosciences](#)
[Public Policy Solutions](#)
[Quaglino Properties](#)
[Rariq Construction](#)
[Rick Engineering](#)
[RL & Associates](#)
[RNM Engineering](#)
[Santa Lucia Bank](#)
[San Luis Sports Therapy](#)
[Sierra Vista Regional](#)
[Medical Center](#)
[SLO County Farm Bureau](#)
[San Luis Obispo Council of](#)
[Governments](#)
[Smart Office Interiors](#)
[Software Solutions](#)
[Specialty Construction](#)
[Systems & Marketing](#)
[Solutions](#)
[Templeton Chamber of](#)
[Commerce](#)
[Templeton Community](#)
[Services District](#)
[Thoma Electric](#)
[Tom Martin](#)
[Twin Cities Community](#)
[Hospital](#)
[Ultrax](#)
[Wallace Group](#)
[WestPac Investments](#)
[Your People Professionals](#)
[Zurn Wilkins](#)

Bronze: \$500+

[Tom Sullivan](#)
[Myraline Morris Whitaker](#)

[View Monthly](#)
[Employment](#)
[Reports](#)



SPONSOR
NEWSLETTERS

[APCD of SLO County](#)
[Caliber Accounting](#)
[California Economic](#)
[Forecast](#)

Pacific Western Bank - \$1,000

For over 30 years, Pacific Western Bank has served small and medium-sized businesses and their principals throughout California. Today, we have over 950 employees and 66-full-service community banking branches extending from San Diego to Northern California.



Thank you Mike Laidlaw!

RL & Associates - \$1,000

RL Insurance Associates enjoys helping their clients with all of lines of business insurance services. As you can see below, we have the ability to handle any business or investment property risk that you may be looking to insure. Once you've found the link below that you're looking for, please click it and help our agency learn about your business operations and your insurance needs.



Thank you Mike Poyntz!



NEW BENEFIT FOR SPONSORS

To show our appreciation to our sponsors, in 2013 the EVC is providing all of our sponsors with a free subscription to the **PACIFIC COAST BUSINESS TIMES** and **THE TRIBUNE**.

[Download Flyer](#)

For information on becoming a sponsor, please contact Mike Manchak at (805) 788-2013 or mmanchak@sloevc.org.

PACIFIC COAST
BUSINESS TIMES

SanLuisObispo.com
THE TRIBUNE

EVC News

On October 24, 2012 the Board of Supervisors adopted the update to the Economic Element. This new Economic Element, which now references the Economic Strategy, will enable the County to consider a project or policy's consistency with economic policies in addition to the myriad of environmental and land use policies contained in the County General Plan.

[View Video](#)

Go to 47:00 on the video timer to hear remarks by Michael Manchak and Kris Vardas.

California Regional
Bulletin
CERF

Coastal Business Finance
Community Foundation

County of SLO

Cuesta College Business &
Entrepreneurship

Hind Foundation

LeanCEO

Longcrier & Associates

Mission Community
Services

Northwestern Mutual
Pacific Coast Business
Times

SLO Airport Services

SLO Chamber

SLOCOG

Softec

Taylor Frigon

The Planning Network

Topaz Solar Farm

United Staffing Assoc.

Verdin

YPNG

Your People Professionals

**Elected Officials
Newsletters**

Assemblyman Katcho

Achadjian

Senator

Sam Blakeslee

READ MORE →

In the News

LOCAL BUSINESS WOMAN UP FOR NATIONAL AWARD

By David Lee
KCOY CBS 12 / FOX 11 Television
October 11, 2012

A local San Luis Obispo business owner is a finalist for, "Female Entrepreneur of the Year," award from the Stevie Awards for Women in Business. Mary Verdin is the owner and president of a local marketing company and her employees secretly nominated her for the award in the Business Services category small businesses.



READ MORE →

CAL POLY SETS ITS SIGHTS ON TINY SATELLITES

By Stephen Nellis
Pacific Coast Business Times
October 12, 2012

NASA has begun to pour money into researching a new breed of tiny satellites developed by Cal Poly San Luis Obispo just as the school has licensed some of the technology co-founded by a professor and aerospace veterans.



PACIFIC COAST
BUSINESSTIMES

READ MORE →

SOLAR RANCH CONSTRUCTION HEATS UP

More than 600 construction works at Carrizo Plains project

By Dana Olsen
Pacific Coast Business Times
October 12, 2012



The \$1.3 billion California Valley Solar Ranch in eastern San Luis Obispo County is almost halfway finished and well on its way to providing renewable energy to about 100,000 homes in the state.

READ MORE →

PACIFIC COAST
BUSINESSTIMES

SEACREST OCEANFRONT HOTEL IN PISMO BEACH, CA RECEIVES CLIA'S 2012 AWARD FOR EXCELLENCE IN LODGING & HOSPITALITY

By Myraline Morris Whitaker

October 15, 2012

On September 25, 2012 the SeaCrest OceanFront Hotel in Pismo Beach, CA was awarded the 2012 Award for Excellence in Lodging and Hospitality by the California Lodging Industry Association (CLIA) at the association's annual California Lodging Expo and Conference.

[READ MORE →](#)

TOURISM AND TECH FUEL PASO ROBLES TURNAROUND

Pacific Coast Business Times

October 12, 2012



When it comes to success in adapting to the new normal for the Central Coast economy, there are few cities that stand out. One of them is Paso Robles. The economic anchor for North San Luis Obispo County has seen its demographics change from that of a traditional agricultural town to that of a wine and tourism hub.

PACIFIC COAST
BUSINESSTIMES

[READ MORE →](#)

CHAMBER HAS SANTA MARIA-STYLE RECIPE FOR ECONOMIC DEVELOPMENT

By Henry Dubroff

Pacific Coast Business Times

October 19, 2012



When it comes to economic development in South Santa Barbara County, politicians, business types and pundits like me have been scratching for a model that's cost-effective and politically viable. Such a model actually exists, which is why I sat down in Santa Maria on Oct. 15 for a chat with Bob Hatch and Dave Cross.

PACIFIC COAST
BUSINESSTIMES

[READ MORE →](#)

CALIFORNIA CAN HELP THE UNEMPLOYED BE YOUR OWN BOSSES

Self-Employment Assistance Program

November 1, 2012

The federal government set aside \$35 million for states to implement a Self-Employment Assistance (SEA) program and help unemployed become their own boss and start their own micro-business. California has the opportunity to apply for \$5.3 million of that money from the U.S. Department of Labor to

initiate, administer, and market a SEA program to help the unemployed who can start their own businesses.

[READ MORE](#) →

SLO GENERAL PLAN SIZES UP THE COUNTY'S STRENGTHS

Pacific Coast Business Times
November 2, 2012



One of the benefits of covering a three-county region is that our newspaper gets to view economic and business issues from three separate vantage points. One of the most divergent perspectives is in the area of economic development. While economic development issues hardly register on the radar for Santa Barbara County supervisors, they are moving to center stage in Ventura County and San Luis Obispo County.

PACIFIC COAST
BUSINESS TIMES

[READ MORE](#) →

INN WITH THE NEW

EVC Client Kimberly Walker reopens SLO's historic Granada Hotel

By Dana Olsen
Pacific Coast Business Times
November 9, 2012



A year and a half after a group of San Luis Obispo investors purchased the town's historic Granada Hotel building and saved it from foreclosure and demolition, the boutique inn has reopened its doors.

PACIFIC COAST
BUSINESS TIMES

[READ MORE](#) →

Upcoming Events

U PITCH 2012
Elevator Pitch Competition



Join the MIT Enterprise Forum for U Pitch 2012 and see some of the Central Coast's best and brightest try their hands at an elevator pitch. This is a different kind of MIT Enterprise Forum event, there will be no speeches or Q&A, the mic will be turned over to entrepreneurs to tell their stories.

November 14, 2012
5:00 - 8:00 PM
UCSB Corwin Pavilion, Santa Barbara

MIT ENTERPRISE FORUM

[REGISTER HERE](#)

The EVC is a proud co-sponsor of these events

WOMEN WHO MEAN BUSINESS PANEL LUNCHEON



Join the Paso Robles Chamber of Commerce Women in Business as they recognize the area's most influential women in the second annual Women Who Mean Business Panel Luncheon.

Featured Panelists Include:

- **Maggie Cox**, President of Barnett Cox & Associates
- **Noreen Martin**, CEO of Martin Resorts
- **Dee Lacey**, Owner of Lacey Livestock
- **Debbie Arnold**, 5th District SLO County Supervisor

November 16, 2012

11:30 AM - 2:00 PM

Paso Robles Inn Grand Ballroom

[View Flyer](#)



[REGISTER HERE](#)

INTEGRATED ENERGY MANAGEMENT FOR DAIRY, WINERY, AND OTHER AGRICULTURAL FACILITIES



This class will first cover opportunities to manage energy relative to lighting, HVAC, refrigeration, boilers, pumps, motors, and self-generation, as well as the benefits of those options. The material will be presented in the context of an actionable roadmap for improving energy management.

December 4, 2012

8:00 AM - 12:30 PM

Santa Maria Inn



[REGISTER NOW](#)

CENTRAL COAST LEAN SUMMIT 2013



Join Cal Poly for Central Coast Lean Summit 2013. This year they will be:

- Providing lean content that will be of value to a wide variety of lean practitioners including those in business, education, government and non-profits.
- Continuing to build the Central Coast Lean Community by providing

visibility and networking opportunities.

- Building on the successful 2012 Summit (100+ attendees).

January 4, 2013
8:00 AM - 5:00 PM
Chumash Auditorium, Cal Poly Campus



[REGISTER HERE](#)

CENTRAL COAST EMPLOYER STUDY



Please take a few minutes to complete the following survey

The purpose of this survey is to help Cal Poly's Orfalea College of Business better serve the needs of businesses, donors and students. It focuses on Central Coast employers' perceptions of the personal, technical and academic skills undergraduates should develop in order to find a good job and succeed early in their business careers.

[CLICK HERE TO TAKE SURVEY](#)

<http://edu.surveymzmo.com/s3/1059384/SLO-Employer-Survey>

Join Us on LinkedIn



Join the EVC on LinkedIn to get connected to local business leaders and participate in a variety of discussions.

[JOIN TODAY](#)

Sponsor Newsletters and Press Releases

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.

EVC Board of Directors

Executive Committee



CHAIRMAN

Kris Vardas, Council Member
City of Pismo Beach

VICE-CHAIR

Mike Silacci, Regional Vice President
AT&T External Affairs

SECRETARY

Jackie Crabb, Executive Director
SLO County Farm Bureau

TREASURER

Steven Harding, Regional President
Rabobank, N.A.

BOARD COUNSEL

Eric Schwefler, CPA, Partner
Caliber Accounting & Tax

Board Members

Rodney Babcock, President
Next Intent

Michael Cannon, President
Cannon

Andrew Carter, Council Member
City of San Luis Obispo

Dave Christy, PhD, Dean
Orfalea College of Business, Cal Poly

Jolie Ditmore, Founder & Partner
Medicorp

Henry Dubroff, Founder & Editor
Pacific Coast Business Times

Carl Dudley, Senior Vice President
Mission Community Bank

Kevin Harlan, General Manager
KCOY CBS 12 / FOX 11 Television

Adam Hill, Supervisor 3rd Dist.
County of San Luis Obispo

Stacie Jacob, Executive Director
SLO County Visitors & Conference Bureau

Nancy Johnson, Council Member
City of Morro Bay

Dave Juhnke, Managing Partner
Sinsheimer Juhnke McIvor & Stroh

Bob Kelley, Council Member
City of Atascadero

John E. King, Principal
King Ventures

Tim Mahoney, District Manager
Southern California Gas Company

Candy Markwith, CEO
Sierra Vista Regional Medical Center

Noreen Martin, CEO
Martin Resorts

Kevin Meyer, President
Specialty Silicone Fabricators

Ziyad Naccasha, Founding Partner
Carmel & Naccasha LLP

Debbie Peterson, Council Member
City of Grover Beach

Bruce Ray, President & Publisher
The Tribune & SanLuisObispo.com

Caren Ray, Council Member
City of Arroyo Grande

Ty Safreno, CEO/CTO
Trust Automation

Craig Schmidt, Council Member
SLO County Chamber Executives

Darren Smith, COO
Compass Health

Ed Steinbeck, Council Member
City of Paso Robles

Gil Stork, Superintendent & President
Cuesta College

Tim Williams, Founder / CEO
Digital West

Charley Senn
Board Member Emeritus

Tom Sullivan
Board Member Emeritus

Staff

Michael Manchak, President & CEO
(805) 788-2013 | mmanchak@sloevc.org

Valarie Koos, Chief Financial Officer
(805) 788-2012 | info@sloevc.org

Kelli Blue, Loan Administrator
(805) 788-2015 | kblue@sloevc.org

Christine Rogers, Program Manager
(805) 788-2014 | crogers@sloevc.org

Kaila Anderson, Program Coordinator
(805) 788-2012 | info@sloevc.org

Andrew Moreno, Project Manager
(805) 788-2028 | amoreno@sloevc.org

Economic Vitality Corporation 735 Tank Farm Road, Suite 264, San Luis Obispo, CA 93401
(805) 788-2012 | www.sloevc.org | info@sloevc.org

Join us on LinkedIn



[Forward email](#)



Try it FREE today.

This email was sent to info@sloevc.org by sloevc@sloevc.org |
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Economic Vitality Corporation | 735 Tank Farm Road, Suite 264 | San Luis Obispo | CA | 93401