EVC Celebrates its 20th Anniversary

Monthly eNewsletter
Recap for the month and Upcoming Events
August 2014

IN THIS ISSUE

Broadband Update
TechPitch Event
Clean Business Investment Summit
Economic Strategy Announcement
New Resource
Feature Articles
In the News
Upcoming Events
AmazonSmile
Sponsor Benefit
Join Us on LinkedIn

Tri-County Broadband Consortium Launched

A collaboration involving three counties has been launched to help create faster broadband on the central coast of California called the Broadband Consortium Pacific Coast (BCPC), an emerging collaborative organization comprised of business and government. The consortium will focus on identifying and implementing measures that will best achieve the advancement and expansion of broadband (high-speed internet), across San Luis Obispo, Santa Barbara, and Ventura counties.

"The EVC and the Knowledge & Innovation Cluster are excited to collaborate with Santa Barbara and Ventura counties on this first-ever program to evaluate and adopt higher fiber-optic internet speeds to help local businesses with such a critical resource and giving businesses a competitive advantage in this global economy. Broadband has become a lifeblood of many businesses in the region and there is opportunity for higher broadband speeds in more places. Collaborating between all three counties is another first that benefits more people in this regional economy."

MICHAEL E. MANCHAK
President/CEO
Economic Vitality Corporation (EVC)

Read Press Release
TechPitch Event

Cal Poly's TechPitch Competition Adds Cash Prize, Extends Deadline, Expands Geographic Reach

Deadline to Submit Business Plan - September 22, 2014

Cal Poly's Small Business Development Center for Innovation has expanded the geographic reach of applicants to its fourth annual TechPitch competition, extended the deadline to apply, and added a $5,000 cash prize. The competition, the only such event in the Tri-County region, seeks early-stage startups ready for angel or venture capital funding. Those who qualify as finalists must be available for pitch coaching with the TechPitch committee during the three weeks prior to the event.

October 22, 2014
5:00 - 8:00 PM
Alex Madonna Expo Center, San Luis Obispo

View Flyer
Read Press Release

To register for the event either as a startup or guest please visit techpitch.org

Clean Business Investment Summit - LIVE STREAM!

Join us for the annual venture capital forum focused on high growth, Quadruple Bottom Line Business (People, Planet, Process, Profits). Watch LIVE to discover cutting-edge, high-growth industries and join world leaders, industry experts, and investors from across the country as entrepreneurs present their companies, industry experts explore critical trends and opportunities, and we catalyze the growth of sustainable business.

Live Stream begins at 8am on Thursday, September 11
Login at CleanBusiness.LiveFrom.com
(Registration NOT required for Live Stream)

For more information on streaming View Flyer

Please find event details and registration information below.

September 11, 2014
7:00 AM - 6:00 PM
Corwin Pavilion, UCSB, Santa Barbara

Register Here
For more event information visit www.ccvf.org

Economic Strategy Announcement

EVC Welcomes Two New Co-Chairs to the Uniquely SLO County Cluster

Economic News
It is a pleasure to announce that we have two new Co-Chairs for the Uniquely SLO Cluster, each with a long history of leadership in our communities. The new Co-Chairs are **Brian Talley** and **Gordon Jackson** who will join **Stacie Jacob** who continues her role as Co-Chair since January 2011. Stacie has contributed her passion and gift for creating long-term partnerships, elevating our region with national recognition of our Cluster assets in tourism, wine and cuisine. Brian Talley and Gordon Jackson provide a broad level of experience to achieve the cluster’s goals.

**New Resource**

**California Center For Jobs & The Economy**

**July Trade Data Released**

- California Leads Total US Trade 17.8% (Percentage of US trade)
- California Exports Down -0.7% (Change in CA exports for July 2013)
- Total Trade Though California Ports is Down -3.8% (Change in total trade through CA ports from July 2013)

For additional data visit [www.centerforjobs.org](http://www.centerforjobs.org)

**New Sponsor**

We are pleased to welcome our newest sponsor

**UMPQUA BANK - $1,000**

An Oregon-based community bank recognized for its entrepreneurial approach, innovative use of technology, and distinctive banking solutions. Umpqua Bank has locations across Idaho, Washington, Oregon, California and Northern Nevada. Umpqua Private Bank serves high net worth individuals and nonprofits, providing trust and investment services. Umpqua Holdings Corporation is headquartered in Portland, Oregon, with its first branch in SLO County located in
Feature Articles

EVC PARTNER

Slow Money SLO: Celebrating Two Years of Local Food Business Support
By Jeff Wade
Slow Money SLO
September 1, 2014

Slow Money SLO provides local, small food and farm business support through peer to peer loans, business development advice and networking, filling a gap in local infrastructure. Food entrepreneurs are among the most passionate and driven small business owners, providing good jobs and impact revenue while keeping money local, but finding financial support can be a challenge. Slow Money SLO builds relationships with small food and farm businesses and makes introductions to individuals who want to enhance the availability of locally grown and produced food while contributing to SLO County business vitality.

Read More

EVC SPONSOR

Got a Minute? An HR Minute for Busy Executives
Understanding the Current Rules on Meal Periods
By Sandra Dickerson
Your People Professionals
August 11, 2014

Click here for a one minute Executive Brief from YPP CEO Sandra Dickerson on the issue of the challenging current rules for meal periods. Mistakes in the tracking and paying for meal periods can be costly to your business. And, the rules have changed significantly recently. At the end of this one minute video, you can request a free document containing expanded, detailed information to help you avoid the meal periods minefield.

Executive Brief

EVC SPONSOR

John Maynard Keynes R.I.P... And Keynesian Economic Theory!
Taylor Frigon Capital Management
September 4, 2014

Thanks Dee Canepa!

About Umpqua Bank
Economist Scott Grannis published a remarkable post over at his Calafia Beach Pundit blog in which he says:

“The past six years in effect have been a laboratory experiment to determine whether Keynesian economic theory is valid. The result? Keynesian economic theory is (or should be) officially dead. It doesn’t work. Government can’t boost the economy by borrowing or spending more money. Politicians will be unhappy to hear this, of course, since they would prefer that we think they can dispense growth and prosperity on demand. Those who insist in perpetrating this myth should be voted out of office.”

Read More

SLO County’s Workforce Housing Revolution
SLO County Has a Housing Problem. Solutions Might Finally be on the Horizon.
By Rylan Stewart
Central Coast Lending
September 3, 2014

Halfway through 2014, the median price of single-family homes sold in San Luis Obispo County rose to $485,000, a 30% increase over the past 36 months. Local real estate is priced at over double the national median ($223,000) and well over the California median ($393,000). The high prices are squeezing the local workforce, and making it increasingly difficult for families to put down - and keep - roots in San Luis Obispo County. The upheaval has real and troubling implications for our local communities.

Read More

Listen to Podcast

County Supervisor News
By Supervisor Caren Ray, 4th District Supervisor San Luis Obispo County
The Chat - September Edition
Nipomo Chamber of Commerce

I’m excited for the opportunity to connect you with the Supervisor’s office in this new monthly column. I will be keeping you informed about what’s happening at the County level so that the line of communication between us is open and strong. This month, I would like to tell you about an organization that is integral to the health and vibrancy of our economy. It’s called the Economic Vitality Corporation, or EVC for short. I have been a board member of EVC for over four years, and I believe strongly in its mission and importance to all businesspeople in San Luis Obispo County.

Read More

(Please note this letter is on page 5)
Activities Along the Captivating Central Coast
By Cheryl Crabtree
U.S. Airways Magazine (Starts on page 112)
September 2014

As summer transitions to fall, prime visiting season arrives for California's fabled Central Coast. The fog disappears along with the crowds, and sparkling blue skies and moderate temperatures prevail. In San Luis Obispo County, halfway between San Francisco and Los Angeles, migrating wildlife come to feed and play. Travelers, too, migrate here to explore ten destinations in one fantastic vacation.

In the News

Access to THE TRIBUNE and PACIFIC COAST BUSINESS TIMES articles require a log in by subscribers. The EVC provides a complimentary subscription to both publications for EVC sponsors. If you are a sponsor and have trouble accessing your account please contact Kaila Anderson at (805) 788-2012 or info@sloevc.org.

Startup Weekend, en Español: Entrepreneurs Pitch in Santa Maria
Austen Hufford
Pacific Coast Business Times
August 8, 2014
Read Article

Three Ways to Ensure California’s Prosperity Emerge from Summit’s Capitol Day
By Justin Ewers
California Forward
August 13, 2014
Read Article

EVC SPONSOR
CoastHills Credit Union Expands to Five Counties
Staff Report
Pacific Coast Business Times
August 13, 2014
Read Article

EVC SPONSOR
And Then, One Day, The World Stopped
By Russ Levanway
TekTegrity
August 14, 2014
Read Article

EVC SPONSOR
TechPitch Seeks Central Coast Entries for Contest
By Stephen Nellis
Pacific Coast Business Times
August 15, 2014
Read Article

In Their Own Words: Spirit of Small Business 2014 Winners
Staff Report
Pacific Coast Business Times
August 21, 2014
View Videos

iFixit Taps its Own Mantra for New Corporate Digs in SLO
By Stephen Nellis
Pacific Coast Business Times
August 22, 2014
Read Article

EVC SPONSOR
IQMS Readies for Big Leagues with First Outside Investment
By Stephen Nellis
Pacific Coast Business Times
August 22, 2014
Read Article

EVC SPONSOR
50 Fastest-Growing Companies 2014 Announced
Staff Report
Pacific Coast Business Times
August 25, 2014
Read More

$10M Pismo Beach Tract to be Preserved
By Elijah Brumback
Pacific Coast Business Times
August 26, 2014
Read Article

Pismo Preserve Project Gets Expected $4 Million Donation
By David Sneed
The Tribune
August 28, 2014
Read Article

OUTCOME OF ECONOMIC STRATEGY
Consortium Forms to Push for Faster Internet Access in California Tri-County Area
By Carol Lawrence
McClatchy News Service
August 28, 2014
Read Article

EVC SPONSOR
Five from SLO County Make Inc. 5000
San Luis Obispo Chamber of Commerce
September 5, 2014
Read Article
Upcoming Events

**WEDNESDAY, SEPTEMBER 10, 2014**

**EVC SPONSOR**

How to do Business with PG&E Workshop
Host: Pacific Gas and Electric Company
When: 9:00 AM - Noon
Where: Embassy Suites, San Luis Obispo
Details: Learn how to do business with PG&E
[More info](#)

**THURSDAY, SEPTEMBER 16, 2014**

**EVC PARTNER**

Start, Run & Grow Your Business
Host: Mission Community Services Corporation
When: 12-week course meets weekly, Tues. 6:00 - 9:00 PM
Where: Rabbit Hole Business Solutions, Arroyo Grande
Details: Self-Employment Training Course
[More info](#)

For more information on alternative courses visit: [www.mcscorp.org](http://www.mcscorp.org)

**WEDNESDAY, SEPTEMBER 17, 2014**

**EVC PARTNER**

Shift Happens: Strategies for Adapting to Changing Market Conditions
Host: MIT Enterprise Forum
When: 5:00 - 8:00 PM
Where: Cabrillo Pavilion Arts Center, Santa Barbara
Details: Focus on the topic of change and how local, successful companies have adapted and shifted their company structure.
[More info](#)

**THURSDAY, SEPTEMBER 18, 2014**

**EVC SPONSOR**

50 Fastest-Growing Companies Awards
Host: Pacific Coast Business Times
When: 5:30 - 7:30 PM
Where: Crowne Plaza Ventura Beach
Details: Awards ceremony to recognize the 50 fastest-growing companies in the Tri-Counties.
[More info](#)

**EVC PARTNER**

QuickBooks Workshop
Host: Cal Poly Center for Innovation & Entrepreneurship
When: 5:00 - 7:00 PM
Where: SLO HotHouse, San Luis Obispo
Details: Learn the ins and outs of this popular accounting software with the help of Caliber Accounting & Tax.
[More info](#)

**SEPTEMBER 25 thru 28, 2014**

**EVC SPONSOR**

SAVOR the Central Coast
Host: Sunset and Visit San Luis Obispo County  
When: Main event all Day Sat. & Sun - [Schedule of Events]  
Where: Santa Margarita Ranch (Excluding adventure tours)  
Details: Four day culinary exploration that invites you to experience the food, wine and lifestyle of the Central Coast.  
[More info]

**FRIDAY, SEPTEMBER 26, 2014**  
**EVC SPONSOR**  
**Who’s Who in Professional Services Nomination Deadline**  
Host: Pacific Coast Business Times  
Deadline: Nominations Close September 26  
Event Date: TBD  
Details: Recognizes the leading attorneys and certified public accountants  
[More info]

**MONDAY, SEPTEMBER 29, 2014**  
**EVC SPONSOR**  
**6th Annual Student Robotics Expo**  
Host: Softec  
When: 5:00 - 8:00 PM  
Where: SLO Elks Lodge  
Details: Features local High School, Elementary and College Robotics teams.  
[More info]

**THURSDAY, OCTOBER 2, 2014**  
**EVC SPONSOR**  
**Cal Poly Career Fest 2014**  
Host: Cal Poly  
When: 10:00 AM - 12:30 PM  
Where: Chumash Auditorium, Cal Poly  
Details: Employer representatives will review resumes with individual students or conduct mini-interviews with students in a “Speed Interviewing” session. Over 300 business and engineering students will be in attendance.  
[More info]

**FRIDAY, OCTOBER 10, 2014**  
**EVC SPONSOR**  
**Who’s Who in Health Care, Insurance & Biomedicine Nomination Deadline**  
Host: Pacific Coast Business Times  
Deadline: Nominations Close October 10  
Event Date: TBD  
Details: Recognizes decision-makers in health care, insurance and biomedicine industries.  
[More info]

---

**AmazonSmile**  
Shop AmazonSmile and Amazon will donate .5% of your purchases throughout the year to the EVC!  
EVC AmazonSmile Link: [smile.amazon.com/ch/77-0402681](http://smile.amazon.com/ch/77-0402681)
BENEFIT FOR EVC SPONSORS
To show our appreciation to our sponsors, the EVC is providing our sponsors with a complimentary subscription to the PACIFIC COAST BUSINESS TIMES and THE TRIBUNE.

For information on complimentary subscriptions Pacific Coast Business Times Flyer and The Tribune Flyer

For questions regarding sponsorship please contact Mike Manchak at (805) 788-2013 or mmanchak@sloevc.org.

Linkedin
Join the EVC group 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
Eric Schwefler, CPA, Partner
Caliber Accounting & Tax

VICE-CHAIR
Bruce Ray, President & Publisher
The Tribune & SanLuisObispo.com

TREASURER
Steven Harding, Chairman of the
Community Leadership Groups
Rabobank, N.A.

PAST-CHAIR
Mike Silacci, Regional Vice President
AT&T External Affairs

BOARD COUNSEL & SECRETARY
Ziyad Naccasha, Founding Partner
Carmel & Naccasha LLP

MEMBER-AT-LARGE
Kris Vardas, Council Member
City of Pismo Beach

Board Members

Michael Cannon, President
Cannon

Dan Carpenter, Council Member
City of San Luis Obispo

Jolie Ditmore, CEO & Co-Owner
Medicorp

Henry Dubroff, Founder & Editor
Pacific Coast Business Times

Carl Dudley, Senior Vice President
Pacific Western Bank

Jim Guthrie, Council Member
City of Arroyo Grande

Kevin Harlan, Chief Operating Officer
Huntington Management Group

Linda Hendy, Chair
SLO County Chamber Executives

Adam Hill, Supervisor 3rd District
County of San Luis Obispo

Stacie Jacob, Executive Director
Visit San Luis Obispo County

Christine Johnson, Council Member
City of Morro Bay

Tom Jones, Director, Corporate Affairs
Pacific Gas and Electric Company

Bob Kelley, Council Member
City of Atascadero

John E. King, Principal
Boutique Hotel Collection

Dawn Legg, Assistant Project Manager
First Solar

Tim Mahoney, District Manager
Southern California Gas Company

Noreen Martin, CEO
Martin Resorts

Kevin Meyer, Managing Partner
Gemba Academy

Brendan Morris, Principal; CEO; Advisor
Morris & Garritano Insurance

Debbie Peterson, Council Member
City of Grover Beach

Caren Ray, Supervisor 4th District
County of San Luis Obispo

Chris Richardson, Managing Partner
Richardson Properties

Ty Safreno, CEO / CTO
Trust Automation

Darren Smith, CEO
Compass Health

Ed Steinbeck, Council Member
City of Paso Robles

Gil Stork, Superintendent & President
Cuesta College

Dr. Brian Tietje, PhD, Vice Provost
Cal Poly State University

Tim Williams, Founder / CEO
Digital West

Member Emeritus

Dave Juhnke
Charley Senn
Tom Sullivan

Staff

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

Valarie Koos, Chief Financial Officer
(805) 788-2013 | info@sloevc.org

Christine Rogers, Program Manager
(805) 788-2015 | crogers@sloevc.org

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

Forward email

This email was sent to info@sloevc.org by sloevc@sloevc.org | Update Profile/Email Address | Rapid removal with SafeUnsubscribe™ | Privacy Policy.

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

Join us on LinkedIn