



EVC Celebrates its 20th Anniversary



Monthly eNewsletter

Recap for the month and Upcoming Events August 2014

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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)

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Most Recent Report

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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



Clean Business
Investment Summit

Economic Strategy Announcement

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

Platinum: \$5,000+

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Gold: \$2,500+

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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.



Gordon Jackson
General Manager
Hilton Garden Inn



Brian Talley
President
Talley Vineyards
Talley Farms

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 Through California Ports is Down -3.8% (Change in total trade through CA ports from July 2013)

For additional data visit
www.centerforjobs.org

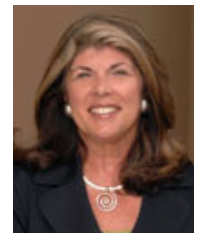


New Sponsor

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



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Bronze: \$500+

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Leaders' Circle

Templeton.

[About Umpqua Bank](#)

Thanks Dee Canepa!

Dee Canepa



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](#)

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John Maynard Keynes R.I.P... And Keynesian Economic Theory!

Taylor Frigon Capital Management
September 4, 2014



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[Women's Economic
Ventures \(WEV\)](#)

[YPNG](#)

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.

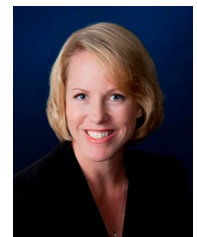
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[County Supervisor News](#)

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.



Caren Ray

[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.

[Read More](#)



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

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Three Ways to Ensure California's Prosperity Emerge from Summit's Capitol Day

By Justin Ewers
California Forward
August 13, 2014

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CoastHills Credit Union Expands to Five Counties

Staff Report
Pacific Coast Business Times
August 13, 2014

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And Then, One Day, The World Stopped

By Russ Levanway
TekTegrity
August 14, 2014

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TechPitch Seeks Central Coast Entries for Contest

By Stephen Nellis
Pacific Coast Business Times



August 15, 2014

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In Their Own Words: Spirit of Small Business 2014 Winners

Staff Report

Pacific Coast Business Times

August 21, 2014

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BUSINESS TIMES

iFixit Taps its Own Mantra for New Corporate Digs in SLO

By Stephen Nellis

Pacific Coast Business Times

August 22, 2014

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IQMS Readies for Big Leagues with First Outside Investment

By Stephen Nellis

Pacific Coast Business Times

August 22, 2014

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PACIFIC COAST
BUSINESS TIMES

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50 Fastest-Growing Companies 2014 Announced

Staff Report

Pacific Coast Business Times

August 25, 2014

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BUSINESS TIMES

\$10M Pismo Beach Tract to be Preserved

By Elijah Brumback

Pacific Coast Business Times

August 26, 2014

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PACIFIC COAST
BUSINESS TIMES

Pismo Preserve Project Gets Expected \$4 Million Donation

By David Sneed

The Tribune

August 28, 2014

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SanLuisObispo.com
THE TRIBUNE

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

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Five from SLO County Make Inc. 5000

San Luis Obispo Chamber of Commerce

September 5, 2014

[Read Article](#)

SAN LUIS
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of
COMMERCE

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](#)



*Pacific Gas and
Electric Company*

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

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

PACIFIC COAST
BUSINESS TIMES

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

Softec

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

CAL POLY
SAN LUIS OBISPO

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

PACIFIC COAST
BUSINESS TIMES

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

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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.*

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Kevin Meyer, Managing Partner
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