



The EVC Board and Staff wish you a Happy Holiday Season!



Monthly eNewsletter

**Recap for the month of
December 2014**

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End of the Year Remarks

On behalf of the EVC Board of Directors and staff, we want to thank our sponsors and the hundreds of volunteers that support the EVC's mission to help the local economy and the health of our communities.

We remain proud of the important projects the EVC leads in an effort to provide benefits to the region's residents, and the contributions of sponsors and volunteers are essential to our accomplishments. Such support has allowed the EVC to continue the implementation of the Economic Strategies Project, for example, which has proven to be an effective platform for creating, distilling and launching initiatives that have a positive impact on the county's economy.

We are pleased to say that the EVC played an important role in the county's economic recovery this year; and, as we look to the year ahead, we want to continue to work towards growing a broader base of private businesses and increasing head-of-household jobs. With each new head of household job and an investment in local companies, we add to the region's collective prosperity.

In order to remain competitive with other regions, San Luis Obispo County needs to

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150,000+

[County of San Luis Obispo](#)

50,000+

[Morgan Family Foundation](#)

Diamond \$10,000+

[City of San Luis Obispo](#)

[First Solar](#)

[MidAmerican Solar](#)

[Southern California Gas](#)

[The Tribune](#)

Emerald \$7,500+

[AT&T](#)

[Compass Health](#)

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[KCOY CBS 12 / FOX 11 TV](#)

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[Times](#)

[Rabobank, N.A.](#)

[Richardson Properties](#)

[SunPower Corporation](#)

[Union Bank](#)

[Wells Fargo](#)

Gold: \$2,500+

maintain a business-friendly atmosphere. We believe that together with our sponsors and volunteers, the EVC can help the region accomplish this goal. We look forward to continuing the work of stimulating the economic vitality of San Luis Obispo County in 2015.

Many thanks to our sponsors and volunteers, and best wishes to you and yours this holiday season.



Eric Schwefler, CPA
Chair, EVC Board of Directors
Partner, Caliber Accounting & Tax, LLP



Michael Manchak
President & CEO
Economic Vitality Corporation

State Senator Bill Monning

"Dear EVC members, board, and staff, may you enjoy a peaceful and fulfilling holiday season and a productive and energized New Year! I look forward to our continued collaboration and friendship in the years to come and applaud the vision, experience, and resources mobilized and organized by the EVC! Behind every business success and every economic advance are the people who give of themselves, not just to the success of their businesses, but to the greater good of the community. Thank you each and all for your dedication and commitment to service."

With warm regards and great respect,
State Senator Bill Monning



Senator Monning

Assemblyman Katcho Achadjian

"With the upbeat in the economy comes an increased responsibility to attract and grow businesses. In San Luis Obispo County, the EVC is at the forefront of being accountable to manage this new growth by placing their partnerships time and again on the cutting edge where jobs are created through their long-term investment in the community."

Katcho Achadjian
35th Assembly District



Assemblyman Achadjian

[Caliber Accounting & Tax](#)
[Calzyme Laboratories](#)
[Cannon](#)
[Central Coast Wealth Management](#)
[Chevron](#)
[Clever Concepts](#)
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[Digital West](#)
[Don Maruska & Co](#)
[Ed Cox - Vistage](#)
[Fairway](#)
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[Gemba Academy](#)
[Heritage Oaks Bank](#)
[IQMS](#)
[Mangano Homes](#)
[Medicorp](#)
[Miravista Holdings](#)
[More Office Solutions](#)
[Morris & Garritano](#)
[NKT Commercial](#)
[Pacific Western Bank](#)
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[TekTegrity](#)
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Silver: \$1,000+

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[Phillips 66](#)
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[Public Policy Solutions](#)
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EVC PARTNER

A Word from Softec's New President, Josh Erdman

As the new incoming president of Softec, I wanted to get a deeper understanding of the history and accomplishments of our organization over the years. I wanted to reflect on our past as we anticipate our future. What I have found is quite surprising as I have realized that Softec has roots deeper and older than anything I imagined. Softec had a big role in the Electronic Village Project with Cal Poly, C3RP (Cal Poly Research Park), CEO Roundtables, V-BIRD (Virtual Business Incubation for Research and Development) and dozens of other initiatives over the years. We have rarely gotten credit but, but I learned that we were often instigators in the background pushing for things that are good for tech business formation and growth.

[Read More](#)



Josh Erdman

EVC PARTNER

EVC Recognizes a Local Leader

On behalf of the EVC Board of Directors, on December 11th Mike Manchak presented an award to County Superintendent of Schools Dr. Julian Crocker for a lifetime of service to our region. Dr. Crocker's leadership has made a very positive impact on the County and local economy and we are all very grateful.

Thank you, Dr. Crocker.



Dr. Julian Crocker

EVC Sponsor Holiday Celebration



The EVC's holiday celebration for our sponsors and supporters was another success this year. We had over 130 business leaders, government officials and community partners mingling over appetizers by the water. The event was held on December 10, 2014 at VENTANA GRILL in Pismo Beach. Thank you to all our sponsors who came out to celebrate with us.

A special thanks to EVC Board member Darren Smith of Compass Health for sponsoring this year's celebration.

[RNM Engineering](#)
[San Luis Garbage](#)
[San Luis Sports Therapy](#)
[Sinsheimer Juhnke McIvor & Stroh](#)
[San Luis Obispo Council of Governments](#)
[SLO County Farm Bureau](#)
[SLO Wine Country](#)
[SMS Masterminds](#)
[Softec](#)
[Software Solutions](#)
[Solarponics](#)
[Specialty Construction](#)
[The Spice Hunter](#)
[Thoma Electric](#)
[Ultrex](#)
[Umpqua Bank](#)
[United Staffing Assoc.](#)
[University of La Verne](#)
[Visit SLO County](#)
[Wallace Group](#)
["YPP" Your People Professionals](#)
[Zurn Wilkins](#)



Sponsorship Update

We are pleased to welcome our newest sponsors...

Bronze: \$500+
[Charley Senn](#)
[Myraline Morris Whitaker](#)

Endowment Fund Founders Circle
[Bradley Goodwin](#)
[Caliber Accounting & Tax](#)
[Compass Health](#)
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[King Ventures](#)
[Martin Resorts](#)
[Pacific Western Bank](#)
[Rabobank, N.A.](#)
[Trust Automation](#)

Leaders' Circle
[Mangano Homes](#)

NKT COMMERCIAL - \$3,500

NKT Commercial is a San Luis Obispo-based development and property management company.

Thank you, Nick Tompkins!



Nick Tompkins

BRITTINGHAM FINANCIAL GROUP - \$1,000

Brittingham Financial Group is a family-owned company dedicated to serving complex and sensitive family needs and upholding long-term client relationships.



Thank you, Joe Brittingham!

[About Brittingham Financial Group](#)

SPONSOR NEWSLETTERS

[APCD of SLO County](#)
[Assemblyman Katcho Achadjian](#)
[Caliber Accounting](#)
[California Economic Forecast](#)
[California Regional Bulletin](#)

IFIXIT - \$1,000

iFixit was started in 2003 by Luke and Kyle in a dorm room at Cal Poly, San Luis Obispo. Since then, we've grown a bit. We help thousands of people repair their devices every day. Why do we do it? Because companies like Apple don't provide repair parts and documentation to end users. We believe everyone should have the right to maintain and repair their products.



Thank you, Kyle Wiens!

[About iFixit](#)

California Valley Solar Ranch

Community Foundation

County of SLO

Gemba Academy

Hind Foundation

LeanCEO

Longcrier & Associates

Mission Community Services

Northwestern Mutual

Pacific Coast Business Times

SLO Airport Services

SLO Chamber

SLOCOG

Softec

Taylor Frigon

TekTegrity

The Planning Network

Topaz Solar Farm

United Staffing

Verdin

Wallace Group

Women's Economic Ventues (WEV)

YPNG

YPP

SLO County Today

Cal Poly is a Major Economic Engine for San Luis Obispo County

December 13, 2014

Mike Manchak & Bradford Anderson
KVEC

The Colleges and Universities that dot the Central Coast do far more than create an educated populace, they also account for a major portion of the area's economy. A recent study took a look at one university in particular-Cal Poly in San Luis Obispo-and found when you tabulate all of the various economic interactions that institution, its students, faculty and staff have with the surrounding area, the sum of those accounts for 12 percent of the entire county's economic output.

[Listen to Podcast](#)



Mike Manchak



CEO Interview Series

HOTHOUSE STARTUP

Shea Brucker - HomeSlice

This new interview series focuses on companies being incubated at the HotHouse business incubator in San Luis Obispo (www.slohothouse.com) - an amazing resource for our community and the county's economy. In the approximately one year since the HotHouse was launched, it has had great successes by helping and launching amazing companies. Mike Manchak interviews **Shea Brucker**, CEO & Founder of **HomeSlice**, a startup company that has developed a successful software application for managing households and roommates - including the delegation of paying bills, buying supplies, and doing chores. Featured on Yahoo! News, and with over 35,000 users, the company has quickly become successful and is located in the HotHouse business incubator in San Luis Obispo.

[Read Interview](#)



Shea Brucker



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.

[Helping Entrepreneurs Flourish: Rethinking the Drivers of Entrepreneurship](#)

By Paul Kielstra
The Economist
December 17, 2014

The
Economist

[Read Report](#)

EVC SPONSOR

San Luis Obispo Ranked Among Top College Town in U.S.

By Kaytlyn Leslie
The Tribune
December 18, 2014

[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

Taking on the Sharks: SLO Family Gets Mark Cuban's Cash for Q-Flex Expansion

By Chris Officer
Pacific Coast Business Times
December 19, 2014

[Read Article](#)

PACIFIC COAST
BUSINESS TIMES

Upcoming Events

FRIDAY, JANUARY 9, 2015

EVC SPONSOR

The Hatchery Info Session

Host: Cal Poly Center for Innovation & Entrepreneurship

When: 11:30 AM - 12:30 PM

Where: Cal Poly, Bldg. 2, Room 206, SLO

Details: Opportunity to mentor Cal Poly students,
On-Campus program that fosters entrepreneurship

[More info](#)

CIE CAL POLY
center for innovation
& entrepreneurship

EVC SPONSOR

Dealmakers of the Year

Host: Pacific Coast Business Times

Deadline: Nominations close January 9

Event Date: TBD

Details: This section profiles the people behind the largest deals
in the Tri-Counties in 2014

[More info](#)

PACIFIC COAST
BUSINESS TIMES

MONDAY, JANUARY, 2015

EVC SPONSOR

Tech Brew - Eric Foronjy: Business Automation

Host: Softec

When: 5:00 - 7:00 PM

Where: Pappy McGreggors, SLO

Details: Mr. Foronjy will explain how he systematically revamped all the systems of his
business to be more efficient and attract new/retain existing customers.

[More info](#)

Softec

FRIDAY, JANUARY 16 - SUNDAY JANUARY 18, 2015

EVC SPONSOR

Startup Weekend SLO 2015

CIE CAL POLY
center for innovation
& entrepreneurship

Host: Cal Poly Center for Innovation & Entrepreneurship
When: Starts January 16 at 6:00 PM
Where: Chumash Auditorium, Cal Poly
Details: Held once a year Startup Weekend SLO empowers students and the community to build startups in one weekend.

[More info](#)

WEDNESDAY, JANUARY 21, 2014

EVC PARTNER

Type 1 Diabetics: Listen Up!

Host: MIT Enterprise Forum

When: 5:00 - 8:00 PM

Where: Cabrillo Pavilion Arts Center, Santa Barbara

Details: Hear a panel of leading experts in the field discuss breakthroughs in the treatment of type 1 diabetes.

[More info](#)

 MIT ENTERPRISE FORUM
CENTRAL COAST

FRIDAY, JANUARY 23, 2015

EVC SPONSOR

Who's Who in Business Leadership

Host: Pacific Coast Business Times

Deadline: Nominations close January 23

Event Date: TBD

Details: Profiles a diverse mix of people in the Tri-Counties, including chamber of commerce CEOs, university presidents, and others active in the region's economic development.

[More info](#)

 PACIFIC COAST
BUSINESS TIMES

FRIDAY, FEBRUARY 6, 2015

EVC SPONSOR

Family Business & Closely Held Company Awards

Host: Pacific Coast Business Times

Deadline: Nominations close February 6

Event Date: TBD

Details: Profiles companies where 2 or more family members are actively involved as owner-managers, a company were ownership is now second generation or where a small group of individuals own the business.

[More info](#)

 PACIFIC COAST
BUSINESS TIMES

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

 amazon smile
You shop. Amazon gives.

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.



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.



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