Dear EVC stakeholders,

A few recent highlights...

REPORT ON LOCAL WORKFORCE -- Across the nation and in our county, major challenges around our workforce is surfacing and will likely become more challenging in the future for workers, their families, businesses, and our economy. A recent report by Josh Williams of San Diego-based BW Research Partnership was commissioned by the Workforce Investment Board of SLO County, and it is one of the most important insights into the future of local workforce that I have read. This amazing report is certain to inform you about the opportunities and challenges of our local job landscape, as well as insight about where jobs have grown, as well as the low wage recovery since the Great Recession. Similar challenges are being seen in Santa Barbara and Monterey counties. The report sheds light on the current and future availability of workers by job type and industry sector. Mr. Williams is making another local presentation on April 1st in Paso Robles and I urge you to attend and read the report. See details below to download the report and the presentation.

WORKFORCE HOUSING SUMMIT - On February 26th the EVC helped produce the second major meeting to help create solutions for our county’s workforce housing solutions. Seen as a hurdle of the economic health of our county’s economy, housing for our county’s workforce is a big challenge due to availability and high price (for renting and purchase). Despite recent housing developments, SLO County is one of the least affordable in the entire nation, measured by the median home price (higher than most counties) and the median income (lower than the state average) --- an imbalance creating hardship on locals. This event followed the Workforce Housing Report commissioned by the EVC Economic Strategy’s industry cluster called BUILDING DESIGN AND CONSTRUCTION, through leadership by its co-chairs Brad Brechwald of Wallace...
Group and Lenny Grant of RRM Design Group. The meeting brought together local employers and developers to discuss ways to partner to create more solutions for workforce housing. The EVC will keep our communities informed about the results of this effort.

STATEWIDE MEETING HELD - Last week the EVC hosted the CALIFORNIA STEWARDSHIP NETWORK for its semi-annual meeting, for which the EVC is a member. It is comprised of twelve diverse regions across California that came together to develop innovative regional solutions to the state’s most pressing challenges. Diverse regional teams focus on the stewardship of economic, environmental, and social dimensions of a region - funded by the Morgan Family Foundation. [http://castewardship.org/](http://castewardship.org/). This meeting was a great way to exchange best practices and challenges and to show dozens of regions that SLO County is a great place to visit and do business. Thanks to John King and The Cliffs Resort for hosting this meeting, and to Judy Mahan of the SLO HotHouse for sharing successes to this statewide group.

Michael E. Manchak  
President & CEO  
Economic Vitality Corporation

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**Pacific Gas & Electric**  
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**Wells Fargo**

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**EVC SPONSOR**

**Family Business & Closely Held Companies Awards**

*Brought to you by the Pacific Coast Business Times*

Congratulations to our San Luis Obispo County Winners:

- Large Business - **Aviation Consultants Inc.,** William Borgsmiller- [EVC Sponsor](#)
- Medium-Size Business - **Solarponics,** Kristian Emrich - [EVC Sponsor](#)
- Small Business - **InPress Technologies,** Jessie Becker
- Green Business - **Paso Bamboo Farm & Nursery,** Gavion Villa

**Awards Luncheon**  
March 12, 2015  
11:30 AM - 1:30 PM  
Crowne Plaza Ventura Beach  
[Register Here](#)

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**New Report on SLO County Workforce**

*Challenges & Opportunities for the SLO County Workforce & Economy*

The Workforce Investment Board of San Luis Obispo County commissioned this study by BW Research Partnership to develop an economic and workforce development analysis of our county. To view report, click below.
Gold: $2,500+
Clint Pearce  
Caliber Accounting & Tax  
Calzyme Laboratories  
Cannon  
Central Coast Wealth Management  
Chevron  
Clever Concepts  
CoastHills Credit Union  
Digital West  
Don Maruska & Co  
Ed Cox - Vistage  
Fairway  
First American Title  
First Solar  
Gemba Academy  
Heritage Oaks Bank  
IQMS  
Mangano Homes  
Medicorp  
Miravista Holdings  
More Office Solutions  
Morris & Garritano  
NKT Commercial  
Pacific Western Bank  
REC Solar  
SESLOC  
Sierra / Twin Health Network  
Taylor Frigon Capital Mgt.  
TekTegrity  
Trust Automation  
Verdin  
Volny Construction

Silver: $1,000+
AccuAir  
Air Pollution Control  
District of SLO County  
Andre Morris & Buttery  
Arcadia  
Brittingham Financial Group  
CalPortland  
Charter Communications  
Chris Leschinsky  
Coastal Business Finance  
Coast National Bank  
Cuesta College  
Dawn Janke  
French Hospital Medical Center  
Glenn Burdette  
Green Goods  
Home Builders Assoc.  
iFixit  
InfoGard Laboratories  
J.B. Dewar  
Lee & Associates  
Madonna Enterprises  
Northwestern Mutual  
Orfalea College of Business, Cal Poly  
Paso Robles Wine Country Alliance  
Phillips 66  
Promega Biosciences

Upcoming Presentation
April 1, 2015  
11:00 AM - 12:30 PM  
Cuesta College North Campus, Bldg. N3100, Paso Robles

EVC SPONSOR  
Congratulations to EVC Sponsor, Clint Pearce of Madonna Enterprises!

Pacific Coast Business Times

Announcing our 15th Anniversary & Business Hall of Fame Honors

When you look at the masthead of the current issue of Pacific Coast Business Times, you will notice something new. This is Volume 16 No. 1 and it is the beginning of our 15th anniversary year. The special banner at the top of Page One signifies that for 780-plus consecutive weeks, we've been offering our subscribers an in-depth look at business and economic issues on the Central Coast.

Awards Reception
May 14, 2015  
5:30 - 7:30 PM  
Bacara Resort & Spa, Santa Barbara

EVC SPONSOR

EVC Sponsors Groundbreaking for Public Market at Bonetti Ranch

A very exciting project at the intersection of South Higuera and Tank Farm Road, called the SLO Public Market. Some long-time locals may know the parcel as the historic Long-Bonetti Ranch. The $16.5 million project is the concept of PB Companies and Compass Health.
Sponsorship Update

We are pleased to welcome our newest sponsor...

PB COMPANIES - $5,000
PB Companies, LLC is a private finance and investment firm created by John W. Belsher and Ryan Petetit. The company was founded to create investment solutions and equity plays in the real estate and business world where the legal and financial expertise of the principals would generate a great climate of success for the company and its investors. PB Companies is currently in the process of entitling over 125 homes on the Central Coast, and has plans to entitle and build more than 300 homes between Arroyo Grande and Paso Robles over the next 3 years.

About PB Companies

Thank you, Ryan Petetit and John Belsher!

SLO HotHouse Interview Series

The Cardboard Guys - Jake Disraeli

This interview series focuses on companies being incubated at the HotHouse business incubator in San Luis Obispo - 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. This month Mike Manchak interviewed Jake Disraeli, Co-Founder of The Cardboard Guys, an environmentally friendly children's furniture company located at the
EVC SPONSOR

Finding Gems in the "Start-up Nation"

By Amy Parvaneh, Taylor Frigon Capital Management
February 23, 2015

Efforts to identify sound technology investments have led Taylor Frigon Capital Management LLC to Israel. Investing in Israeli businesses is “part of a globally diversified approach,” says Gerry Frigon, president and chief investment officer of the California-based investment management firm. The firm isn’t necessarily trying to invest in every corner of the world, Frigon says, but is simply looking for investments that make sense and following them.

Read More

EVC SPONSOR

2014 SLO County Annual Report

A Year in Review

Welcome to the County of San Luis Obispo 2014 Annual Report, a great way to understand all that the County did to serve the community last year. Watch the video below for a quick year-in-review.

View Video

Go to Annual Report
### Access to THE TRIBUNE and PACIFIC COAST BUSINESS TIMES articles require a login 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.

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<th>EVC SPONSOR</th>
<th>Pacific Coast Business Times</th>
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<td><strong>Heritage Oaks Q4 Profits Jump 24%</strong></td>
<td>February 3, 2015</td>
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<td><strong>REC Solar Sells Majority Share to Nation’s Largest Utility</strong></td>
<td>February 9, 2015</td>
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<td><strong>MINDBODY in SLO Ranked Among Best Places to Work</strong></td>
<td>February 13, 2015</td>
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<td><strong>Cuesta Medical Group Purchased By Dignity Health Affiliate</strong></td>
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<td><strong>Homebuilders Group Names New Executive Director</strong></td>
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<td><strong>Several North County Wineries, Vineyards Have Been Sold Recently</strong></td>
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<td><strong>SLO-Based Cormant Helps Companies Manage Their Data</strong></td>
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<td><strong>RVPlus You Rides Rental Craze</strong></td>
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<td>California Sets Tough Rules for Comcast Deal</td>
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Dynegy Takes Morro Bay Power Plant off the Market
By Nick Wilson
The Tribune
February 24, 2015
Read Article

EVC SPONSOR
Morro Bay Gets Down to Business
By Elijah Brumback
Pacific Coast Business Times
February 27, 2015
Read Article

CAL POLY RANKED
Are Prestigious Private Colleges Worth the Cost?
By Douglas Belkin
The Wall Street Journal
March 1, 2015
Read Article

EVC PARTNER
The Community Foundation Announces Board of Directors 2015
Contact Heidi McPherson
Press Release - The Community Foundation
March 2, 2015
Read Article

Upcoming Events
MONDAY, MARCH 9, 2015
EVC SPONSOR
Tech Brew: Dallas Mosier - Preparing Your Business for VC
Host: Softec
When: 5:00 - 7:00 PM
Where: Pappy McGreggor’s, SLO
Details: Dallas Mosier from Carmel & Naccasha will share key insights on how to take your business to the next level
More info

TUESDAY, MARCH 10, 2015
EVC SPONSOR
Green Coast Nominations
Host: Pacific Coast Business Times
Nomination Deadline: March 10
Event Date: TBD
Details: In-depth look at the leaders and trends in green business practices within the Tri-Counties.
EVC SPONSOR
Free Small Business Seminar & Resource Expo
Host: Cuesta College
When: 9:00 AM - 2:30 PM (Check-in at 8:30 AM)
Where: Assoc. Student Auditorium, Cuesta College, SLO
Details: Basics of sales and use tax, forms of ownership, loan programs and services, marketing your business and more.
More info

EVC SPONSOR
Builder Breakfast
Host: Home Builders Association
When: 7:00 - 8:30 AM
Where: Cannon, 1050 Southwood Drive, SLO
Details: Learn the details of the new Workforce Housing Ordinance, Regulatory Cost of Housing & Affordability and other important updates.
More info

THURSDAY, MARCH 12, 2015
EVC SPONSOR
Family Business & Closely-Held Companies Awards
Host: Pacific Coast Business Times
When: 11:30 AM - 1:30 PM
Where: Crowne Plaza Ventura Beach
Details: Award ceremony to recognize the winners of the Family Business & Closely-Held Companies Awards.
More info

WEDNESDAY, MARCH 18, 2015
EVC PARTNER
Hacked: Cybersecurity... Opportunities and Threats
Host: MIT Enterprise Forum
When: 5:00 - 8:00 PM
Where: Cabrillo Pavilion Arts Center, Santa Barbara
Details: Come learn about this growing market for cloud security solutions and what is being done to prevent serious data breaches.
More info

EVC PARTNER
Starting a Business Workshop
Host: SCORE
When: 9:30 AM - Noon
Where: San Luis Business Center, 4251 S. Higuera, SLO
Details: Provides an overview of the business basics that every aspiring entrepreneur needs to know.
More info

THURSDAY, MARCH 19, 2015
EVC SPONSOR
SEO Workshop with Dan Weeks
Host: Cal Poly SBDC for Innovation
When: 5:00 - 7:30 PM  
Where: SLO HotHouse, 955 Morro St., SLO  
Details: Learn how to attract customers; improve your online presence; increase successful transactions.  
More info

EVC SPONSOR  
Investing in the "Start-up" Nation: Israel's Tech Boom  
Host: Taylor Frigon Capital Management  
When: 11:00 AM - 12:30 PM  
Where: Webinar  
Details: Learn from experts on investing in public and private technology companies in Israel.  
More info

FRIDAY, MARCH 20, 2015  
EVC PARTNER  
Looking Back to Look Forward - Reviewing Your Business  
Host: Mission Community Services Corp.  
When: Noon - 1:00 PM  
Where: MCSC, 71 Zaca Lane, Suite 130, SLO  
Details: A year in review presented by Carrie Ascuncion, Keys to Empowerment  
More info

SATURDAY, MARCH 21, 2015  
EVC PARTNER  
Marketing Your Business  
Host: SCORE  
When: 9:00 AM - Noon  
Where: San Luis Business Center, 4251 S. Higuera, SLO  
Details: Help you define a unique selling position, identify target markets, and choose media best suited for communicating your message.  
More info

MONDAY, MARCH 23, 2015  
Update on the Global Clean Energy Transition  
Host: Business Council for Sustainable Energy  
When: 2:00 PM  
Where: PG&E Education Center, SLO  
Details: A talk by sustainable energy leader, Lisa Jacobson, President of the Business Council for Sustainable Energy.  
More info

FRIDAY, MARCH 27, 2015  
EVC PARTNER  
Help Your YELP!  
Host: Mission Community Services Corp.  
When: Noon - 1:00 PM  
Where: MCSC, 71 Zaca Lane, Suite 130, SLO  
Details: Learn from Eric Snyder and Robbie Shipman of Econcepts Marketing Solutions on how to help your companies YELP reviews.
WEDNESDAY, APRIL 15, 2015

VAFB Small Business Outreach Event
Host: Santa Maria Economic Development Commission
When: Noon - 4:00 PM
Where: Santa Maria Fair Park, Santa Maria
Details: Connect with base representatives and companies, hear from small business experts, display tables available for your products and services.

THURSDAY, APRIL 16, 2015

EVC SPONSOR
Top 50 Women in Business Awards
Host: Pacific Coast Business Times
When: 5:30 - 7:30 PM
Where: Deckers Outdoor Corporation Rotunda, Santa Barbara
Details: Awards ceremony to recognize the top 50 women in business in the region

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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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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Pacific Gas and Electric Company

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
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<th>Brendan Morris, Principal, CEO</th>
<th>Chris Richardson, Managing Partner</th>
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<td>Ty Safreno, CEO/CTO</td>
<td>Darren Smith, CEO</td>
<td>Gil Stork, Superintendent &amp; President</td>
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<td>Tim Williams, Founder/CEO</td>
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**Public Sector Liaison Representatives**

| John Ashbaugh, Vice Mayor     | Tim Brown, Council Member     | Lynn Compton, Supervisor 4th District |
| City of San Luis Obispo       | City of Arroyo Grande         | Vice Chairwoman, Board of Supervisors |
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| City of Pismo Beach           | Board of Supervisors          | Christine Johnson, Council Member |
| Jeff Lee, Mayor Pro Tem       | Steven Martin, Mayor          | City of Morro Bay                |
| City of Grover Beach          | City of Paso Robles           | Heather Moreno, Mayor Pro Tem    |
|                               |                                | City of Atascadero               |

**Member Emeritus**

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<th>Dave Juhnke</th>
<th>Charley Senn</th>
<th>Tom Sullivan</th>
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**Economic Vitality Corporation** 735 Tank Farm Road, Suite 264, San Luis Obispo, CA 93401

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