



Monthly eNewsletter

Recap for the month of
February 2015

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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**

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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/>. 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.

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Economic Vitality Corporation

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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](#)

**PACIFIC COAST
BUSINESS TIMES**

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+

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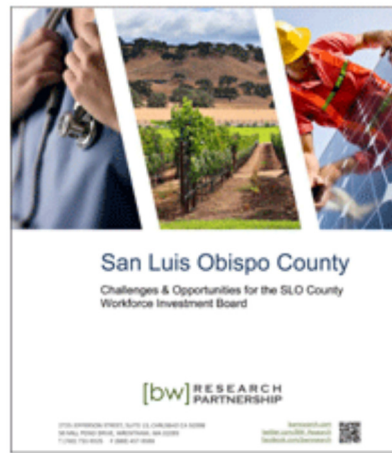
[Business, Cal Poly](#)

[Paso Robles Wine Country](#)

[Alliance](#)

[Phillips 66](#)

[Promega Biosciences](#)



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Upcoming Presentation

April 1, 2015

11:00 AM - 12:30 PM

Cuesta College North Campus, Bldg. N3100, Paso Robles

[More info](#)

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.



Clint Pearce

Awards Reception

May 14, 2015

5:30 - 7:30 PM

Bacara Resort & Spa, Santa Barbara

[Read More](#)

PACIFIC COAST
BUSINESS TIMES

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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 the project is the concept of PB Companies and Compass Health.



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[San Luis Sports Therapy](#)
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Learn More:

- www.pbcompanies.co/slo-public-market
- ["Public Market Envisioned at Historic Long-Bonetti Ranch in San Luis Obispo" - The Tribune](#)

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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.



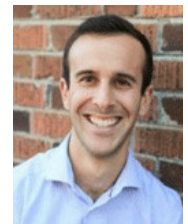
[About PB Companies](#)

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



Jake Disraeli

[Bulletin](#)

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SLO HOTHOUSE business incubator in downtown San Luis Obispo.

[Read Interview](#)

[About The Cardboard Guys](#)



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](#)

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.

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Heritage Oaks Q4 Profits Jump 24%

Pacific Coast Business Times

February 3, 2015

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REC Solar Sells Majority Share to Nation's Largest Utility

Pacific Coast Business Times

February 9, 2015

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BUSINESS TIMES

MINDBODY in SLO Ranked Among Best Places to Work

By Kaytlyn Leslie

The Tribune

February 13, 2015

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SanLuisObispo.com
THE TRIBUNE

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Cuesta Medical Group Purchased By Dignity Health Affiliate

By Kaytlyn Leslie

The Tribune

February 16, 2015

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THE TRIBUNE

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Homebuilders Group Names New Executive Director

By Kaytlyn Leslie

The Tribune

February 17, 2015

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SanLuisObispo.com
THE TRIBUNE

Several North County Wineries, Vineyards Have Been Sold Recently

By Julie Lynem

The Tribune

February 18, 2015

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THE TRIBUNE

SLO-Based Cormant Helps Companies Manage Their Data

By Julie Lynem

The Tribune

February 19, 2015

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THE TRIBUNE

RVPlus You Rides Rental Craze

By Elijah Brumback

Pacific Coast Business Times

February 20, 2015

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BUSINESS TIMES

California Sets Tough Rules for Comcast Deal

By Erika Martin
Pacific Coast Business Times
February 20, 2015

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Dynegy Takes Morro Bay Power Plant off the Market

By Nick Wilson
The Tribune
February 24, 2015

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Morro Bay Gets Down to Business

By Elijah Brumback
Pacific Coast Business Times
February 27, 2015

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BUSINESS TIMES

CAL POLY RANKED

Are Prestigious Private Colleges Worth the Cost?

By Douglas Belkin
The Wall Street Journal
March 1, 2015

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THE WALL STREET JOURNAL.

EVC PARTNER

The Community Foundation Announces Board of Directors 2015

Contact Heidi McPherson
Press Release - The Community Foundation
March 2, 2015

[Read Article](#)

THE Community
FOUNDATION
SAN LUIS OBISPO COUNTY

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](#)

Softec

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.

PACIFIC COAST
BUSINESS TIMES

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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.



[More info](#)

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.

[More info](#)

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

[More info](#)

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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

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EVC

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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