



Monthly eNewsletter

Recap for the month of
January 2015

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New EVC Public Sector Liaison Representatives

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Jeff Lee
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City of Grover Beach



Steven Martin
Mayor
City of Paso Robles



Heather Moreno
Mayor Pro Tem
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[See Full List of EVC Board Members](#)

Sponsorship Update

We are pleased to welcome our newest sponsor...

LAETITIA VINEYARD & WINERY - \$5,000

Laetitia is passionate about producing premium estate wines that showcase the distinctive qualities of the Arroyo Grande Valley. They are located in Southern San Luis Obispo County overlooking the Pacific Ocean. Originally known for Methode Champenoise sparkling wines they continue to produce seven unique Sparkling Wines along with their handcrafted Pinot Noir, Chardonnay and more.

[About Laetitia Vineyard & Winery](#)

Thank you, Wendell Cottle!



LAETITIA
VINEYARD & WINERY

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Local Business Leaders Recognized

On behalf of the EVC Board of Directors, I wish to congratulate several local business leaders who have recently been recognized with highly coveted awards. They include long-time EVC sponsors and clients.

Congratulations to you all for such great achievements.

Michael Manchak, President & CEO

Pacific Coast Business Times Business Hall of Fame

Clint Pearce, Madonna Enterprises

The Tribune Top 20 Under 40

Chris Richardson, Richardson Properties

Suzanne Parker, PG&E

Jeff Bower, TekTegrity

Forbes 30 Under 30

Jesse Dundon, Hathway

Jessie Becker, InPress Technologies

Pacific Coast Business Times 15th Anniversary Business Hall of Fame

PACIFIC COAST
BUSINESS TIMES

Congratulations to EVC Sponsor Clint Pearce of Madonna Enterprises!

This Year's Anniversary Inductees Include:

- Brooks Firestone
- Angel Martinez
- Clint Pearce
- Alan Teague
- Lynda Weinman

Awards Reception:

May 14, 2015

5:30 - 7:30 PM

Bacara Resort & Spa, Santa Barbara

[More info](#)



Clint Pearce



Top 20 Under 40 Honored at Luncheon

Brewery Co-Founder Adam Firestone Helps Inspire Recipients of Annual Tribune Award

By Kaytlyn Leslie, The Tribune
February 6, 2015

Adam Firestone, co-founder of Firestone Walker Brewing Co., has a message for young professionals: "Stick with it." Firestone, who with his brother-in-law David Walker founded and grew the business to one of the top-ranked craft

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breweries in the nation, stressed the important role that endurance played in his accomplishments while speaking at The Tribune's 10th annual Top 20 Under 40 awards luncheon Thursday at the Madonna Inn.

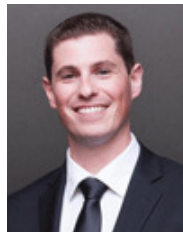
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Two Cal Poly Grads Make Forbes 30 Under 30 List

By Julie Lynem, The Tribune
January 20, 2015

Two graduates of Cal Poly's Orfalea College of Business have been named to the annual Forbes 30 Under 30 list. Jesse Dundon, co-founder of Hathway, a company that helps brands develop mobile applications and campaigns, has been named one of Forbes' 30 Under 30 in marketing and advertising for 2015. Jessie Becker, chief executive officer of InPress Technologies, which is developing a medical device to stop postpartum hemorrhaging, made the 30 Under 30 list for her work in healthcare.



Jesse Dundon, 29
Co-Founder
Hathway



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Jessie Becker, 25
CEO
InPress Technologies



CEO Interview Series

HOTHOUSE STARTUP

Jessie Becker - InPress Technologies

This interview series focuses on business leaders who are directly impacting our economy and their industry. Michael Manchak interviewed Jessie Becker, Co-Founder & CEO of InPress Technologies, Inc., a medical device company with offices in San Luis Obispo and Mountain View.

[Read Interview](#)



Jessie Becker



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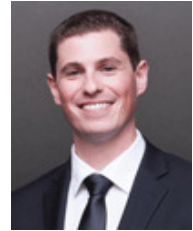
[United Staffing](#)

CEO Interview Series

Jesse Dundon - Hathway

This interview series focuses on business leaders who are directly impacting our local economy. This month Michael Manchak interviewed **Jesse Dundon**, Co-Founder & CEO of **HATHWAY**, a mobile platform creative agency based in San Luis Obispo, who was recently named by FORBES magazine for its Top 30 Under 30 awards.

[Read Interview](#)



Jesse Dundon



Central Coast Business Wrap-Up

Group Works to Solve Problems Surrounding 'Workforce Housing' in San Luis Obispo

January 21, 2014

Mike Manchak & Brad Brechwald
KCBX

The topic of workforce housing in San Luis Obispo is a hot one currently, really picking up steam during recent debate at the City Council meetings in regards to the newly approved update to the city's general plan. Brad Brechwald is the Principal and CEO of the Wallace Group, a Central Coast engineering and design firm. He's also a co-chair for a group working on economic solutions for the county's housing needs, among other issues. It's one of six "cluster" groups working on various aspects of the local economy. He joined us in studio to talk about the challenges of bringing workforce housing to the San Luis Obispo area. Also in studio with us was Mike Manchak, the President and CEO of the Economic Vitality Corporation.

[Listen to Podcast](#)



Verdin

Wallace Group

Women's Economic
Ventures (WEV)

YPNG

YPP

Charter California Edition

SLO HotHouse

January 14, 2015, Michael Manchak & Judy Mahan

California Edition Host Brad Pomerance interviews San Luis Obispo HotHouse Incubator Director Judy Mahan and San Luis Obispo Econ Vitality Corp. President/CEO Michael Manchak about Innovation and Incubation in San Luis Obispo County.

[Watch Video](#)

Cal Poly Economic Impact Study

January 16, 2015, Mike Manchak & Bradford Anderson

California Edition Host Brad Pomerance interviews Cal Poly-SLO Vice Pres. Bradford Anderson and San Luis Obispo Econ Vitality Corp. Michael Manchak about the impact of Cal Poly-San Luis Obispo on the Central Coast Economy.

[Watch Video](#)

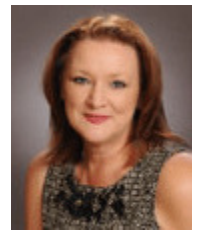
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COMMUNICATIONS

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Got a Minute? An HR Minute for Busy Executives

Important Information Regarding Employee Bonuses

Sandra Dickerson, Your People Professionals
February 2, 2015



Sandra Dickerson

Click here for a one minute Executive Brief from YPP CEO Sandra Dickerson which contains important information regarding employee bonuses. At the end of this one minute video, you can request a free document containing expanded, detailed information to help you use this tool effectively while avoiding any compliance issues.

[Watch Executive Brief](#)



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Don't Confuse a Bull Market for Brains

By Amy Parvaneh, Taylor Frigon Capital Management
January 30, 2015

"Don't confuse a bull market for brains." - Humphrey B. Neill. Because it's easy to do so - especially when a general lack of transparency in the investment industry renders it difficult for investors to determine exactly from where their returns are coming. Integrity and trust have always been key principals in the investment industry, but they've become even more poignant issues following the financial crisis as investor confidence largely gave way. Along the same line, the need for investment managers to apply consistent return calculations and provide accurate performance information has also become increasingly crucial.

[Read More](#)

TAYLOR FRIGON
CAPITAL MANAGEMENT LLC

EVC PARTNER

Slow Money SLO Update

Slow Money SLO welcomes the business community to join them for their next meeting on: **March 3rd, 6:00pm, SLO Grange, San Luis Obispo**

Slow Money SLO is a volunteer group dedicated to supporting the development of SLO County small food and farm businesses. Topics to be discussed at this meeting:

- Black Diamond Vermicompost - <http://www.slocountyworms.com/>
- Farm Fuel - <http://www.farmfuelinc.com/about-us/>
- SLO City Farm and Central Coast Grown
-<http://centralcoastgrown.org/city-farm/>



And as always, Jeff Wade will give everyone an update on 2015 Slow Money SLO activities and progress by the Steering team.

For more information contact Jeff Wade at (805) 300-2805.

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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IQMS Chosen as 2014 Technology Department of the Year

By Kaytlyn Leslie

The Tribune

December 30, 2014

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Economy Will Strengthen, Experts Say

By Chris Officer

Pacific Coast Business Times

January 2, 2014

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TekTegrity Expands Footprint with Central Valley Acquisition

Pacific Coast Business Times

January 12, 2015

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6 Major Developments in the Works Around SLO County

The Tribune



January 16, 2015

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Paso Wine Country Gets Drought Relief With Early Storms

By Tom Bronzini
Pacific Coast Business Times

January 16, 2015

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BUSINESS TIMES

SAVOR the Central Coast's Economic Impact Dips Slightly in 2014

By Sandra Duerr
The Tribune

January 16, 2015

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Supervisors Move Ahead with Plan to Form Paso Robles Water District

By David Sneed
The Tribune

January 27, 2015

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County Posts 5.6% Jobless Rate for 2014

By Kaytlyn Leslie
The Tribune

January 27, 2015

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Sierra Vista Hospital Reorganizes Nursing Division

By Kaytlyn Leslie
The Tribune

January 28, 2015

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Homes Sales Down Slightly in San Luis Obispo County

Kaytlyn Leslie
The Tribune

January 28, 2015

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Upcoming Events

MONDAY, FEBRUARY, 9 2015

EVC SPONSOR

Softec Tech Brew - Tom Kosta

Host: Softec

When: 5:00 - 7:00 PM

Where: Pappy McGreggors, SLO

Details: Tom Kosta of Peak WiFi will present his innovations with using wireless to bring broadband to the Central Coast.

[More info](#)



WEDNESDAY, FEBRUARY 18, 2015

EVC PARTNER

The Next Internet: Risks and Rewards with the Internet of Things

Host: MIT Enterprise Forum

When: 5:00 - 8:00 PM

Where: Cabrillo Pavilion Arts Center, Santa Barbara

Details: You will learn how IoT is creating opportunities for companies providing hardware,

software, and services to consumers, enterprises, and governments.

[More info](#)



THURSDAY, FEBRUARY 19 - 20, 2015

EVC SPONSOR

Central Coast Lean Summit 2015

Host: Cal Poly, Central Coast Lean

When: All day Thurs. (pre-workshop) & Fri. (Summit)

Where: Performing Arts Center, Cal Poly

Details: Provide lean content that will be of value to a wide variety of lean practitioners, including those in business, education, government and non-profits. Continue to build the Central Coast Lean Community by

providing

visibility and networking opportunities.

[More info](#)



WEDNESDAY, FEBRUARY 25, 2015

EVC SPONSOR

Women in Technology Dinner

Host: Softec

When: 5:30 - 8:00 PM

Where: Garden Room - Madonna Inn, SLO

Details: Classic networking dinner - The panel will be female experts discussing the latest in technology.

[More info](#)



FRIDAY, MARCH 6, 2015

EVC PARTNER

All About SBA Loans

Host: Mission Community Services Corp.

When: Noon - 1:00 PM

Where: MCSC, 71 Zaca Lane, #103, SLO

Details: Kay Mardon of the SBA will discuss the specifics of SBA guarantee loan programs.

[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
[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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Noreen Martin, CEO
Martin Resorts

Kevin Meyer, Managing Partner
Gemba Academy

Brendan Morris, Principal, CEO
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Chris Richardson, Managing Partner
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Darren Smith, CEO
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Gil Stork, Superintendent & President
Cuesta College

Brian Tiejie, Vice Provost
Cal Poly, Graduate Education

Tim Williams, Founder/CEO
Digital West

Public Sector Liaison Representatives

John Ashbaugh, Vice Mayor
City of San Luis Obispo

Tim Brown, Council Member
City of Arroyo Grande

Lynn Compton, Supervisor 4th District
Vice Chairwoman, Board of Supervisors
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Shelly Higginbotham, Mayor
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Adam Hill, Supervisor 3rd District
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Christine Johnson, Council Member
City of Morro Bay

Jeff Lee, Mayor Pro Tem
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