Monthly eNewsletter

Recap for the month of
January 2016

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EVC PARTNER

CEO Interview Series
Frank Foster, Managing Director - Frontier Venture Capital

This interview series focuses on business leaders and innovators who are directly impacting our regional economy and their industry. This month the EVC interviewed Frank Foster, Managing Director of the Frontier Venture Capital.

Read Interview

Sponsorship Update

We are pleased to welcome our newest sponsor…
BARNETT COX & ASSOCIATES

BCA is a leading California-based public relations and market firm specializing in business and government communications. We emphasize a ground-up approach to public relations, community organizing and outreach that we identify as StreetView™ designed for high profile projects, with demonstrated results in creating a favorable image and awareness for businesses and government. We are creatively driven, results oriented,
LATINO OUTREACH COUNCIL OF SAN LUIS OBISPO COUNTY - $1,000

The LOC is dedicated to facilitating the equal and full participation of all members of the Latino community in the life and affairs of the County. The Council promotes progress in the Latino community through advancement in education, participation in community affairs and in increasing knowledge about and access to relevant services. The LOC also works to identify and facilitate the removal of barriers which inhibit the Latino Community's achievement of its goals.

Thank you, C.R. Lara!

About the Latino Outreach Council

CENTRAL COAST LEAN - $1,000

Central Coast Lean (CCL) an action research and community outreach program in the Orfalea College of Business that seeks to build knowledge and understanding around building a local community of lean practice across business, education, nonprofit organizations and government.

Thank you, Eric Olsen!

About Central Coast Lean

EVC PARTNER

KCBX Central Coast Business Wrap Up

San Luis Obispo County’s New Plan to Grow Tourism in Most Far-Reaching to Date
February 17, 2016

San Luis Obispo County's tourism arm is undertaking an expensive, first-of-its-kind campaign for the area, aimed at pulling in visitors from California's big metro areas, as well as the large urban centers of Las Vegas and Phoenix. At the same time, the organization is redefining its annual Savor The Central Coast campaign in a big way. Visit San Luis Obispo's CEO joins Issues & Ideas to explain these two recent moves and how they play into the organization’s over all goal of growing the county's tourism sector.

Guest: Chuck Davison, CEO, Visit San Luis Obispo County
Host: Randol White, News Director, KCBX

Listen to Podcast

EVC SPONSOR
SLO County Airport Adds Flights to Phoenix
By Kaytlyn Leslie, The Tribune
January 29, 2016

San Luis Obispo travelers will soon have another round-trip flight to Phoenix daily - one that airport officials hope will boost the number of people traveling in and out of the airport to make up for a slight decline in the number of passengers last year. Starting Feb. 11, American Airlines will offer an additional evening flight from the San Luis Obispo County Regional Airport to Phoenix, according to Kevin Bumen, director of airports for San Luis Obispo County.

Read More

EVC SPONSOR
Central Coast Innovation Awards
Produced in partnership with the Office of Technology & Industry Alliances at UC Santa Barbara, we’ve developed a shared vision about a program that is truly regional. Our awards will recognize innovation not just in technology but also in agribusiness, energy/environmental sciences, design and bio-science, fields where the region has produced world-class companies.

Thursday, March 24, 2016
3:30 - 5:30 PM (Startup Village)
5:30 - 7:30 PM (Awards Reception)
Bacara Resort, Goleta

More info

Workforce Housing
SLO County’s 2016 Economic Forecast: Mostly Bright, Some Clouds from High Housing Costs
By Julie Lynem The Tribune
January 9, 2016

With 2015 behind them, San Luis Obispo County business owners, executives and professionals are looking ahead to the new year. Whether it’s tourism or agriculture, technology or banking, those who understand their industries best know that each year brings its share of challenges and opportunities for change. As 2016 approached, The Tribune asked seven local industry leaders what to expect this year and what it will likely mean for the overall health of the county’s economy.

Read More

Developers Add More Workforce Housing to Proposed 75-Foot-Tall Project in
Downtown SLO

By Cynthia Lambert, The Tribune
January 28, 2016

When Andrew Firestone, one of the developers of a 75-foot-tall project proposed in downtown San Luis Obispo, met recently with groups of young professionals about his plan, one concern rose to the top: the need for more affordable and workforce housing in the city. So, Firestone and his partners proposed a change: Eliminate one floor of office space in one of the two proposed new buildings at Monterey and Santa Rosa streets and replace it with more housing.

Read More

Cal Poly SLO Tries to Put Dent in Housing Crunch

By Alex Kacik, Pacific Coast Business Times
February 5, 2016

A lack of workforce housing on the Central Coast is the biggest impediment to recruiting and retaining employees, Cal Poly San Luis Obispo President Jeffrey Armstrong said. Cal Poly is attempting to do its part to add more housing supply in San Luis Obispo with a proposed 420-unit workforce housing development near its Grand Avenue entrance. The university also began construction on a 1,475-bed dormitory that could open up more of the rental market in the city, Armstrong said.

Read More

EVC SPONSOR

The Sky is Falling... Again!

Taylor Frigon Capital Management
January 15, 2016

The year 2015 went out with a whimper as major market indices in the U.S. ended relatively flat to down. This is not surprising given that the Federal Reserve finally raised the target for the interest rate on Federal Funds at the December 2015 meeting of the Federal Open Market Committee (FOMC), and that the market averages had been dancing around 'break even' for most of the year.

Read More

EVC SPONSOR

Digital West Expands Business Solutions Software Offerings with AdSmart Acquisition

Contact: Meg McCall, Digital West
December 30, 2015

Digital West Networks, Inc., which provides commercial-grade Internet connectivity, colocation and cloud services to businesses, has successfully acquired AdSmart, Inc.
AdSmart is a mobile advertising software platform for franchise companies that provides advertising solutions on mobile devices within a certain proximity of their local stores, shops or centers.

Read More

A Tribute to Greg Morris
A great loss to the community of San Luis Obispo County, and one who will be missed by many.

Gregory Morris
On Monday, February 8, 2016, our community lost a vibrant, warm man: Gregory Robert Morris. Greg passed away peacefully at his home in Avila Beach, surrounded by his family. Greg was born in August 1940 in San Francisco to Harry and Anne Morris. In 1948, Harry, Anne, and their two sons, Greg and Michael, moved to San Luis Obispo.

Read More

Thank You for Years of Service, Robert Perrault
Grover Beach City Manager to Retire
The Tribune, February 9, 2016

Grover Beach City Manager Bob Perrault will retire March 1, wrapping up almost a decade with the city, according to a news release. "I am looking forward to spending some quality time in retirement with my wife, Debbie, adult children, and grandson, who all live locally," Perrault said in the city news release. Perrault has served as city manager in Grover Beach since June 2006.

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.

SLO Group Helps Women in Technology
By Phillip Joens
Pacific Coast Business Times
January 8, 2016
Read Article

Coast National Sale Speeds Up Merger Surge
By Alex Kacik
Pacific Coast Business Times
January 8, 2016
Read Article

Forbes 2016 Best Banks in America
Forbes
January 11, 2016
Read Article
Full List of Banks

Upcoming Events
MONDAY, FEBRUARY 22, 2016
EVC PARTNER
Central Coast Lean Leadership Forum
Host: Cal Poly, Central Coast Lean
When: 2:10 - 4:00 PM
Where: Cal Poly, Performing Arts Center, SLO
Details: Focus Topic - Come together and mind the choice
More info

WEDNESDAY, FEBRUARY 24, 2016
EVC SPONSOR
Women in Technology Dinner
Host: Softec
When: 5:30 - 8:30 PM
Where: Madonna Inn, Venetian Room, SLO
Details: Women in technology panel discussion
More info

FRIDAY, FEBRUARY 26, 2016
EVC SPONSOR
Top 50 Women in Business
Host: Pacific Coast Business Times
Nomination Deadline: February 26th
Event Date: April 14, 2016
Details: This section profiles the outstanding female business leaders in the region.

More info

WEDNESDAY, MARCH 9, 2016

EVC SPONSOR
HBA Builder Breakfast
Host: Home Builders Association of the Central Coast
When: 7:30 - 9:00 AM
Where: Cannon, 1050 Southwood Dr., SLO
Details: A monthly gathering of business leaders interested in SLO County Development.

More info

MONDAY, MARCH 14, 2016

EVC SPONSOR
TechBrew
Host: Softec
When: 5:00 - 7:00 PM
Where: Grill House, 851 Higuera St., SLO
Details: Monthly gathering of people interested in technology.

More info

WEDNESDAY, MARCH 16, 2016

EVC PARTNER
Startup to IPO & Beyond: Can 805's Winning Streak Last?
Host: MIT Enterprise Forum
When: 5:00 - 8:00 PM
Where: Cabrillo Pavilion Arts Center, Santa Barbara
Details: Learn from battle-scarred IPO, M&A and tech startup veterans, what makes a company ready to go public.

More info

THURSDAY, MARCH 24, 2016

EVC SPONSOR
Central Coast Innovation Awards
Host: MIT Enterprise Forum
When: 3:30 - 5:30 PM - Startup Village
      5:30 - 7:30 PM - Awards Reception
Where: Cabrillo Pavilion Arts Center, Santa Barbara
Details: Awards ceremony to recognize innovation in technology, agribusiness, energy/environmental sciences, design and bio-science, and fields where the region has produced world-class

More info

SATURDAY, MAY 7, 2016

EVC PARTNER
SLO MakerSpace Exp
Host: SLO MakerSpace
When: 11:00 AM - 3:00 PM
Where: Mission Plaza, SLO
Details: 4th annual MakerSpace Expo - It embraces the “Do-it-Yourself” attitude and welcomes all those who have the vision to create.

More info
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

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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