



Monthly eNewsletter

Recap for the month of
January 2016

IN THIS ISSUE

[CEO Interview Series](#)

[New Sponsor](#)

[KCBX Business Update](#)

[SLO Airport Adds Flight](#)

[Workforce Housing](#)

[Investment Climate](#)

[Digital West Expands](#)

[Greg Morris Tribute](#)

[Robert Perrault's Retirement](#)

[In the News](#)

[Upcoming Events](#)

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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](#)



Frank Foster

Sponsorship Update

We are pleased to welcome our newest sponsor...

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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,

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and research based.

Thank you, Maggie Cox!

[About Barnett Cox & Associates](#)

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](#)

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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.



Chuck Davison

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

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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.



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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.

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[Developers Add More Workforce Housing to Proposed 75-Foot-Tall Project in](#)

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[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.

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SanLuisObispo.com
THE TRIBUNE

[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.

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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.

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**TAYLOR FRIGON**
CAPITAL MANAGEMENT LLC

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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.

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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.

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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.



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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.



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SLO Group Helps Women in Technology

By Phillip Joens
Pacific Coast Business Times
January 8, 2016

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Coast National Sale Speeds Up Merger Surge

By Alex Kacik
Pacific Coast Business Times
January 8, 2016

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Forbes 2016 Best Banks in America

Forbes
January 11, 2016

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[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.

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*For questions regarding sponsorship please contact Mike Manchak at
(805) 788-2013 or mmanchak@sloevc.org.*

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