



*EVC Celebrates its 20th year with sponsors at our annual mid-year event*



## Monthly eNewsletter

Recap for the month and Upcoming Events  
July 2014

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### 2014 Spirit of Small Business Winners

*Pacific Coast Business Times Announces Recipients of 12th Annual Spirit of Small Business Awards*

The Honorees represent a wonderful cross section of entrepreneurial activity in the Tri-Counties. The Business Times and the Los Angeles District Office of the United States Small Business Administration created the Spirit of Small Business awards in 2003 as a way of recognizing the region's outstanding small business community. The Spirit of Small Business awards luncheon will be held as follows:

**August 14, 2014**  
**11:30 AM - 1:30 PM**  
**Bacara Resort & Spa, Goleta**

[REGISTER HERE](#)

*A huge congratulations to our sponsor the Wallace Group for their 30 year anniversary and for winning the prestigious Spirit of Small Business Award.*

*Michael Manchak*



PACIFIC COAST BUSINESS TIMES



*John Wallace*

### Wallace Group Cements Legacy, Looks to Future

From humble beginnings as a one-person, home-based business that

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## Economic News



Most Recent Report

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got its start in 1984, the Wallace Group and its now 50-plus employees are celebrating the firm's 30th year. Earlier this month, the San Luis Obispo-based engineering firm's founder and president, John Wallace, received this year's lifetime achievement award from the SLO branch of the American Society of Civil Engineers in recognition of his more than 40 years of service in the industry.

[Read More](#)

[Click Here](#) for information on other Spirit of Small Business Award Recipients.



## Welcome New Sponsors

*We are pleased to welcome our newest sponsors...*

### CENTRAL COAST WEALTH MANAGEMENT - \$2,500

Central Coast Wealth Management's mission is to be the pre-eminent financial services firm on the Central Coast of California by helping our clients integrate multi-dimensional aspects of their finances in order to lessen overall risk and optimize the growth of their assets. The professionals of Central Coast Wealth Management provide independent, customized, financial solutions utilizing a boutique broker dealer to focus on high net worth individuals and businesses. We help clients in all stages of wealth management-accumulating, preserving, and transferring utilizing asset allocation strategies of the finest university endowments in the world.



[About Central Coast Wealth Management](#)

*Thank you Kurt Jackson!*

### CHARTER COMMUNICATIONS - \$1,000

Charter, a leading broadband communications company and the fourth-largest cable operator in the United States, is proud to give back to the communities we serve and pleased to be sponsors of the Economic Vitality Corporation of San Luis Obispo County. Charter provides a full range of advanced information and entertainment services for home and business, including Charter TV video programming, Charter Internet access and Charter Phone. Charter Business delivers cost-effective broadband communications solutions, including business-to-business Internet access and data networking, as well as business advertising services through Charter Media.



[About Charter Communications](#)

*Thank you Lisa Ludovici!*

Solarize San Luis Obispo County



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## YOU CAN GO SOLAR. WE CAN HELP.

### *The Last Piece of the Renewable Energy Puzzle for One Arroyo Grande Family*

Driving on Sunshine" is a series about people who are using grid-tied solar panels on their homes to power their electric vehicles. More plug-in vehicles are entering the market at competitive prices, including low monthly leases starting at \$199/month. In addition, more people are able to afford home solar systems thanks to solar leasing programs and group-purchasing options, such as CEC's Solarize program.



[Read More](#)

#### Get started with a FREE Homeowner Workshop

Come learn how switching to solar can save you money. We will explain solar technologies, energy efficiency, financing options and introduce Solarize San Luis Obispo County - a community-led group-purchasing program that makes it simple and affordable to go solar.

Arroyo Grande	San Luis Obispo	Atascadero
Thursday, August 7 6:30 - 8:00 PM	Monday, August 25 6:30 - 8:00 PM	Wednesday, September 3 6:30 - 8:00 PM
Portuguese Hall 707 Husana Road Arroyo Grande	SLO Elks Lodge 222 Elks Lane San Luis Obispo	Pavilion on the Lake 9315 Pismo Ave Atascadero

[View Workshop Flyer](#)

[View Public Service Announcement](#)

For more information or to apply please visit [www.SolarizeSLO.org](http://www.SolarizeSLO.org) or contact Jefferson Litten at [JLitten@cecmail.com](mailto:JLitten@cecmail.com) (805) 963-0583 ext. 105

## EVC Mid-Year Sponsor Event

On July 23rd, the EVC held its mid-year event to thank our sponsors. The invitation-only event was a success with over 120 people in attendance at the newly revamped Biddle Ranch Vineyard Schoolhouse tasting room in San Luis Obispo. It was an afternoon of networking and learning about our economy from guest speakers Kish Rajan, Director of the Governor's Office of Business and Economic Development, and Assemblyman Katcho Achadjian. We are grateful to our sponsors for their support throughout the year. A special thank you to event sponsor Biddle Ranch Vineyard and EVC Board member Darren Smith.



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**Kish Rajan**, Director  
 Governor's Office of Business and  
 Economic Development



**Assemblyman  
 Katcho Achadjian**  
 35th Assembly District

## Feature Articles

### EVC CLIENT

#### *Growing a Greener Rental*

By Julie Lynem  
 The Tribune  
 August 2, 2014

Mark Shaffer is driven by a passion to help others get behind the wheel of a green car. As chief executive officer of FunRide, a car sharing service, Shaffer gives commuters, business owners and visitors an opportunity to rent an alternative fuel vehicle by the hour or day. "People are not only saving money, but they're using greener vehicles," he said.



[Read More](#)

### EVC SPONSOR

#### *Employment Law Update*

#### *Important Rule Regarding the Inside Sales Exemption*

By Sandra Dickerson  
 Your People Professionals  
 July 2014

Wage orders 4 and 7 provide for an Inside Sales exemption, under which employees can be exempt from overtime if their earnings exceed 1 ½ times minimum wage and more than 50% of their compensation is from commissions.



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**EVC PARTNER**

***SCORE Request for Members***

By Lorna Whiteaker  
SCORE  
August 1, 2014



SCORE San Luis Obispo is seeking a few good men and women. The mission of SCORE is to provide professional guidance and information to small or new businesses in order to strengthen our local economy. Our members are working or retired executives and business owners, who offer their time and expertise to help small businesses start, run or grow.

[Read More](#)

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**EVC, Softec and Cal Poly partner to bring the 4th annual TechPitch Competition  
*Cal Poly and Central Coast Entrepreneurs Invited to Apply to TechPitch Competition***

Cal Poly and partners Softec and the EVC are inviting startups in San Luis Obispo and northern Santa Barbara counties to apply to the fourth annual TechPitch competition. The competition seeks early-stage startups ready for angel or venture capital funding. Those who qualify as finalists must be available for pitch coaching with the TechPitch committee during the three weeks prior to the event. Event details are as follows:



**October 22, 2014  
5:00 - 8:00 PM  
Alex Madonna Expo Center, San Luis Obispo**

[Read More](#)

[Register for TechPitch Competition Here](#)

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**EVC CO-SPONSOR**

***Dynamic Speakers Slated for Clean Business Investment Summit 2014  
The Largest Venture Forum in the Central Coast Announces Speaker Roster***

This September 11th, the California Coast Venture Forum carries on its 18 year legacy as the largest venture forum in the Central Coast focused on sustainable, clean business with the sixth annual Clean Business Investment Summit. CBIS brings together high-growth, sustainable, socially responsible enterprises from all over the world to present their companies to investors. Investors range from leading angels to VCs and beyond, who are looking for viable, ethical Clean Business opportunities. Event details are as follows:

**September 11, 2014  
7:00 AM - 6:00 PM  
Corwin Pavilion, University of California, Santa Barbara**



### *iFixit Introduces the Repair Business Toolkit*

We get the same question over and over again: What do I need to start a mobile device repair business? Well, here's our answer: the Repair Business Toolkit. We want to make it easy for people like you to start their own businesses. The Pro Tech Network empowers repair technicians with free online repair guides, business development wikis, marketing tools, and a vibrant community of repair businesses online.



[More info](#)

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### **EVC CLIENT**

#### *Beach Butlerz Expanding into New Waters*

EVC assisted Beach Butlerz in obtaining a small business loan for some capital investments in 2011 and now, three years later, the business is thriving. Beach Butlerz is a service that provides luxe styled beach furnishings and Butlers to set it all up and break it down for those who choose to make their day at the beach super easy and relaxing. California businesses visiting the Central Coast use their services to create the perfect mid-year morale booster for staff with elaborate beach parties. Wedding couples from around the nation ask them to setup their perfect beach wedding. "Our Butler services and furnishings are expanding quickly beyond the beach borders to other venues so we have created another business, 'Butlerz Events' to serve the non-beach clients. Beach Butlerz became a corporation in 2014, so now we have shares to offer potential investors to help expand that part of the business," explained Cecile DeMartini, Chief Beach Officer.



[www.BeachButlerz.com](http://www.BeachButlerz.com)  
[www.ButlerzEvents.com](http://www.ButlerzEvents.com)

## **Central Coast Business Wrap-Up**

For this week's show Mike Manchak covered the following topics:

- Proposed camping facilities for Port San Luis and Avila Beach
- Montecito's Miramar hotel in line for an upgrade
- Amazon SLO continues to expand

July 31, 2014

[Listen to Podcast](#)



Mike Manchak

## In the News

### [Summit Leaders Support More Housing Funding in State Budget Talks](#)

California Economic Summit

June 4, 2014

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### [California's Great Recession and Recovery in Maps](#)

Center for Economic Development

California State University Chico

June 20, 2014

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### OUTCOME OF EVC ECONOMIC STRATEGY

#### [Solarize SLO County Can Help Homeowners Install Solar Electric Systems](#)

By David Sneed

The Tribune

July 9, 2014

[SanLuisObispo.com](http://SanLuisObispo.com)  
THE TRIBUNE

### EVC SPONSOR

#### [Hawaii Utility Project is Largest-Ever for REC Solar](#)

By Stephen Nellis

Pacific Coast Business Times

July 11, 2014

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PACIFIC COAST  
BUSINESS TIMES

#### [County High in Millennial Job Growth](#)

By Kaytlyn Leslie

The Tribune

July 12, 2014

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THE TRIBUNE

### EVC SPONSOR

## ***Risky Business, Part Deux***

By Russ Levanway

TekTegrity

July 15, 2014

[Read Article](#)



## ***Creating Good Local Jobs Requires More Hard Work***

By Adam Hill

The Tribune

July 21, 2014

[Read Article](#)



## ***For Economic Development, SLO County Has 'Only Upsides,' State Official Says***

The Tribune

July 23, 2014

[Read More](#)



## ***Go-Biz Director Calls on Communities to Invest in Workforce Development***

By Henry Dubroff

Pacific Coast Business Times

July 24, 2014

[Read Article](#)



## ***EVC PARTNER***

### ***Keeping Score: Nonprofit Business Advisers Celebrate 50 Years***

By Austen Hufford

Pacific Coast Business Times

July 25, 2014

[Read Article](#)



## ***Amazon is Hiring for its Downtown SLO Office***

By Julie Lynem

The Tribune

July 25, 2014

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## ***Hotel Developers See Room for Growth in SLO County***

By Julie Lynem

The Tribune

July 28, 2014

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## ***EVC SPONSOR***

### ***Heritage Oaks Q2 Profits Jump 25%***

Pacific Coast Business Times

July 29, 2014

[Read Article](#)



## ***Los Osos, Morro Bay Ranked Among Top Beach Town Housing Markets***

By Nick Wilson

The Tribune

August 4, 2014

[Read Article](#)



## ***What's in those New Buildings Popping Up Near SLO Airport?***

By Julie Lynem





## Upcoming Events

FRIDAY, AUGUST 8, 2014

### EVC SPONSOR

#### 40 Under 40 Nomination Deadline

Host: Pacific Coast Business Times

Deadline: Nominations Close August 8

Event Date: TBD

Details: Recognizes and profiles 40 up-and-coming business leaders under the age of 40

[More info](#)



MONDAY, AUGUST 11, 2014

### EVC SPONSOR

#### Tech Brew - Fiber in SLO

Host: Softec

When: 5:00 - 7:00 PM

Where: Pappy McGregors, San Luis Obispo

Details: Tim Williams of Digital West will give an update on the EVC's Broadband initiative

[More info](#)



MONDAY, SEPTEMBER 1, 2014

### EVC PARTNER

#### Self-Employment Training

Host: Women's Economic Ventures (WEV)

When: 14-week course, meet weekly from 6:00 - 9:00 PM

Where: Classes in Santa Barbara, Oxnard & Ventura

Details: Provides training in the most important aspects of organizing, financing, marketing and managing a small business.

[More info](#)



TUESDAY, SEPTEMBER 2, 2014

### EVC PARTNER

#### Start, Run & Grow Your Business

Host: Mission Community Services Corporation

When: 12-week course, meet weekly from 6:00 - 9:00 PM

Where: Rabbit Hole Business Solutions, Arroyo Grande

Details: An introduction to entrepreneurship/self-employment training course.

[More info](#)



SEPTEMBER 25 thru 28, 2014

### EVC SPONSOR

#### SAVOR the Central Coast



**Host:** Sunset and Visit San Luis Obispo County  
**When:** Main event all Day Sat. & Sun - [Schedule of Events](#)  
**Where:** Santa Margarita Ranch (Excluding adventure tours)  
**Details:** Four day culinary exploration that invites you to experience the food, wine and lifestyle of the Central Coast.

[More info](#)

**FRIDAY, SEPTEMBER 26, 2014**

**EVC SPONSOR**

**Who's Who in Professional Services Nomination Deadline**

**Host:** Pacific Coast Business Times

**Deadline:** Nominations Close September 26

**Event Date:** TBD

**Details:** Recognizes the leading attorneys and certified public accountants

[More info](#)

PACIFIC COAST  
BUSINESS TIMES

**MONDAY, SEPTEMBER 29, 2014**

**EVC SPONSOR**

**6th Annual Student Robotics Expo**

**Host:** Softec

**When:** 5:00 - 8:00 PM

**Where:** SLO Elks Lodge

**Details:** Features local High School, Elementary and College Robotics teams.

[More info](#)

Softec

**THURSDAY, OCTOBER 2, 2014**

**EVC SPONSOR**

**Cal Poly Career Fest 2014**

**Host:** Cal Poly

**When:** 10:00 AM - 12:30 PM

**Where:** Chumash Auditorium, Cal Poly

**Details:** Employer representatives will review resumes with individual students or conduct

mini-interviews with students in a "Speed Interviewing" session. Over 300 business and engineering students will be in attendance.

[More info](#)

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**AmazonSmile**

**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](http://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](mailto:mmanchak@sloevc.org).*

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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](mailto:info@sloevc.org).



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