



Monthly eNewsletter

Recap for the month of
June 2015

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Welcome EVC New Board Members and Officers

New Board Members



Ken Dalebout
Chief Administrative Officer
Arroyo Grande Community
Hospital



Joe DeSchryver
Chief Executive Officer
Sierra Vista Regional
Medical Hospital

New Officers

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Caliber Accounting & Tax



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Steven Harding
Chairman of Community Leadership Groups
Rabobank, N.A.



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CEO & Co-Owner
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50,000+
[Morgan Family Foundation](#)

Diamond \$10,000+
[City of San Luis Obispo](#)
[Southern California Gas](#)
[The Tribune](#)

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[KSBY - TV](#)
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[Pacific Gas & Electric](#)
[RRM Design Group](#)

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[Coastal Community Builders](#)
[Laetitia Vineyard & Winery](#)
[Martin Resorts](#)
[MINDBODY](#)
[Pacific Coast Business Times](#)
[PB Companies](#)

Sponsorship Update

We are pleased to welcome our newest sponsors...

MINDBODY - \$5,000

MINDBODY emerged from a simple idea: small business owners deserve the time to do what they love. From its first iteration, MINDBODY software has turned that vision into the technology that links tens of thousands of health, wellness, and beauty professionals to the millions of clients they serve. Today, they are the leading global online marketplace for wellness services - and like the speed of technology itself, they're blazing ahead toward limitless possibilities.



[About MINDBODY](#)

Thank you, Rick Stollmeyer!

Arroyo Grande Community Hospital - \$2,500

Arroyo Grande Community Hospital is a full-service, medical facility located in the heart of San Luis Obispo County. Established in 1961 and open to the public on April 15, 1962, Arroyo Grande is a licensed 65 bed hospital offering health care services to central coast residents.

[About Arroyo Grande Community Hospital](#)

Thank you, Ken Dalebout!



Sierra Vista Regional Medical Center - Increased Sponsorship to \$2,500

Sierra Vista Regional Medical Center is a 164-bed provider of acute care services on the Central Coast. Since our inception in 1959, they've added many advanced medical services in



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Gold: \$2,500+

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[Caliber Accounting & Tax](#)
[Calzyme Laboratories](#)
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Silver: \$1,000+

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[AccuAir](#)
[Air Pollution Control](#)
[District of SLO County](#)
[Andre Morris & Buttery](#)
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order to provide our community with quality care close to home.

[About Sierra Vista Regional Medical Hospital](#)

Thank you, Joe DeSchryver!

1st Capital Bank - \$1,000

1st Capital Bank is a locally owned and managed bank headquartered in Monterey, California. They provide professional banking, credit and cash management services to businesses, professionals and residents throughout the Central Coast. 1st Capital Bank is recognized by Bauer Financial Inc. as a "five-star" superior rated bank and by the Findley Company as the only "Premier Performing Bank" based in Monterey, Santa Cruz and/or San Benito counties.

[About 1st Capital Bank](#)

Thank you, Donna Milne and Mark Andino!

Premier Valley Bank - \$1,000

Premier Valley Bank offers unique benefits, like business bankers who know your name and your business; loan approvals with local decisions that don't have to come from a centralized, out-of-town office; daily courier service, picking up deposits from your workplace. But the biggest advantage may be that they have a vested interest in your business and your community, in helping them both to thrive and grow. They are committed to your success.

[About Premier Valley Bank](#)

Thank you, Lindsay Waylett and Steve Travers!

1ST CAPITAL BANK



EVC SPONSOR

CEO Interview Series

Garry Grossman - Coastal Community Builders

This interview series focuses on business leaders and innovators who are directly impacting our economy and their industry. This month Mike Manchak interviewed **GARY GROSSMAN**, Founder and President of **COASTAL COMMUNITY BUILDERS, Inc.**, a homebuilding company based on the central coast.

[Read More](#)

[About Coastal Community Builders](#)



Garry Grossman



EVC PARTNER

Help Evaluate Broadband in Your Community

Please Complete this Brief Electronic Survey Today

Survey Deadline: July 30, 2015

Your input is vital to map broadband speeds for the region and provide data for a countywide



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[Phillips 66](#)
[Premier Valley Bank](#)
[Promega Biosciences](#)
[Public Policy Solutions](#)
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[RNM Engineering](#)
[San Luis Garbage](#)
[San Luis Sports Therapy](#)
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[The Spice Hunter](#)
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[Ultrex](#)
[Umpqua Bank](#)
[United Staffing Assoc.](#)
[University of La Verne](#)
[Visit SLO County](#)
[Wallace Group](#)
["YPP" Your People Professionals](#)
[Zurn Wilkins](#)

Bronze: \$500+
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Leaders' Circle
[Mangano Homes](#)

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NEWSLETTERS

assessment. The outcomes of the survey are critical to develop policies and resources for higher broadband in the future.

[TAKE SURVEY HERE](#)

Broadband Consortium of the Pacific Coast

For more information on the Broadband Consortium of the Pacific Coast, [Click Here](#).

EVC PARTNER

805conversation Podcasts are Live

We are thrilled to announce that our first set of Podcasts are up on Soundcloud. [Click here](#) to visit Soundcloud and start enjoying the 805conversations.

We have nine online and are producing more every other week. You can follow us on Soundcloud so you don't miss an episode. We are also launching on iTunes later this Summer.

Complete list of the episodes can be found [here](#).



smart connections. smart business.

Going Public with Companies Fuels Healthy Communities in Tri-Counties

By Mike Manchak, EVC
Pacific Coast Business Times
July 3, 2015



Mike Manchak

The health of our communities is directly tied to the health of our local businesses. We cannot have one without the other. Although in good economic times it is easy to lose sight of our region's competitiveness to attract and retain businesses in a world where many companies can operate from anywhere. If our communities want more head-of-household jobs, which local economists report that the Tri-Counties are lacking, we must create a culture of competitiveness for businesses to thrive. For communities to be healthy and have the jobs they need, experts argue that we must be mindful to appreciate businesses so that they don't move to other desirable locations throughout the West since capital and talent are transportable

[Read More](#)

PACIFIC COAST
BUSINESS TIMES

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[Assemblyman Katcho Achadjian](#)

[Caliber Accounting](#)

[California Economic Forecast](#)

[California Regional Bulletin](#)

[California Valley Solar Ranch](#)

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[Women's Economic Ventures \(WEV\)](#)

EVC Special Event

SAVE THE DATE

Mid-Year Sponsor Appreciation Event -- July 22, 4-6pm



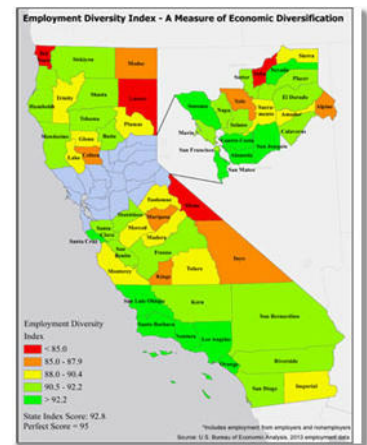
If you are a sponsor and have not received an invitation nor RSVP'd please contact Kaila Anderson at (805) 788-2012 or info@sloevc.org.

Thank you for your continued support. We look forward to seeing you on July 22nd!

Employment Diversity Index

Center for Economic Development
July 2, 2015

This month the CED takes a look at the economic diversity of California counties. The concept behind economic diversity is similar to the one investors use to shield their investments from idiosyncratic risk by diversifying their portfolios across many industry sectors. For local governments this entails having employment spread over a broad base of industries to protect residents from the collapse of a single industry. This "don't keep all your eggs in one basket" approach is a good way to mitigate economic vulnerabilities and promote vibrant economies.



[Click to enlarge](#)

[Read Full Report](#)

EVC SPONSOR

Investment Climate July 2015

Looking Beyond the Noise

July 8, 2015

In our last Investment Climate we discussed the long-awaited increase in the Federal Reserve's target for interest rates. This debate continued to dominate the discussion of the financial punditry in the second quarter. While we normally expect the market to correct at the onset of higher interest rates, this particular rate increase has been anticipated for so long and its timing debated by so many that it is hard to imagine it could take the market by surprise in any way.

[Read More](#)



Got a Minute? An HR Minute for Busy Executives

Boomers and Encore Careers - How They Might Affect Your Small Business

By Sandra Dickerson, Your People Professionals

July 9, 2015

With Baby Boomers getting ready to retire at a record pace, there is a lot of discussion around HR water coolers on how to handle this epic transition. Specifically, how will companies, and especially small businesses, be able to even fill all these positions - let alone replicate the knowledge and client relationships of the long tenured employees who are retiring?



[Read More](#)

KCBX Central Coast Business Wrap Up

805connect Gets Small Business of the Year Award from CA State Senate

June 17, 2015

The southern two-thirds of the KCBX listening area falls within the 805 area code. In fact, some people refer to the portion of the Central Coast simply as "the" 805. There's even a beer brand that pays homage to it. This area of California is also a bit disjointed with large areas of open space or agricultural land separating population centers. A relatively new organization-805connect-is working to bring those communities together in an effort to help foster economic growth. The 805connect project recently received the 2015 California Small Business of the Year award by the State Senate.



Interview with Mark Sylvester, Ambassador, Host 805connect and Mike Manchak, President & CEO, Economic Vitality Corporation

[Listen to Podcast](#)

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.

Hotels, Restaurants, Winery Proposed for Paso Robles Property

By Tonya Strickland

The Tribune

June 15, 2015

[Read Article](#)



Group Tackles Broadband in Tri-Counties

By Phillip Joens

Pacific Coast Business Times

June 19, 2015



[Read Article](#)

[Changes Take Flights at Central Coast Airports](#)

By Chris Officer
Pacific Coast Business Times
June 19, 2015

PACIFIC COAST
BUSINESS TIMES

[Read Article](#)

[Cal Poly Names Executive Director of Center of Innovation & Entrepreneurship](#)

By Nick Wilson
The Tribune
June 19, 2015

SanLuisObispo.com
THE TRIBUNE

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[San Luis Obispo's REC Solar Acquires Stellar Energy](#)

Pacific Coast Business Times
June 19, 2015

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BUSINESS TIMES

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[Former SLO, Santa Maria City Managers Discuss Development Changes](#)

By Elijah Brumback
Pacific Coast Business Times
June 19, 2015

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[San Luis Obispo County Thirsty for Desalination Partnership](#)

By Elijah Brumback
Pacific Coast Business Times
June 19, 2015

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[SkyWest Adding Another Roundtrip Flight Between SLO and LAX](#)

By Janet Lavelle
The Tribune
June 24, 2015

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THE TRIBUNE

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[Morris & Garritano Recognized by Anthem Blue Cross](#)

The Tribune
June 25, 2015

SanLuisObispo.com
THE TRIBUNE

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[SLO Forum Highlights New Infrastructure Tool for Cities](#)

By Elijah Brumback
Pacific Coast Business Times
June 26, 2015

PACIFIC COAST
BUSINESS TIMES

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[Grover Beach Aims to be Central Coast Tourism Hot Spot](#)

By Elijah Brumback
Pacific Coast Business Times
June 26, 2015

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[PolyPay Offers Services for Merchants from its SLO Headquarters](#)

By Julie Lynem

SanLuisObispo.com
THE TRIBUNE

The Tribune

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THE TRIBUNE

June 26, 2015

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A Look at Central Coast Entrepreneurial Ecosystem

By Ray Bowman, Guest Commentary

Pacific Coast Business Times

June 26, 2015

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PACIFIC COAST
BUSINESSTIMES

Paso Robles Chamber of Commerce Hires New CEO

The Tribune

June 29, 2015

[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

SpendSmart Networks, based in SLO, on Trajectory of Growth

By Julie Lynem

The Tribune

July 7, 2015

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SanLuisObispo.com
THE TRIBUNE

Paso Robles Wine Festival had \$2 Million Economic Impact

By Sandra Duerr

The Tribune

July 8, 2015

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SanLuisObispo.com
THE TRIBUNE

Kylee Jepsen Honored as Top 30 Under 30 by California Travel Association

Press Release

Visit San Luis Obispo County

July 13, 2015

[Read Article](#)



Upcoming Events

THURSDAY, JULY 16, 2015

EVC SPONSOR

Latino Business Awards

Host: Pacific Coast Business Times

When: 5:30 - 7:30 PM

Where: Crowne Plaza Ventura Beach

Details: Award reception to recognize the region's top companies.

[More info](#)

PACIFIC COAST
BUSINESSTIMES

FRIDAY, JULY 17, 2015

EVC PARTNER

Starting a Business in SLO Workshop

Host: SCORE

When: 9:30 AM - 12:30 PM

Where: San Luis Business Center

Details: An overview of the business basics that every aspiring

SCORE
FOR THE LIFE OF YOUR BUSINESS

entrepreneur needs to know.

[More info](#)

EVC PARTNER

Social Media Essentials for Small Businesses

Host: Mission Community Services Corp.

When: Noon - 1:00 PM

Where: MCSC, 71 Zaca Lane, Ste. 130, SLO

Details: Learn the essentials of social media marketing for your company.

[More info](#)



WEDNESDAY, AUGUST 12, 2015

EVC PARTNER

SBA Loan and Business Workshop for Veterans

Host: Mission Community Services Corp.

When: 10:30 AM - Noon

Where: MCSC, 71 Zaca Lane, Ste. 130, SLO

Details: Presentation on Veteran's Advantage, a special SBA loan program to help veterans and their families.

[More info](#)



FRIDAY, AUGUST 14, 2015

EVC SPONSOR

Spirit of Small Business Awards

Host: Pacific Coast Business Times

When: 11:30 AM - 1:30 PM

Where: Bacara Resort & Spa, Goleta

Details: Awards reception to recognize the top business in the region with fewer than 100 employees.

[More info](#)



WEDNESDAY, AUGUST 26, 2015

EVC SPONSOR

MINDBODY Open House

Host: Softec

When: 5:00 - 7:30 PM

Where: MINDBODY Headquarters, SLO

Details: Unique opportunity of tour the tech floor, celebrate their recent IPO and learn about their goals for the future.

[More info](#)





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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John E. King, Principal
Boutique Hotel Collection

Dawn Legg, Assistant Project Manager
First Solar

Tim Mahoney, District Manager
Southern California Gas Company

Noreen Martin, CEO
Martin Resorts

Kevin Meyer, Managing Partner
Gemba Academy

Brendan Morris, Principal. CEO
Morris & Garritano

Chris Richardson, Managing Partner
Richardson Properties

Ty Safreno, CEO/CTO
Trust Automation

Darren Smith, CEO
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Gil Stork, Superintendent & President
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Brian Tiejje, Vice Provost
Cal Poly, Graduate Education

Tim Williams, Founder/CEO
Digital West

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Vice Chairwoman, Board of Supervisors
County of San Luis Obispo

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City of Pismo Beach

Adam Hill, Supervisor 3rd District
Board of Supervisors
County of San Luis Obispo

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City of Paso Robles

Heather Moreno, Mayor Pro Tem
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Member Emeritus

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Tom Sullivan

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