Welcome EVC New Board Members and Officers

**New Board Members**

<table>
<thead>
<tr>
<th>Ken Dalebout</th>
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<tr>
<td>Chief Administrative Officer</td>
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<tr>
<td>Arroyo Grande Community Hospital</td>
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<tr>
<th>Joe DeSchryver</th>
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<tr>
<td>Chief Executive Officer</td>
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<tr>
<td>Sierra Vista Regional Medical Hospital</td>
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</table>

**New Officers**

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**IN THIS ISSUE**

- New EVC Board Officers & Members
- Sponsorship Update
- CEO Interview Series
- Broadband Survey
- Healthy Communities
- EVC Sponsor Appreciation Event
- Investment Climate
- YPP HR Minute
- KCBX Business Wrap Up
- In the News
- Upcoming Events
- AmazonSmile
- Sponsor Benefit

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EVC e-Newsletter - Recap for the month of June 2015

[Recap for the month of June 2015](https://ui.constantcontact.com/visualeditor/visual_editor_preview.jsp?age...)
EVC e-Newsletter - Recap for the month of June 2015

EMERGING VISITOR CENTER
Join Us on LinkedIn

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EVC SPONSORS

Lead Sponsor
150,000+
County of San Luis Obispo

50,000+
Morgan Family Foundation

Diamond $10,000+
City of San Luis Obispo
Southern California Gas
The Tribune

Emerald $7,500+
AT&T
Compass Health
KSBY - TV
KCOY CBS 12 / FOX 11 TV
Pacific Gas & Electric
RRM Design Group

Platinum: $5,000+
Aviation Consultants Inc.
Bank of America
BHE Renewables
Boutique Hotel Collection
Carmel & Naccasha
City of Arroyo Grande
City of Atascadero
City of Grover Beach
City of Morro Bay
City of Paso Robles
City of Pismo Beach
Coastal Community Builders
Laetitia Vineyard & Winery
Martin Resorts
MINDBODY
Pacific Coast Business Times
PB Companies

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...
order to provide our community with quality care close to home.

**About Sierra Vista Regional Medical Hospital**

*Thank you, Joe DeSchryver!*

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### 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!*

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### 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!*

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### 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**

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### 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
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](image)

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

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**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](#).

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**Going Public with Companies Fuels Healthy Communities in Tri-Counties**

By Mike Manchak, EVC

Pacific Coast Business Times

July 3, 2015

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](#)
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.

Read Full Report

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

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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

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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
Changes Take Flights at Central Coast Airports
By Chris Officer
Pacific Coast Business Times
June 19, 2015
Read Article

Cal Poly Names Executive Director of Center of Innovation & Entrepreneurship
By Nick Wilson
The Tribune
June 19, 2015
Read Article

San Luis Obispo’s REC Solar Acquires Stellar Energy
Pacific Coast Business Times
June 19, 2015
Read Article

Former SLO, Santa Maria City Managers Discuss Development Changes
By Elijah Brumback
Pacific Coast Business Times
June 19, 2015
Read Article

San Luis Obispo County Thirsty for Desalination Partnership
By Elijah Brumback
Pacific Coast Business Times
June 19, 2015
Read Article

SkyWest Adding Another Roundtrip Flight Between SLO and LAX
By Janet Lavelle
The Tribune
June 24, 2015
Read Article

Morris & Garritano Recognized by Anthem Blue Cross
The Tribune
June 25, 2015
Read Article

SLO Forum Highlights New Infrastructure Tool for Cities
By Elijah Brumback
Pacific Coast Business Times
June 26, 2015
Read Article

Grover Beach Aims to be Central Coast Tourism Hot Spot
By Elijah Brumback
Pacific Coast Business Times
June 26, 2015
Read Article

PolyPay Offers Services for Merchants from its SLO Headquarters
By Julie Lynem
The Tribune
June 26, 2015
Read Article

A Look at Central Coast Entrepreneurial Ecosystem
By Ray Bowman, Guest Commentary
Pacific Coast Business Times
June 26, 2015
Read Article

Paso Robles Chamber of Commerce Hires New CEO
The Tribune
June 29, 2015
Read Article

SpendSmart Networks, based in SLO, on Trajectory of Growth
By Julie Lynem
The Tribune
July 7, 2015
Read Article

Paso Robles Wine Festival had $2 Million Economic Impact
By Sandra Duerr
The Tribune
July 8, 2015
Read Article

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

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
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

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.

EVC Board of Directors

Executive Committee

CHAIRMAN
Bruce Ray, Principal
BGR Strategies

VICE-CHAIR & BOARD COUNSEL
Ziyad Naccasha, Partner
Carmel & Naccasha, LLP

TREASURER
Steven Harding, Chairman of the Community Leadership Groups
Rabobank, N.A.
<table>
<thead>
<tr>
<th>PAST-CHAIR</th>
<th>Partner</th>
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<tr>
<td>Eric Schwefler, CPA, Partner</td>
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<td>Caliber Accounting &amp; Tax</td>
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<th>SECRETARY</th>
<th>Co-Owner</th>
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<td>Jolie Ditmore, CEO &amp; Co-Owner</td>
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<td>Medicorp</td>
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<td>Kris Vardas, Chair</td>
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<td>Economic Strategy Project</td>
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### Board Members

- **Michael Cannon**, President Cannon
- **Jolie Ditmore**, CEO & Co-Owner Medicorp
- **Kevin Harlan**, Chief Operating Officer Huntington Management Group
- **Tom, Jones**, Director, Corporate Affairs Pacific Gas and Electric Company
- **Tim Mahoney**, District Manager Southern California Gas Company
- **Brendan Morris**, Principal. CEO Morris & Garritano
- **Darren Smith**, CEO Compass Health
- **Tim Williams**, Founder/CEO Digital West
- **Ken Dalebout**, Chief Admin. Officer Arroyo Grande Community Hospital
- **Henry Dubroff**, Founder & Editor Pacific Coast Business Times
- **Linda Hendy**, Chair SLO County Chamber Executives
- **John E. King**, Principal Boutique Hotel Collection
- **Noreen Martin**, CEO Martin Resorts
- **Chris Richardson**, Managing Partner Richardson Properties
- **Gil Stork**, Superintendent & President Cuesta College

### Public Sector Liaison Representatives

- **John Ashbaugh**, Vice Mayor City of San Luis Obispo
- **Shelly Higginbotham**, Mayor City of Pismo Beach
- **Jeff Lee**, Mayor Pro Tem City of Grover Beach
- **Tim Brown**, Council Member City of Arroyo Grande
- **Adam Hill**, Supervisor 3rd District Board of Supervisors County of San Luis Obispo
- **Steven Martin**, Mayor City of Paso Robles

### Member Emeritus

- **Dave Juhnke**
- **Charley Senn**
- **Tom Sullivan**

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**Economic Vitality Corporation** 735 Tank Farm Road, Suite 264, San Luis Obispo, CA 93401
(805) 788-2012 | www.sloevc.org | info@sloevc.org

Join us on Linkedin

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**Forward email**