IN THIS ISSUE

Topaz Completion
KCBX Business Wrap-Up
New Sponsors
CEO Interview Series
Investment Climate April 2015
HR Executive Brief
Central Coast Water Conservation
In the News
Upcoming Events
AmazonSmile

EVC SPONSOR

One of the World's Largest Solar Plants is Fully Operational

The 550-megawatt Topaz Solar Farms Announces Project Completion

Situated in San Luis Obispo County, California, Topaz Solar Farms is one of the largest operating photovoltaic solar projects in the world, producing up to 550 megawatts of renewable energy to serve the needs of Pacific Gas and Electric Company's customers in California. The energy generated by Topaz is sold to PG&E under a long term power purchase agreement, and is equivalent to powering more than 181,000 average California homes. “BHE Renewables is proud to have Topaz in our fleet of assets,” said Bill Fehrman, president and CEO, BHE Renewables. “Topaz was built to help California meet its ambitious renewable energy goal of 33% by 2020. Our goal is to safely and reliably deliver energy to PG&E while adhering to our core value of environmental respect.”

Read more

Central Coast Business Wrap-Up
Specialized Manufacturing Plays Growing Role in Central Coast Economy

The Specialized Manufacturing sector of the San Luis Obispo economy accounts for 2.27 percent of the jobs in the area, but according to the number from the Economic Vitality Corporation (EVC), those jobs come with an average pay-scale higher than most other industries - $65,855. While relatively small, the sector is growing. The latest numbers show it grew seven percent from 2008 to 2014.

Special Guest: Ty Safreno, CEO/CTO, Trust Automation

Listen to Podcast

Sponsorship Update

We are pleased to welcome our newest sponsors...

E. & J. Gallo Winery - $1,000
Established in 1933 in Modesto, CA by Ernest and Julio Gallo, E.&J. Gallo Winery has become the world's largest winery and foremost winery in the art of grape growing, winemaking, distribution and marketing of wines. With nine wineries strategically located in wine regions in both California and Washington and access to grapes from vineyards in all of the premier grape-growing areas of both states, Gallo produces wines in every category, to suit every taste.

About E. & J. Gallo Winery

Thank you, Emily Rutter!

Halsell Builders - $1,000
As a full service design and build company, we can guide you every step of the way. We have the expertise to make your dreams come true. Design your personal and functional space. No detail is too small. Incorporate the latest concepts and styles. Build with top-quality materials and craftsmanship.

About Halsell Builders

Thank you Mitch Massey!

CEO Interview Series

Kevin Bumen - San Luis Obispo County Airport
This EVC interview series focuses on business leaders who are directly impacting our local economy. This month Mike Manchak interviewed Kevin Bumen, Director of Airports for the County of San Luis Obispo County. He oversees the management and operation of San Luis Obispo Regional Airport and Oceano Airport.

Read Interview
Investment Climate April 2015

To Raise or Not to Raise? It Really Shouldn’t Be a Question
Taylor Frigon Capital Management
April 3, 2015

Can the world be any more fixated on the next move from the Federal Reserve? Can markets really “hang in the balance” based on inclusion of the word “patience” or the phrase “extended period of time” as the ultimate determinant of its value? Frankly, we think not. However, with the constant attention given to the actions of Central Banks around the world, one would think that economic progress cannot happen if not for the “spigot” of money creation, or lack thereof, emanating from these institutions. Those words and phrases are perceived as “clues” as to whether or not the Federal Reserve is going to raise interest rates, finally ending the now-ludicrous “zero interest rate policy” that had been adopted as part of the cure for the 2008-9 financial crisis.

Read More

EVC SPONSOR

Got a Minute? An HR Minute for Busy Executives

Important Information: New California Mandatory Sick Leave Law
By Sandra Dickerson
Your People Professionals
April 2, 2015

Click here for a one minute Executive Brief from YPP CEO Sandra Dickerson which contains important information regarding the new California mandatory paid sick leave law and how it might affect your organization. At the end of this one minute video, you can request a free document containing expanded, detailed information to help you comply with this new law that affects virtually every California Employer.

Watch Executive Brief

Are SLO County's Reservoirs Half Full or Half Empty?

Local Water Levels Indicate That We’re in this Drought for the Long Haul
By Lisa Howe, County Drought Task Force

Don't be fooled by the green hills in and around San Luis Obispo County. While their verdure may indicate a slight abatement of the exceptional drought conditions we've faced for the past four years, our reservoirs tell a much different story. The County of San Luis Obispo uses four reservoirs as primary sources of water and all of them are significantly below average capacity. As of March 2015, the Whale Rock Reservoir, located near Cayucos, is only about 44 percent full - that's down from 72 percent in March 2013. Meanwhile, the Lopez Lake Reservoir is 40 percent full, the Nacimiento Reservoir is 29 percent full and the Salinas Reservoir (Santa...
Margarita Lake) is only 18 percent full.

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.

Downtown SLO Office, Condo Project Moves Forward
By Cynthia Lambert
The Tribune
March 4, 2015
Read Article

Legendary Family Unwraps Creston Film Studio
By Erika Martin
Pacific Coast Business Times
March 6, 2015
Read Article

Granada Hotel in Downtown SLO Plans to Add 23 Rooms
By Cynthia Lambert
The Tribune
March 12, 2015
Read Article

Wal-Mart to Move Ahead with Atascadero Store
By Tonya Strickland
The Tribune
March 12, 2015
Read Article

Craft Brew Startups Look for Niches as Capital Bubbles Up
By Elijah Brumback
The Tribune
March 13, 2015
Read Article

SLO-Based Verdin Hired to Market Atascadero to Tourists
By Tonya Strickland
The Tribune
March 16, 2015
Read Article

SkyWest to Reduce SLO Airport Service Starting April 7
By Nick Wilson & Julia Hickey
The Tribune
March 19, 2015
Read Article
Changes Coming to Arroyo Grande Village Restaurant Scene
By Kaytlyn Leslie
The Tribune
March 19, 2015
Read Article

EVC SPONSOR
French Hospital Ranked Among Top 100 Mid-Sized Hospitals
By Janet Lavelle
The Tribune
March 23, 2015
Read Article

Local Winery, Restaurant Team Up for Dinner at James Beard House
By Julie Lynem
The Tribune
March 24, 2015
Read Article

SLO County’s Median Home Price Rises in February
By Julia Hickey
The Tribune
March 26, 2015
Read Article

SLO Restauranteur Rides a Wave of Business, Tourism Growth
By Elijah Brumback
Pacific Coast Business Times
March 27, 2015
Read Article

Upcoming Events
THURSDAY, APRIL 9, 2015

EVC PARTNER
Starting a Business in Santa Maria Workshop
Host: SCORE
When: 9:30 AM - 12:30 PM
Where: MIYB, 429 E. Main Street, Santa Maria
Details: Overview of the business basics that every aspiring entrepreneur needs to know.
More info

EVC SPONSOR
Tech Brew - SLO MakerSpace: Show and Tell
Host: Softec
When: 5:00 - 7:00 PM
Where: Pappy McGregor’s, SLO
Details: SLO MakerSpace is the local hive for the Maker Movement in San Luis Obispo.
More info
WEDNESDAY, APRIL 15, 2015

EVC SPONSOR
1st Annual Cal Poly Startup Career Fair
Host: Cal Poly
When: 10:00 AM - 1:00 PM
Where: Advanced Technology Lab, Bldg. 7, Cal Poly
Details: This event brings together the most entrepreneurial and innovative students who are seeking internships or full-time positions at startup companies.
More info

EVC PARTNER
Digital Health: Hype or Hope?
Host: MIT Enterprise Forum
When: 5:00 - 8:00 PM
Where: Cabrillo Pavilion Arts Center, Santa Barbara
Details: A showcase of the brief history of Digital Health's evolution and examine what has worked and what hasn't
More info

VAFB Small Business Outreach Event
Host: Santa Maria Economic Development Commission
When: Noon - 4:00 PM
Where: Santa Maria Fair Park, Santa Maria
Details: Connect with base representatives and companies, hear from small business experts, display tables available for your products and services.
More info

THURSDAY, APRIL 16, 2015

EVC SPONSOR
Top 50 Women in Business Awards
Host: Pacific Coast Business Times
When: 5:30 - 7:30 PM
Where: Deckers Outdoor Corporation Rotunda, Santa Barbara
Details: Awards ceremony to recognize the top 50 women in business in the region.
More info

FRIDAY, APRIL 17, 2015

EVC PARTNER
Worktraits - Discover Your Work Style
Host: Mission Community Services Corp.
When: Noon - 1:00 PM
Where: MCSC, 71 Zaca Lane, Suite 130, SLO
Details: Brown Bag training event
More info

EVC SPONSOR
Central Coast Lean Workshop: The Surprising Power of Liberating Structures
Host: Cal Poly
When: 8:00 AM - 4:00 PM
Where: The Monday Club, SLO
Details: This workshop offers 33 simple ways to address some of the most challenging aspects of working in groups and organizations.

More info

EVC SPONSOR
High-Tech Breakfast Forum: Agriculture, Research & Technology
Host: Cal Poly
When: 7:30 - 9:15 AM
Where: Cal Poly Technology Park, Bldg. 83, SLO
Details: Featuring an overview of the Cal Poly Strawberry Sustainable Research and Education Center.

More info

SATURDAY, APRIL 18, 2015
EVC PARTNER
SCORE Business Plan Workshop
Host: SCORE
When: 9:30 AM - 12:30 PM
Where: San Luis Business Center, SLO
Details: A review of the basic elements of a business plan, the essentials of marketing your business, and the profitability of your venture.

More info

WEDNESDAY, APRIL 22, 2015
EVC PARTNER
Eat More Innovation: Food & Wine for Entrepreneurs
Host: Cal Poly Center for Innovation & Entrepreneurship
When: 4:30 - 7:15 PM
Where: Performing Arts Center, Cal Poly
Details: A forum exploring entrepreneurship in the food and wine industry

More info

SATURDAY, MAY 9, 2015
EVC SPONSOR
SLO MakerSpace Expo
Host: Softec
When: 10:00 AM - 2:00 PM, Mission Plaza, SLO and 5:00 - 8:00 PM, SLO MakerSpace, SLO
Details: Local and state makers will demonstrate, teach and exhibit their work.

More info

THURSDAY, MAY 14, 2015
EVC PARTNER
15th Anniversary/Business Hall of Fame Gala Reception
Host: Pacific Coast Business Times
When: 5:30 - 7:30 PM
Where: Bacara Resort & Spa, Goleta
Details: Features the top 50 public companies, top 50 private companies and the top company to watch in the Tri-Counties.

More info

FRIDAY, JULY 3, 2015
EVC SPONSOR

Spirit of Small Business Nominations
Host: Pacific Coast Business Times
Nomination Deadline: July 3
Event Date: TBD
Details: Honors businesses with fewer than 100 employees operating in the Tri-Counties.

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.

Linkedin

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**

<table>
<thead>
<tr>
<th>CHAIRMAN</th>
<th>VICE-CHAIR</th>
<th>TREASURER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eric Schwefler, CPA, Partner</td>
<td>Bruce Ray</td>
<td>Steven Harding, Chairman of the Community Leadership Groups Rabobank, N.A.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PAST-CHAIR</th>
<th>BOARD COUNSEL &amp; SECRETARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Silacci, Regional Vice President AT&amp;T External Affairs</td>
<td>Ziyad Naccasha, Founding Partner Carmel &amp; Naccasha LLP</td>
</tr>
</tbody>
</table>

**Board Members**

- **Michael Cannon**, President Cannon
- **Jolie Ditmore**, CEO & Co-Owner Medicorp
- **Carl Dudley**, VP/Sr Relationship Manager Pacific Western Bank
- **Kevin Harlan**, Chief Operating Officer Huntington Management Group
- **Stacie Jacob**, Executive Director Visit San Luis Obispo County
- **Tom Jones**, Director, Corporate Affairs Pacific Gas and Electric Company
- **Dawn Legg**, Assistant Project Manager First Solar
- **Tim Mahoney**, District Manager Southern California Gas Company
- **Kevin Meyer**, Managing Partner Gemba Academy
- **Brendan Morris**, Principal, CEO Morris & Garritano
- **Ty Safreno**, CEO/CTO Trust Automation
- **Darren Smith**, CEO Compass Health
- **Brian Tieje**, Vice Provost Cal Poly, Gradate Education
- **Tim Williams**, Founder/CEO Digital West

**Public Sector Liaison Representatives**

- **John Ashbaugh**, Vice Mayor City of San Luis Obispo
- **Tim Brown**, Council Member City of Arroyo Grande
- **Lynn Compton**, Supervisor 4th District Vice Chairwoman, Board of Supervisors County of San Luis Obispo

**Representatives**

- **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

---

EVC e-Newsletter - Recap for the month of March 2015
https://ui.constantcontact.com/visueleditor/visual_editor_preview.jsp?age...
Member Emeritus

Dave Juhnke
Charley Senn
Tom Sullivan