



San Luis Obispo County Regional Airport

Monthly eNewsletter

Recap for the month of
March 2015

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

[Sponsor Benefit](#)

[Join Us on LinkedIn](#)

Join Mailing List 

Support EVC 

View Newsletters 

[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](#)



[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](#)

[Laetitia Vineyard & Winery](#)

[Martin Resorts](#)

[Pacific Coast Business](#)

[Times](#)

[PB Companies](#)

[Rabobank, N.A.](#)

[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 suite 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](#)



Kevin Bumen

EVC SPONSOR

[Richardson Properties](#)
[SunPower Corporation](#)
[Union Bank](#)
[Wells Fargo](#)

Gold: \$2,500+

[Caliber Accounting & Tax](#)
[Calzyme Laboratories](#)
[Cannon](#)
[Central Coast Wealth Management](#)
[Chevron](#)
[Clever Concepts](#)
[CoastHills Credit Union](#)
[Digital West](#)
[Don Maruska & Co](#)
[Ed Cox - Vistage](#)
[Fairway](#)
[First American Title](#)
[First Solar](#)
[Gemba Academy](#)
[Heritage Oaks Bank](#)
[IQMS](#)
[Mangano Homes](#)
[Medicorp](#)
[Miravista Holdings](#)
[More Office Solutions](#)
[Morris & Garritano](#)
[NKT Commercial](#)
[Pacific Western Bank](#)
[REC Solar](#)
[SESLOC](#)
[Sierra / Twin Health Network](#)
[Taylor Frigon Capital Mgt.](#)
[TekTegrity](#)
[Trust Automation](#)
[Verdin](#)
[Volny Construction](#)

Silver: \$1,000+

[AccuAir](#)
[Air Pollution Control](#)
[District of SLO County](#)
[Andre Morris & Buttery](#)
[Arcadis](#)
[Brittingham Financial Group](#)
[CalPortland](#)
[Charter Communications](#)
[Chris Leschinsky](#)
[Coastal Business Finance](#)
[Coast National Bank](#)
[Cuesta College](#)
[Dawn Janke](#)
[E. & J. Gallo Winery](#)
[French Hospital Medical Center](#)
[Glenn Burdette](#)
[Green Goods](#)
[Halsell Builders](#)
[Home Builders Assoc.](#)
[iFixit](#)
[InfoGard Laboratories](#)
[J.B. Dewar](#)

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



[Lee & Associates](#)
[Madonna Enterprises](#)
[Northwestern Mutual](#)
[Orfalea College of Business, Cal Poly](#)
[Paso Robles Wine Country Alliance](#)
[Phillips 66](#)
[Promega Biosciences](#)
[Public Policy Solutions](#)
[Quaglino Properties](#)
[RNM Engineering](#)
[San Luis Garbage](#)
[San Luis Sports Therapy](#)
[Sinsheimer Juhnke Mclvor & Stroh](#)
[San Luis Obispo Council of Governments](#)
[SLO County Farm Bureau](#)
[SLO Wine Country](#)
[SMS Masterminds](#)
[Softec](#)
[Software Solutions](#)
[Solarponics](#)
[Specialty Construction](#)
[The Spice Hunter](#)
[Thoma Electric](#)
[Ultrix](#)
[Umpqua Bank](#)
[United Staffing Assoc.](#)
[University of La Verne](#)
[Visit SLO County](#)
[Wallace Group](#)
["YPP" Your People](#)
[Professionals](#)
[Zurn Wilkins](#)

Bronze: \$500+
[Charley Senn](#)
[Myraline Morris Whitaker](#)

Endowment Fund Founders Circle
[Bradley Goodwin](#)
[Caliber Accounting & Tax](#)
[Compass Health](#)
[Digital West](#)
[Hind Foundation](#)
[King Ventures](#)
[Martin Resorts](#)
[Pacific Western Bank](#)
[Rabobank, N.A.](#)
[Trust Automation](#)

Leaders' Circle
[Mangano Homes](#)

SPONSOR NEWSLETTERS

[APCD of SLO County](#)
[Assemblyman Katcho](#)

Margarita Lake) is only 18 percent full.

[Read More](#)

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](#)

EVC SPONSOR

[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](#)

EVC SPONSOR

[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](#)

[SanLuisObispo.com](#)
THE TRIBUNE

PACIFIC COAST
BUSINESS TIMES

[SanLuisObispo.com](#)
THE TRIBUNE

[SanLuisObispo.com](#)
THE TRIBUNE

[SanLuisObispo.com](#)
THE TRIBUNE

[SanLuisObispo.com](#)
THE TRIBUNE

[SanLuisObispo.com](#)
THE TRIBUNE

Achadjian

Caliber Accounting

California Economic
Forecast

California Regional
Bulletin

California Valley Solar
Ranch

Cal Poly, CIE

Community Foundation

County of SLO

Gemba Academy

Hind Foundation

LeanCEO

Longcrier & Associates

Mission Community
Services

Northwestern Mutual

Pacific Coast Business
Times

SLO Airport Services

SLO Chamber

SLOCOG

Softec

Taylor Frigon

TekTegrity

The Planning Network

Topaz Solar Farm

United Staffing

Verdin

Wallace Group

Women's Economic
Ventures (WEV)

YPNG

YPP

Changes Coming to Arroyo Grande Village Restaurant Scene

By Kaytlyn Leslie
The Tribune
March 19, 2015
[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

EVC SPONSOR

French Hospital Ranked Among Top 100 Mid-Sized Hospitals

By Janet Lavelle
The Tribune
March 23, 2015
[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

EVC SPONSOR

Local Winery, Restaurant Team Up for Dinner at James Beard House

By Julie Lynem
The Tribune
March 24, 2015
[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

SLO County's Median Home Price Rises in February

By Julia Hickey
The Tribune
March 26, 2015
[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

SLO Restaurateur Rides a Wave of Business, Tourism Growth

By Elijah Brumback
Pacific Coast Business Times
March 27, 2015
[Read Article](#)

PACIFIC COAST
BUSINESS TIMES

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](#)

SCORE
FOR THE LIFE OF YOUR BUSINESS

MONDAY, APRIL 13, 2015

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](#)

Softec

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.

PACIFIC COAST
BUSINESS TIMES

[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

amazon smile
You shop. Amazon gives.

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.

PACIFIC COAST
BUSINESS TIMES

SanLuisObispo.com
THE TRIBUNE

LinkedIn

Join the EVC group on LinkedIn to get connected to local business leaders and participate in a variety of discussions. [JOIN TODAY](#)

EVC
ECONOMIC VITALITY CORP.

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

Eric Schwefler, CPA, Partner
Caliber Accounting & Tax

VICE-CHAIR

Bruce Ray

TREASURER

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

PAST-CHAIR

Mike Silacci, Regional Vice President
AT&T External Affairs

BOARD COUNSEL & SECRETARY

Ziyad Naccasha, Founding Partner
Carmel & Naccasha LLP

Kris Vardas, Chair
Economic Strategy Project

Board Members

Michael Cannon, President
Cannon

Jolie Ditmore, CEO & Co-Owner
Medicorp

Henry Dubroff, Founder & Editor
Pacific Coast Business Times

Carl Dudley, VP/Sr Relationship Manager
Pacific Western Bank

Kevin Harlan, Chief Operating Officer
Huntington Management Group

Linda Hendy, Chair
SLO County Chamber Executives

Stacie Jacob, Executive Director
Visit San Luis Obispo County

Tom Jones, Director, Corporate Affairs
Pacific Gas and Electric Company

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
Compass Health

Gil Stork, Superintendent & President
Cuesta College

Brian Tiejie, Vice Provost
Cal Poly, Graduate 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

Shelly Higginbotham, Mayor
City of Pismo Beach

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

Christine Johnson, Council Member
City of Morro Bay

Jeff Lee, Mayor Pro Tem
City of Grover Beach

Steven Martin, Mayor
City of Paso Robles

Heather Moreno, Mayor Pro Tem
City of Atascadero


Member Emeritus

Dave Juhnke

Charley Senn

Tom Sullivan

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 

[Forward email](#)



This email was sent to info@sloevc.org by sloevc@sloevc.org | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Economic Vitality Corporation | 735 Tank Farm Road, Suite 264 | San Luis Obispo | CA | 93401