



EVC Celebrates its 20th Anniversary



Monthly eNewsletter

Recap for the month and Upcoming Events
September 2014

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OUTCOME OF THE ECONOMIC STRATEGY

805Connect

*EVC Partners with 805Connect to achieve
the first Online Business Directory for the
805 region*

The EVC was 805connect's first partner and helped shape the early design of the directory and provides ongoing assistance and guidance to the project. Executive Director, Mike Manchak and Program Manager, Christine Rogers have been instrumental in providing access to key businesses and organizations in the region as the network continues to grow. The EVC's economic cluster initiatives have been bolstered by the collaborative capabilities of the platform.

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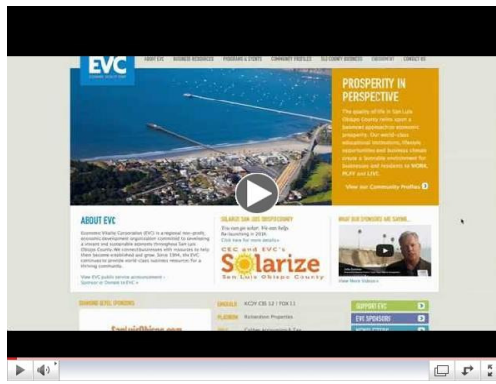
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To visit the official business directory for the region go to 805connect.com

CEO Interview Series

EVC PARTNER

Judy Mahan - SLO HotHouse and Center for Innovation & Entrepreneurship

This interview series focuses on business leaders who are directly impacting our local economy. This month Michael Manchak interviewed **JUDY MAHAN**, Incubator Manager of the SLO HotHouse and the Center for Innovation & Entrepreneurship. The EVC and Softec are partners of the SLO HotHouse an upcoming event on October 22nd called TechPitch, THE go-to event throughout the tri-counties for pitching new businesses to investors that is open to the public.

[Read Interview](#)



Judy Mahan

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Experts Corner

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Jeff Wade - Green Goods

Shades of Green - What is Green Building?

There is a great and growing movement towards green building, both by developers and homeowners, new construction and remodel/retrofits. Green Building can mean many things to many people, and all are positive, but here are a few tips for translating the view from different perspectives. These may help with discussions between buyers, sellers, builders, developers and the media. The three acknowledged benefits of Green Building are:

- Energy Efficiency
- Healthy Indoor Air Quality and



Jeff Wade



- Conservation of Resources

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Central Coast Wrap-Up

Regional Airports Struggle to Maintain Direct Service to Major Hubs

September 25, 2014
 Mike Manchak & Randol White
 KCBX - FM

Some business experts see troubling times ahead for the nation's smaller regional airports, including those along the Central Coast. A number of local airports are struggling to keep direct service to major hubs in California and beyond. In the midst of this, the San Luis Obispo Airport is working against the trend, trying to add direct service to both Denver and Seattle.



Mike Manchak

[Listen to Podcast](#)

To listen to past podcasts visit:
www.sloevc.org/KCBXWrapUp



Feature Articles

EVC SPONSOR

An HR News Flash for Busy Executives *California Enacts Mandatory Paid Sick Leave Law*

By Sandra Dickerson
 Your People Professionals
 September 16, 2014

Last week, Governor Brown signed into law the Healthy Workplaces, Healthy Families Act of 2014 with an effective date of 1/1/2015. The law mandates that most employers provide paid sick leave to employees. In addition, at least 3 California cities have passed their own paid sick leave laws, meaning that compliance with multiple laws may prove challenging.



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EVC SPONSOR

Thomas Rowe Price and the Growth Stock Theory of Investing

Taylor Frigon Capital Management
 September 23, 2014

Kudos to Andrea Riquier of Investors Business Daily for her informative and timely story on Thomas Rowe Price, Jr. (1898 - 1983), and his timeless investment philosophy, entitled "T. Rowe Price was right with bet on American growth." Her article points out that Price's convictions about the benefits of ownership of shares in well-run businesses operating in "fertile fields for future growth" were strong enough for him to decide to launch his investment advisory business in 1937, in the depths of the Great Depression. The parallels to the situation



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today could not be more pointed.

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EVC PARTNER Score Workshops Are Now Available

By Lacey Clifton
Chicadita/SCORE
September 24, 2014



Lacey participates with the San Luis Obispo chapter of the SCORE Association to give free social media marketing workshops to local entrepreneurs looking for marketing assistance. Most small business owners don't know where to begin or even how to choose the right social media platform for their business. Click here to learn about upcoming SCORE workshops in San Luis Obispo county.

[View Workshop Videos](#)

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.

EVC SPONSOR [Morro Bay Chamber to Rent Space to Startup Companies](#)

By Nick Wilson
The Tribune
September 4, 2014

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EVC SPONSOR [Tank Farm Rolls Ahead: EIR Approved for 332-Acre Chevron Project in SLO](#)

By Elijah Brumback
Pacific Coast Business Times
September 5, 2014

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OUTCOME OF ECONOMIC STRATEGY [Governments, Businesses Band Together on Better Broadband](#)

By Stephen Nellis
Pacific Coast Business Times
September 5, 2014

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EVC SPONSOR [Public Market Envisioned at Historic Long-Bonetti Ranch in San Luis Obispo](#)

By Annmarie Cornejo
The Tribune



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Ventures (WEV)

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YPP

September 6, 2014

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Cal Poly Names Former Interim Dean to Head Entrepreneurship Center

By Nick Wilson

The Tribune

September 12, 2014

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SanLuisObispo.com
THE TRIBUNE

SLO County Home Sales Fall, Median Price Rises in August

By Kaytlyn Leslie

The Tribune

September 16, 2014

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SanLuisObispo.com
THE TRIBUNE

Hotel Proposed Near Pismo Beach Pier Wins City Council Approval

By Cynthia Lambert

The Tribune

September 17, 2014

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SanLuisObispo.com
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Stollmeyer Family Gives \$1M to French Hospital

Staff Report

Pacific Coast Business Times

September 19, 2014

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PACIFIC COAST
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TechXpress Acquired for \$1.6M

By Stephen Nellis

Pacific Coast Business Times

September 22, 2014

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PACIFIC COAST
BUSINESS TIMES

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Cal Poly Graduates Rank Near the Top in Salary Report

By Nick Wilson

The Tribune

September 22, 2014

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SanLuisObispo.com
THE TRIBUNE

Fortune Magazine Lists San Luis Obispo Firm as Among the 25 Best Small Workplaces in the Nation

By Marty Imes

Advantage Answering+

September 22, 2014

[Read Press Release](#)

 **advantage**
answering+

Upcoming Events

FRIDAY, OCTOBER 3, 2014

EVC PARTNER

Financing Your Business - Are You Ready to Crowdfund?



Host: Mission Community Services Corporation
When: Noon - 1:00 PM
Where: MCSC Women's Business Center, San Luis Obispo
Details: Define different types of crowdfunding, how it works, and what type of businesses it works well for.

[More info](#)

THURSDAY, OCTOBER 9, 2014

EVC SPONSORS

Worksite Wellness Training Workshop

Host: Morris & Garritano and Compass Health
When: 8:30 AM - 4:30 PM

Where: Old Custom House Wine Cellar, Avila Beach

Details: Professional training to build knowledge and skills delivered through a hands-on model in which employers participate in interactive workshops.

[More info](#)



FRIDAY, OCTOBER 10, 2014

EVC SPONSOR

Who's Who in Health Care, Insurance & Biomedicine Nomination Deadline

Host: Pacific Coast Business Times
Deadline: Nominations Close October 10
Event Date: TBD

Details: Recognizes decision-makers in health care, insurance and biomedicine industries.

[More info](#)



MONDAY, OCTOBER 13, 2014

EVC SPONSOR

San Luis Obispo County CTE Summit

Host: Cuesta College & Santa Lucia ROP
When: Noon - 1:30 PM

Where: Cuesta College, Room 5401

Details: Roundtable luncheon to network with high school and community college CTE teachers and administrators in your field.

[More info](#)



TUESDAY, OCTOBER 14, 2014

EVC SPONSOR

PG&E Workshop for Trade Professionals

Host: Pacific Gas and Electric Company
When: 8:00 - 10:00 AM

Where: Ferguson Heating & Cooling, Paso Robles

Details: Learn about PG&E energy efficiency rebates and financing for your customers.

[More info](#)



EVC PARTNER

Elevator Pitch Competition Finals

Host: Cal Poly, Center for Innovation and Entrepreneurship
When: 4:30 - 7:30 PM

Where: Cal Poly Performing Arts Center, Pavilion Rm

Details: The top 10 students will pitch to a diverse panel

of judges for a chance to win up to \$1,000.

[More info](#)



EVC SPONSOR
Water Summit 2014

Seating Limited - Live Stream Available

Host: County of San Luis Obispo
When: 1:30 - 5:00 PM
Where: 1055 Monterey St., Room D-170, San Luis Obispo
Details: Current Drought Conditions: Challenges and Response Plans
[More info](#)



WEDNESDAY, OCTOBER 15, 2014

EVC PARTNER
The Art of the Pivot

Host: MIT Enterprise Forum
When: 5:00 - 8:00 PM
Where: Cabrillo Pavilion Arts Center, Santa Barbara
Details: Listen to the story of how Procore spiraled down to a handful of employees and then pivoted.



[More info](#)

WEDNESDAY, OCTOBER 22, 2014

EVC EVENT PARTNER
4th Annual TechPitch Event

Hosts: EVC, Softec, Cal Poly CIE and Cal Poly SBDC
When: 5:00 - 8:30 PM
Where: Alex Madonna Expo Center, SLO
Details: A pitch competition for tech startups from San Luis Obispo County and Santa Barbara County.



[More info](#)

MONDAY, OCTOBER 27, 2014

EVC SPONSOR
Free Procurement & Cyber-Security Workshop

Host: Union Bank
When: 8:30 AM - 12:30 PM
Where: Embassy Suites Hotel, San Luis Obispo
Details: Opportunity for local businesses to meet with key buyers from federal, state and local agencies and major corporations. There will also be a briefing by law enforcement on cybercrime attacks.



[More info](#)

FRIDAY, NOVEMBER 7, 2014

Central Coast Economic Forecast Annual Seminar

Host: Central Coast Economic Forecast
When: 8:30 - 11:30 AM (7:30 AM networking & Breakfast)
Where: Alex Madonna Expo Center, San Luis Obispo
Details: More than 400 community leaders at the County's most important economic event.



[More info](#)

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EVC AmazonSmile Link: smile.amazon.com/ch/77-0402681



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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](#)

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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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