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.

Read More
To visit the official business directory for the region go to [805connect.com](http://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](#)

**Experts Corner**

**EVC SPONSOR**

**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
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.

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.

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...
today could not be more pointed.

Read More

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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](#)
EVC e-Newsletter - Recap for the month of September 2014

September 6, 2014
Read Article

Cal Poly Names Former Interim Dean to Head Entrepreneurship Center
By Nick Wilson
The Tribune

September 12, 2014
Read Article

SLO County Home Sales Fall, Median Price Rises in August
By Kaytlyn Leslie
The Tribune

September 16, 2014
Read Article

Hotel Proposed Near Pismo Beach Pier Wins City Council Approval
By Cynthia Lambert
The Tribune

September 17, 2014
Read Article

Stollmeyer Family Gives $1M to French Hospital
Staff Report
Pacific Coast Business Times

September 19, 2014
Read More

TechXpress Acquired for $1.6M
By Stephen Nellis
Pacific Coast Business Times

September 22, 2014
Read Article

Cal Poly Graduates Rank Near the Top in Salary Report
By Nick Wilson
The Tribune

September 22, 2014
Read Article

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

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](#)
AmazonSmile
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

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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.

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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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