



EVC Celebrates its 20th Anniversary



Monthly eNewsletter

Recap for the months of
October & November 2014

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Central Coast Economic Forecast

Economic Forecasters Stress Future Challenges

A recap of the most recent county annual economic forecast by the CENTRAL COAST ECONOMIC FORECAST can be found in THE TRIBUNE entitled "As economy improves, local leaders advised to look ahead" whereby Beacon Economics economist **Jordan Levine** stresses a broad-based recovery and future challenges facing our local economy. In the article, Dr. Levine states that "the economy continues to improve in San Luis Obispo County at a steady pace - with growth across all sectors and employment on the rise. But since we are no longer in crisis-management mode, local leaders need to look ahead and address challenges to ensure a diversified economy with good-paying jobs."

Michael Manchak, President & CEO, EVC



Jordan Levine



[Read More](#)

OUTCOME OF THE ECONOMIC STRATEGY

Cal Poly Local Employers' Job Fair

Third Annual Job Fair at Cal Poly Continues to be Success

The Third Annual Local Employers' Job Fair, hosted by Cal Poly Career Services, was held on November 5th and



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featured a new outdoor location, improving access for students and adding convenience for participating employers. An outcome of the Knowledge & Innovation Cluster of the EVC's countywide Economic Strategy project, this event highlights local companies which provide interim employment for students as they achieve their educational goals, or permanent career options for those students interested in remaining in San Luis Obispo County after graduation.

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Small Business Q&A

Four EVC Clients Were Featured in the Latest Issue of The Tribune's Biz Buzz Extra

Interviews By Julie Lynem

The Tribune

October 25, 2014

The EVC is proud to see several of our clients showcased in the most recent version of The Tribune's Biz Buzz Extra. It is rewarding to see them grow and thrive in our community.

Peltier Glassworks: Bottle Labeler Fills a Niche

"I spent a while writing a business plan that thankfully impressed the people over at Coast National Bank. With assistance from the EVC, they decided to give us a loan that would help us buy the equipment we needed to launch our business."

Adam Peltier, Owner & Founder, Peltier Glassworks



Beach Butlerz: A Wave of Inspiration

"To figure out all the steps needed to become a legitimate business I attended every single free workshop and professional mixer offered throughout the county having to do with owning or running a business."

Cecile DeMartini, Chief Beach Officer, Beach Butlerz



FunRide: A Car-Sharing Service

"Over the past five years, we have learned how to make car-sharing a popular service with car rental by the hour or day. We want to bring FunRide to communities across the United States."

Mark Shaffer, Chief Executive Officer, FunRide



Elemental Herbs: A Truly Organic Business

"My biggest challenge was thinking that by growing a business that I would compromise my personal values on social and environmental responsibility. We overcome it daily by finding ways to improve the way we do things and by being educated on how we impact our global communities."

Caroline Duell, President, Elemental Herbs



For full articles please see print version of The Tribune's October 2014 edition of the Biz Buzz Extra.

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EVC Annual Holiday Celebration for EVC Sponsors

Wednesday, December 10

The Board of Directors and Staff are pleased to celebrate the end of another successful year with our sponsors to thank them for their support in 2014. If you are an EVC sponsor and have not received an invitation via email please contact Kaila Anderson at info@sloevc.org.



We look forward to seeing you on December 10th!

By Invitation Only

Sponsorship Update

We are pleased to welcome our newest sponsors...

MIRAVISTA HOLDINGS - \$2,500

Miravista Holdings has been developing award-winning urban-infill projects in Arizona since 1995. Recent projects include urban brownfield redevelopment, environmental remediation, and complex multi-property assemblages. With over a half billion dollars of projects developed in the southeast valley, Miravista Holdings has peerless relationships with local governments, and a reputation for completing major undertakings and working with communities to lead in urban renewal efforts.



Brad Wilde

Thank you Brad Wilde!

About Miravista Holdings

DAWN JANKE, EDITING SERVICES - \$1,000

I am pleased to support the Economic Vitality Corporation in its commitment to offering resources to local businesses and entrepreneurs. As a writer and editor, I firmly believe in the power of language and the role it plays in strengthening relations, and I am honored to assist local businesses in refining the messages they send to the community.



Dawn Janke

Thank you Dawn Janke!

Contact Dawn Janke at djanke@calpoly.edu

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Central Coast Business Wrap-Up

Cal Poly is a Major Economic Engine for San Luis Obispo County

November 26, 2014

Mike Manchak & Randol White
KCBX - FM

The Colleges and Universities that dot the Central Coast do far more than create an educated populace, they also account for a major portion of the area's economy. A recent study took a look at one university in particular-Cal Poly in San Luis Obispo-and found when you tabulate all of the various economic interactions that institution, its students, faculty and staff have with the surrounding area, the sum of those accounts for 12 percent of the entire county's economic output.

[Listen to Podcast](#)

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



Mike Manchak

KCBX fm
Central Coast Public Radio

805connect Accomplishments

Since we started working with the EVC early this year, the 805connect project has gained momentum and hit some impressive milestones. It's through this public/private partnership that we've been able to accomplish so much in a short period of time.

Mark Sylvester, Ambassador, 805connect.com

[View Accomplishments](#)

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smart connections. smart business.



Charter California Edition with guest Mark Sylvester

[Visit 805connect](#)

Feature Articles

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An HR News Flash for Busy Executives

The Importance of Developing a Compensation Plan

By Sandra Dickerson

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Times](#)

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Ventures \(WEV\)](#)

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Click here for a one minute Executive Brief from YPP CEO Sandra Dickerson on the issue of the vital importance of creating a Compensation Plan. It's a critical process to ensure you're paying competitive wages that attract the best employees, reward good performance, and prevent employee turnover.

[Watch Executive Brief](#)



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Have You Ever Been Stressed At Work

Behavioral Assessments Help Businesses Run More Effectively and Efficiently

By Sandra Dickerson
Your People Professionals
November 24, 2014

Of course you have! We all experience moderate to severe stress at some time. Did you know that people react to stress differently? In fact, how you behave when under stress might be completely opposite to how a co-worker reacts, depending on your personality traits.

[Read More](#)



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The Gut Check

Taylor Frigon Capital Management
October 7, 2014

The term "gut check" usually refers to the idea of testing resolve, assessing the level of conviction to press on to the goal even in the face of increasingly difficult conditions. Militaries around the world have devised various ways of creating "gut check" scenarios: one such "gut check" that we remember hearing about, which was used in the training of candidates for a certain special operations unit, involved a long and difficult road march carrying heavy gear towards a designated point, where participants were told that trucks would be waiting to take them to the next objective.

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More Legislation? News You Can Use (2014 Q4)

By United Staffing Associates
September 24, 2014

On July 7, 2014, Governor Brown signed legislation giving small business owners additional time to comply with the Affordable Care Act (ACA). The bill took effect immediately as an urgency statute. The Bill (SB 1446) allows certain small employers (i.e., those with less than 50 employees) to keep their existing, non-ACA compliant health care coverage until the end of 2015, if the employers meet certain criteria.

[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.

OUTCOME OF ECONOMIC STRATEGY

Summit Leaders Support More Housing Funding in State Budget Talks

By Justin Ewers
California Economic Summit
June 4, 2014
[Read Article](#)

MINDBODY Lands on Outside Magazine's Best Places to Work List for Third Time

Contact: Georgia Suter
MINDBODY
October 2, 2014
[Read Article](#)



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Nellis Bids Farewell with Final Thoughts About Tech Corridor

By Stephen Nellis
Pacific Coast Business Times
October 3, 2014
[Read Article](#)



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Proposed Airport Terminal Expansion Aimed at Serving Growing Travel Demand

By David Sneed
The Tribune
October 24, 2014
[Read Article](#)



Agritourism Poses Challenges for SLO County Farms

By Rebecca Juretic
The Tribune
October 28, 2014
[Read Article](#)



EVC CLIENT

SLO-Based Private Air Charter Joins Partnership to Offer Luxury Vacations

By Kaytlyn Leslie
The Tribune
October 31, 2014
[Read Article](#)



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SLO County Tourism District Draws Support

By Julie Lynem
The Tribune
November 2, 2014
[Read Article](#)



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Report: Cal Poly Generates \$1.4B

Pacific Coast Business Times
November 7, 2014
[Read Article](#)



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Cal Poly had \$1.4 Billion in Impact in SLO County Last Year, Report Shows

By Nick Wilson
The Tribune
November 7, 2014
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3 SLO County Hospitals Earn 'A' for Hospital Safety in Survey

By Kaytlyn Leslie
The Tribune
November 6, 2014
[Read Article](#)



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Here it Comes! Is Your Network Ready for 2015?

By Russ Levanway
TekTegrity
November 6, 2014
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Trust Automation Receives Fourth Contract to Provide Motion Control System for Counterfire Radar

PR Newswire
November 11, 2014
[Read Article](#)



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Mike Casey Joins Digital West as Business Development Manager

Contact: Meg McCall
Digital West
November 19, 2014
[Read Article](#)



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High Costs Hurt Working Families in SLO County

The Tribune



Upcoming Events

FRIDAY, DECEMBER 5, 2014

EVC PARTNER

Brown Bag Double Header

Host: Mission Community Services Corporation

When: Noon - 1:00 PM

Where: MCSC Women's Business Center, San Luis Obispo

Details: Best legal formation and business insurance information for your business.

[More info](#)



THURSDAY, DECEMBER 11, 2014

EVC SPONSOR

Crowdfunding Workshop

Host: Cal Poly SBDC of Innovation

When: 5:30 - 7:30 PM

Where: SLO HotHouse, San Luis Obispo

Details: Learn how to launch your very own crowdfunding campaign.

[More info](#)



TUESDAY, DECEMBER 16, 2014

EVC SPONSOR

Trust Automation's Donation Drive for Children's Resource Network

Host: Trust Automation

Deadline: December 16

Where: Drop off donations at Trust Automation
143 Suburban Rd, San Luis Obispo

Details: Accepting Clothing, Gifts, Toiletries for Boys and Girls 0-18 years.

[More info](#)



TUESDAY, APRIL 21, 2015

EVC SPONSOR

Cuesta College Local Career Fair - Spring 2015

Host: Cuesta College

When: 10:00 AM - 2:00 PM (*Lunch provided*)

Where: Cuesta College, Room 5401, SLO

Details: Your business will have the opportunity to interaction one-on-one with a large group of talented job seekers.

[More info](#)



NOMINATIONS OPEN

EVC SPONSOR

Who's Who in Business Leadership

Host: Pacific Coast Business Times

Event Date: TBD

Details: Profiles a diverse mix of people in the Tri-Counties, including chamber of commerce CEOs, university presidents, and other active in the region's economic development.



[More info](#)

EVC SPONSOR

Family Business & Closely Held Company Awards

Host: Pacific Coast Business Times

Event Date: TBD

Details: Profiles companies where 2 or more family members are actively involved as owner-managers, a company were ownership is now second generation or where a small group of individuals own the business.

[More info](#)



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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.*



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



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