

January 2010

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EVC Board of Directors Update

Sponsor Update

Spotlight: Bill Watkins

Thriving 2010 Seminar

Article Headline

In the News

Diamond Level \$10,000+

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[County of San Luis Obispo](#)

[Pacific Gas & Electric](#)

[Rabobank, N.A.](#)

[Southern California Gas Co](#)

[The Tribune](#)

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[SunPower Corporation](#)

Gold Level \$2,500+

Dear June,

Dear EVC Stakeholders,

In spite of the challenging economy in 2009, the EVC had a great year with many successes. The EVC's 30 Board Members reflect each industry sector, each city and the Board of Supervisors. They are each pivotal to our success to help the entire County's economy. Last year we helped improve the local economy through collaborations, leveraging public and private resources, and creating solutions-- to assist companies and start-up entrepreneurs.

Helping companies start and expand helps create jobs -- impacting everyone in the County directly or indirectly. We are proud to have had many renewing sponsors and helping a wide range of businesses - from products and services in nearly every local industry sector. This includes companies in such sectors as food products, family medical practice, alternative energy transportation, specialty healthcare products and services ...and the list goes on.

Sometimes it takes capital...

Dave Mooklar, the EVC's Loan Administrator has been helping local entrepreneurs for over ten years through the maze of bank loan options that may be available to them, including the EVC's own Micro-Loan Fund. The EVC is the only organization in the County that can assist entrepreneurs by helping to guarantee their bank loans and make micro loans. To learn more, contact Dave Mooklar at 805-788-2015 or dmooklar@sloevc.org.

Sometimes it takes Angels...

For three years the EVC has been helping entrepreneurs get introduced to venture capitalists and angel investors. In the last year we helped the County's first group of angel investors form and we are now helping to attract existing angel investors groups to come to the area. This is a resource with great potential to help companies grow, particular since our county is far from the large metro areas where most investor groups are located.

Economic Strategic Plan moves forward...

The project that the EVC launched in November is moving forward as planned and critical information is being developed by our consultants, [Collaborative Economics](#). As more information becomes available, we will share this information as we move to the next phase of convening "civic entrepreneurs" and building strategies.

Kick starting the green economy in SLO County...

On December 8th, public comment was made by the EVC in favor of

[Caliber Accounting & Tax](#)[California Space Authority](#)[Digital Foundation](#)[Don Maruska & Company](#)[First American Title](#)[Justin Vineyard & Winery](#)[KSBY-TV](#)[Marcove Executive Training](#)[Martin Resorts](#)[MKF Research](#)[More Office Solutions](#)[Sinsheimer Juhnke Lebens & McIvor](#)[Taylor Frigon Capital Management](#)[Tolosa Winery](#)[WestPac Investments](#)

Silver Level \$1,000+

[Andre, Morris & Buttery](#)[Aviation Consultants, Inc](#)[BridgePoint Custom Strategies](#)[Cannon](#)[Clever Concepts](#)[Coastal Business Finance](#)[Cuesta College](#)[Diani Building Corp](#)[Digital West Networks](#)[Estrella Associates](#)[Filipponi & Thompson Drilling](#)[First Bank of San Luis Obispo](#)[Fleet Management Solutions](#)[French Hospital Medical Center](#)[Glenn, Burdette, Phillips & Bryson](#)[Greif & Co.](#)[Heritage Oaks Bank](#)[Home Builders Association](#)[Innovative Concepts](#)[IQMS](#)[J. B. Dewar, Inc.](#)[Kronick Moskovitz Tiedemann & Girard](#)[Liberty Coatings](#)[Longcrier and Associates](#)[Mission Community Bank](#)[KVEC 920-AM](#)

the county staff recommendations for the County to participate in AB811, the State's recently passed legislation that allows municipalities to fund installation of energy-efficiency upgrades for commercial, residential and industrial buildings. As a result, energy efficiency improvements can be financed through property taxes over many years. For example, this will allow a homeowner to purchase solar panels, new windows and HVAC systems by amortizing the cost on to their property tax bill. The county will be making announcements in the future about how to participate in this program.

California Stewardship Exchange

On December 9th, County Supervisors Adam Hill, Frank Mecham and Mike Manchak attended a two-day meeting of the California Stewardship Exchange at Stanford University in Palo Alto. Sponsored by the Morgan Family Foundation, the project develops innovative regional solutions to California's most pressing economic, environmental, and community challenges. These solutions will require breakthrough innovation driven by a new generation of "civic entrepreneurs". The regions participating are San Diego, Fresno, Inland Empire, Los Angeles County, Silicon Valley, Sonoma County, Redwood Coast, Butte County, Sacramento and Sierra. As a result of this meeting, San Luis Obispo County is now a participant in this group to provide local input on statewide solutions.

<http://castewardshipproject.ning.com/>



Economic Recovery Meeting with Congresswoman Lois Capps

On January 6th, a meeting was held at the County Government Center by Congresswoman Lois Capps to present an overview of the nation's economy. During the meeting, the Congresswoman highlighted the EVC's efforts on the Green Coast Innovative Zone. EVC Board members **Andrew Carter**, **Adam Hill** and **Kris Vardas** participated.

[Click here for a handout from the presentation.](#)

Green Coast Innovation Zone

"This is believed to be the first such meeting ever of representatives from the tri-counties to address economic development for the region. Being focused on the promising green industry made it even more vital".

On January 14th, a half-day meeting was co-hosted by the EVC in Santa Barbara for a proposed tri-county initiative to foster green jobs and green companies. This tri-county effort includes Ventura, Santa Barbara and SLO counties. The meeting was also co-hosted by the Ventura County Economic Development Association (VCEDA) and the Community Environmental Council of Santa Barbara. Of the approximate 100 people who attended from each of the three counties, EVC Board members **Kris Vardas**, **Tim Mahoney** and **Mike Silacci** and several EVC sponsors participated including Cannon, RRM Design Group, Gas Company, AT&T, FirstSolar,

- [Morris & Garritano](#)
- [Northwestern Mutual](#)
- [Orfalea College of Business, Cal Poly](#)
- [Paso Robles Wine Country Alliance](#)
- [Promega Biosciences](#)
- [Quaglino Properties](#)
- [RRM Design Group](#)
- [Santa Lucia Bank](#)
- [San Luis Sports Therapy](#)
- [Senn-Lee & Associates](#)
- [Sierra Vista Regional Medical Center](#)
- [SLO County Farm Bureau](#)
- [Smart Office Interiors](#)
- [Software Solutions](#)
- [Specialty Construction](#)
- [Specialty Silicone Fabricators](#)
- [Systems and Marketing Solutions](#)
- [TelePacific Communications](#)
- [Templeton Chamber of Commerce](#)
- [Thoma Electric](#)
- [Twin Cities Community Hospital](#)
- [United Staffing Associates](#)
- [Vistage](#)
- [Your People Professionals](#)

Bronze Level \$500

- Alan Strasbaugh
- Myraline Morris Whitaker
- Tom Martin
- Tom Sullivan

Board of Directors

EXECUTIVE COMMITTEE

CHAIR
Tom Jones
 Sr. Regional Manager
 Governmental Relations
 Pacific Gas & Electric

VICE CHAIR

Candy Markwith
 CEO
 Sierra Vista Regional Medical
 Center

SECRETARY

Jackie Crabb
 Executive Director
 SLO County Farm Bureau

SunPower, Cal Poly, City of San Luis Obispo, City of Pismo Beach, and the San Luis Obispo Chamber of Commerce. The second such a meeting, the outcome was positive by getting closer to developing strategies for the initiative. This meeting was helped by the Office of Congresswoman Lois Capps and was the result of a renewable energy meeting held by the Congresswoman in Washington DC a few months ago.

[White paper describing proposed initiative](#)

[PowerPoint presentation](#)

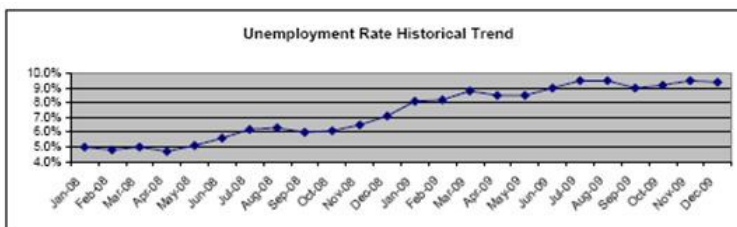
Articles:

[NewEnergy News](#)

[Pacific Coast Business Times](#)

Employment Data

The unemployment rate in the San Luis Obispo County was 9.4 percent in December 2009, down from a revised 9.5 percent in November 2009, and above the year-ago estimate of 7.1 percent. This compares with an unadjusted unemployment rate of 12.1 percent for California and 9.7 percent for the nation during the same period.



Source: EDD Jan. 22, 2010

EVC Board of Directors Update



The Board of Directors is pleased to welcome the appointment of Peter Candela, Executive Director, San Luis Obispo Chamber Executives.

Peter brings more than 35 years of entrepreneurial, executive, and operational experience. He is currently the CEO for the Morro Bay Chamber of Commerce and serves on the Morro Bay Chamber of Commerce Board of Directors, Morro Bay Promotions Committee,

Morro Bay Business Improvement District, Morro Bay Rotary, San Luis Obispo Chamber Executives, and the Morro Bay Estuary Program.

*Peter replaces outgoing board member, **Mike Gibson**, President and CEO of the Paso Robles Chamber of Commerce and former President of the San Luis Obispo Chamber Executives. The staff and Board of Directors of the EVC would like to express our heartfelt appreciation to Mike Gibson for his dedication and contributions which have made a lasting impact on this organization*

TREASURER

Steven Harding
Regional President
Rabobank, N.A.

PAST-CHAIR

Dave Christy
Dean Orfalea College of Business
Cal Poly State University

BOARD-COUNSEL

Dave Juhnke
Managing Partner
Sinsheimer, Juhnke Lebens & McIvor

BOARD MEMBER AT LARGE

Kris Vardas
Council Member
City of Pismo Beach

BOARD OF DIRECTORS

Justin Baldwin
Owner & Operator
Justin Winery

Carla Borchard
Council Member
City of Morro Bay

Karen Bright
Council Member
City of Grover Beach

Peter Candela
Executive Director
San Luis Obispo Chamber
Executives

Michael Cannon
President
Cannon

Andrew Carter
Council Member
City of San Luis Obispo

Carl Dudley
V.P. Business Development
Mission Community Bank

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

Kevin Irot
Sr. V.P. & County Mgr.
First American Title Co.

John E. King
Principal
King Ventures

Tim Mahoney
District Manager
Southern California Gas Company

Noreen Martin
President & CEO
Martin Resorts

Tom O'Malley
Council Member

EVC Sponsor Update

We welcome four new sponsors.

BridgePoint Custom Strategies - \$1000

100 S. 4th Street, Grover Beach
(805) 574-1005
<http://www.bridgepointslo.com/>



BridgePoint Custom Strategies helps business owners and individuals navigate the complex world of insurance, create investment blueprints and develop tailored financial plans. The Grover Beach based company also provides business owners with a living framework for continued growth during a transition into retirement or ownership changeover. [More >](#)

Aviation Consultants, Inc. - \$1000

945 Airport Drive, San Luis Obispo
(805) 782-9722
<http://www.acijet.com/>



Aviation Consultants, Inc. is a global aviation services firm attracting small companies and large corporations. The firm offers cost-effective aviation consulting services, luxurious yet economical air travel through their aircraft charter service and a complete aircraft management program, and consulting services giving clients flexible and unique solutions to fit their needs. [More >](#)

Greif & Company - \$1000

633 West Firth Street, Sixty-Fifth Floor, Los Angeles
(213) 346-9250
<http://www.greifco.com/>



Greif & Co. is involved in a broad spectrum of corporate finance activities, including arranging mergers, acquisitions and leveraged buyouts, private placements of equity and debt securities-including venture capital and senior and subordinated debt-and providing such financial advisory services as rendering business valuations and fairness options in addition to financial restructuring assistance. [More >](#)

Innovative Concepts - \$1000

3440 Roberto Court, San Luis Obispo
(805) 545-9562
<http://www.in-con.com/>



Innovative Concepts is built with separate and complimentary divisions. Their customer definition focuses creativity, design and implementation of a system, fused with fast connectivity that provides an innovative solution. The San Luis Obispo based firm provides website hosting, high speed internet access, customized databases and software for websites, and a full hardware design team specializing in wireless component design. [More >](#)

Learn more about [EVC Sponsorship](#) and get to know our [current sponsors](#).

City of Atascadero

Dave Pelham
President
Cuesta College

Bruce Ray
President & Publisher
The Tribune

Charlie Richardson
President
Richardson Properties

Eric Schwefler
Partner
Caliber Accounting & Tax
American Principal Bank

Charley Senn
President
Senn-Lee & Associates

Mike Silacci
Director of External Affairs
AT&T

Ed Steinbeck
Council Member
City of Paso Robles

Tom Sullivan
Board Member Emeritus

Michael Manchak
President & CEO
Economic Vitality Corporation
(805) 788-2013
mmanchak@sloevc.org

Business Spotlight

Proof of Concept, LLC Robert Crockett, PhD

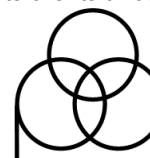


Connecting Cal Poly and the Business Community

Proof of Concept is a contract engineering firm that leverages the extensive resources of Cal Poly San Luis Obispo, providing engineering R&D services with a core competency in early-stage reduction to practice of technology-based ideas. Typical products are "skunkworks"-type operations, with rapid development, prototyping, and validation of client technology. All Intellectual Property generated during

the project is owned entirely by the client. Proof of Concept is a virtual organization with low overhead and a highly flexible infrastructure resulting from a strong arms-length relationship with Cal Poly. This relationship maintains a secure IP firewall while allowing for efficient access to key University resources, including research equipment and faculty expertise. Proof of Concept bills through extremely straightforward fixed-price contracts, and is open to sharing in the risk/reward of its clients through stock warrants or other equity mechanisms. [More](#)

Robert Crockett, PhD
Proof of Concept, LLC
(805) 748-3175
bob.crockett@proofofconceptllc.com
<http://www.proofofconceptllc.com>



Proof of Concept, LLC

[Watch Video](#)

Business Spotlight

Barnett Cox & Associates Maggie Cox, CEO



Marketing your way to success in 2010

With lean staffs and razor-thin margins, business in 2010 is more demanding than ever. The customer is in charge and marketing efforts need to address this fundamental shift. Take a few steps today to make sure your marketing house is in order.

UPDATE YOUR BRAND:

Freshen your brand and brand promise. Make sure your product, service or message still works, is still relevant and offers clear benefit to your customer.

Get rid of anything that is outdated, unnecessary or noncompetitive. Be bold.

CHOOSE YOUR WEAPONS:

There are many ways to market. Grab on to the methods that work best for you. Traditional advertising, aggressive public relations and a solid web site all work. So does direct business-to-business contact. Social media likely has a place in your arsenal, but be careful -- it is not the end all and be all. Facebook, blogging and other methods are the hot buzzwords and can offer easy, fast, cheap and track able results. But these new techniques can also be black holes of lost time and missed messaging. You have limited time and money-- decide how to use them. [More >](#)

Maggie Cox
President & CEO
www.BarnettCox.com



Upcoming Event
Thriving 2010: San Luis Obispo

The EVC will be hosting a series of these seminars in different cities each month. For more information call us at (805) 788-2012

[Download Flyer](#)

Learn how to grow your business!

Michael Gunther, President of Collaboration LLC, will lead you through the award winning Kauffman Foundation Business Assessment Program where you will walk away with the tools and skills to move your business from "Surviving to Thriving."



During this interactive Seminar, you will learn:

- How to assess your current business against your vision
- Where you fit in the business cycle and what challenges you may face
- How to plan for business success and take action

When

Friday, February 26, 2010
8:00 - 11:30 AM

Where

RRM Design Group - Training Room
3765 S. Higuera Street (at Hind Lane), San Luis Obispo

Cost

\$59

Registration

- Register [online here](#)

- Register by Phone:(805) 781-2670 ext. 110

For questions about this seminar, call the EVC at (805) 788-2012.

Hosted by the Economic Vitality Coporation and the San Luis Obispo Chamber of Commerce in partnership with Collaboration LLC



San Luis Obispo
Chamber of Commerce



Collaboration
business growth specialists

Ewing Marion
KAUFFMAN
Foundation

In the News



January 18, 2010

Fleet Management Solutions: Press Release

Trafficmaster Plc acquisition of Fleet Management Solutions

FMS is a fast-growing provider of satellite-based tracking solutions for remote-based mobile assets. It was established in California, USA in 2004, it has developed rapidly into a leading provider of satellite-based, reliable tracking services. Its flagship product, Fleet Central, allows users to manage the safety and security of their vehicles, employees and other mobile resources in areas outside of reliable mobile phone coverage.

[\(more\)](#)

January 17, 2010

NewEnergy News

Turning the green dream into real deals on the California's Central Coast

It is a business truism: Winners see opportunity in adversity. An enormous economic opportunity in New Energy emerged across this country in the last two years, even as the economy itself withered and contracted. It was a green dream of a New Energy economy spawning freedom from fossil fuel spew and radioactive waste and generating a cleaner, healthier and more human-sized lifestyle. With the slow economic recovery, however, some are beginning to think the opportunity will slip away if they do not get aggressive about turning the dream into real businesses, manufactories and installations generating real revenues, jobs and energy.

[\(more\)](#)

January 12, 2010

SLOBusiness.com

Heritage Oaks Bank helps keep SLO County

business vital

Heritage Oaks Bank recently donated \$1,000 to the Economic Vitality Corporation (EVC) of San Luis Obispo County, a private, non-profit organization committed to the economic strength of San Luis Obispo County. "Heritage Oaks Bank continues to provide the local business community and the EVC with critical support in this challenging economy," Michael Manchak, President & CEO, Economic Vitality Corporation of San Luis Obispo County. "By helping the EVC foster job creation, business start-ups, and expansion, this support is making a direct, positive impact on the local economy and the quality of life for many," adds Manchak. ([more](#))

If you have any contributions on future newsletters, please contact June Parent at (805) 788-2012.

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