



ECONOMIC VITALITY CORP.



Monthly eNewsletter July 2010



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EVC Board Member Announcements

The Board of Directors of the Economic Vitality Corporation of San Luis Obispo County (EVC) is pleased to announce its corporate officers for the 2010-2011 fiscal year and new Board of Directors. The Board is comprised of thirty leading representatives from the business community and elected officials from each of the seven cities and the County Board of Supervisors. Beginning July 1, 2010, the new officers are as follows:

Officers for 2010 - 2011

- Candy Markwith, Chair
- Kris Vardas, Vice Chair
- Steven Harding, Treasurer
- Jackie Crabb, Secretary
- Dave Juhnke, Board Counsel
- Tom Jones, Past Chair
- Dave Christy, Executive Committee

New Board Members

- Caren Ray
- Ty Safreno

The new officers include **Candy Markwith**, CEO of Sierra Vista Regional Medical Center; **Kris Vardas**, Council Member for the City of Pismo Beach; **Steven Harding**, Regional President of Rabobank, N.A.; **Jackie Crabb**, Executive Director of the Farm Bureau of San Luis Obispo County; **Dave Juhnke**, Managing Partner of Sinsheimer Juhnke Lebens & McIvor, LLP; **Tom Jones**, Director of Governmental Relations at Pacific Gas & Electric Company; and **Dave Christy**, Dean of the Orfalea College of Business at Cal Poly State University. Two new officers appointed by the Board are as follows: **Caren Ray**, Council Member of City of Arroyo Grande; and **Ty Safreno**, CEO & CTO, TRUST AUTOMATION.



EVC SPONSORS

Diamond: \$10,000+

[AT&T](#)
[Chevron](#)
[County of San Luis Obispo](#)
[Pacific Gas & Electric](#)
[Rabobank, N.A.](#)
[Southern California Gas](#)
[The Tribune](#)

Special Platinum \$7,500+

[City of Grover Beach](#)

Platinum: \$5,000+

[Bank of America](#)
[Boutique Hotel Collection](#)
[City of Arroyo Grande](#)
[City of Atascadero](#)
[City of Morro Bay](#)
[City of Paso Robles](#)
[City of Pismo Beach](#)
[City of San Luis Obispo](#)
[First Solar](#)
[Richardson Properties](#)
[SunPower Corporation](#)

Gold: \$2,500+

[Caliber Accounting & Tax](#)
[California Space Authority](#)
[Calzyme Laboratories](#)
[Digital Foundation](#)
[Don Maruska & Co](#)
[First American Title](#)
[Justin Vineyards & Winery](#)
[Martin Resorts](#)
[More Office Solutions](#)
[REC Solar](#)
[Sinsheimer Juhnke Lebens & McIvor](#)
[Taylor Frigon Capital Management](#)
[Tolosa Winery](#)
[Trust Automation](#)
[Volny Construction Inc](#)

Silver: \$1,000+

[Andre Morris & Buttery](#)
[Aviation Consultants](#)



(left to right) Tom Jones, Past-Chair; Candy Markwith, Chair; Mike Manchak, President & CEO



July 2010 Board Meeting and social hour
 Social hour sponsored by Niner Wine Estates

EVC Sponsors are welcomed to Board meetings and social hours



Niner Wine Estates

[BridgePoint Custom Strategies](#)
[Cannon](#)
[Clever Concepts](#)
[Coastal Business Finance](#)
[Compass Health](#)
[Cuesta College](#)
[CygNet Software](#)
[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 Philips & Bryson Greif & Co.](#)
[Heritage Oaks Bank](#)
[Home Builders Assoc.](#)
[Innovative Concepts](#)
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[J.B. Dewar](#)
[Kronick Moskovitz Tiedemann & Girard](#)
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[Senn-Lee & Associates](#)
[Sierra Vista Regional Medical Center](#)
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[Smart Office Interiors](#)
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[Software Solutions](#)
[Specialty Construction](#)
[Specialty Silicone Fabricators](#)
[Systems & Marketing Solutions](#)
[TelePacific Communications](#)
[Templeton Chamber of Commerce](#)
[Thoma Electric](#)
[Twin Cities Community Hospital](#)
[United Staffing Associates](#)
[Vistage](#)
[WestPac Investments](#)
[Your People Professionals](#)

Bronze: \$500+

Alan Strasbaugh
 Myraline Morris Whitaker
 Tom Martin
 Tom Sullivan

Sponsor Updates

We are pleased to welcome our newest sponsors:

Niner Wine Estates | \$1,000

Founded in 2001, Niner Wine Estates is dedicated to making the highest quality wines possible in the Paso Robles appellation, using only estate-grown fruit.

Owner Dick Niner's attachment to Paso Robles and the bounty of its land came from his early upbringing on a rural farm in West Virginia.

NINER
WINE ESTATES
PASO ROBLES, CA

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Omni Design Group | \$1,000

Omni Design Group is an enthusiastic and talented design firm that prides itself on providing the client with the most complete and comprehensive design experience possible. They strive to form meaningful relationships with clients and colleagues to continually promote collaborative opportunities.



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CygNet Software | \$1,000

C Y G N E T

CygNet Software provides software products and solutions to improve operational efficiency and market responsiveness for many of North America's leading oil and gas companies. More than 100 companies rely on CygNet to collect, manage and distribute large volumes of data.

Export Trade Consultation

The Economic Vitality Corporation, in collaboration with the U.S. Department of Commerce / U.S. Commercial Service, is supporting the President's National Export Initiative by providing export trade consultation in San Luis Obispo.



The U.S. Commercial Service will be in San Luis Obispo at the EVC for a full day of consultation on Aug. 25th. Glen Roberts, Director of the Bakersfield and Fresno U.S. Export Assistance Centers, along with a team of specialists will provide export trade consulting with discussions ranging from export marketing strategies to improving payment methods yielding increased export sales.





The National Export Initiative goals are to double exports within five years and to provide assistance.

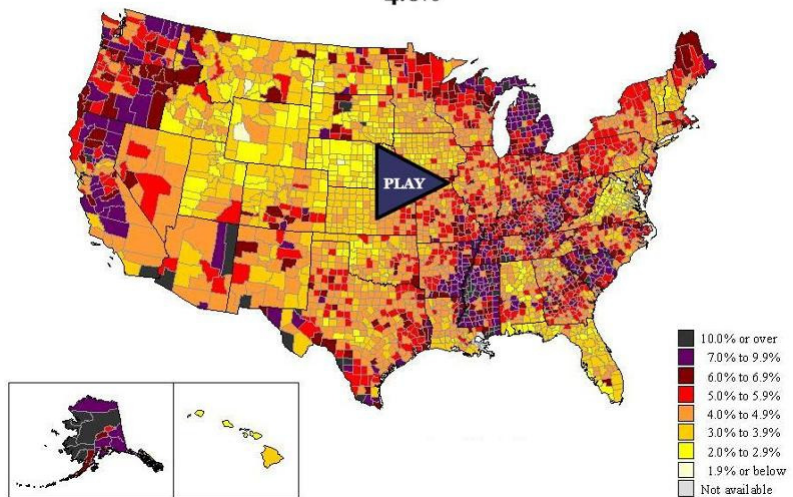
To arrange an appointment at the EVC, please contact Glen Roberts directly at (661) 637-0136 or glen.roberts@trade.gov. Appointments will be on a first come, first serve basis.

Announcement Board



The Geography of a Recession

Unemployment Rates by County
January 2007
4.6%



According to the U.S. Department of Labor's Bureau of Lab Statistics, there are more than 31 million people currently unemployed...

That's including those involuntarily working part-time and those who want a job, but have given up on trying to find one. In the face of the worst economic upheaval since the Great Depression, millions of Americans are hurting.

Source: U.S. Bureau of Labor Statistics

Monthly Business Tip

As a service to the business community, the EVC operates the only two business loan programs in the county for loan guarantees and micro loans to help start and grow businesses and create jobs. Beginning this month, the EVC monthly newsletter will include a tip for entrepreneurs about running your business and working with banks.

Members of the EVC's Loan Committee members will provide their insight into the world of bank loans and other related issues.

BANKER'S TIP

A monthly tip for entrepreneurs working with banks

One of the most important things for an entrepreneur to do when seeking a bank loan and the like is to help expedite the loan documentation process by submitting a very organized and complete loan package, as well as submit any additional requests for information quickly. A banker's mind is filled with numbers and facts for each loan request, so timeliness and clarity are vital to keep a process moving quickly. Bank representatives cannot fully analyze a loan request with only half of the necessary information, and it takes longer to sift through disorganized information. Many bankers will send a messy or incomplete package to the bottom of the pile, but will likely expedite the loan application for a borrower who is organized and responsive.

"When submitting a loan application, be organized, timely and fill out applications thoroughly."

Tip provided by:

Lisa Mumford

Vice President/Relationship Manager

805.547.2823

lisa.mumford@americanperspectivebank.com



EVC Loan Committee

**EVC announces that Lisa Mumford joins its Loan Committee.
Other loan committee members include (listed alphabetically)**

Casey Appell

Vice President

San Luis Trust Bank

Steve Harding

Regional President

RABOBANK, N.A.

Bill Hockey

President

Pacific West Steel, Inc.

Wayne Longcrier

Managing Partner

Longcrier & Associates CPAs

Lisa Mumford

Vice President

American Perspective Bank

Dick Pottratz

Peter Sterling
Vice President
First Bank of San Luis Obispo

EVC Loan Administrator
Dave Mooklar
EVC



Pacific Coast Business Times Spotlights several Local Companies

The Pacific Coast Business Times recently highlighted several local businesses and EVC Clients

Pacific Coast Business Times SLO reboots: Fresh wave of tech firms take hold

July 20, 2010 - San Luis Obispo is relaunching as SLO 2.0. Over the past decade, San Luis Obispo and the nearby Five Cities area have blossomed as a mini tech hub, with companies such as **MindBody** (see accompanying article), **Shopatron** and **REC Solar** propelling the area forward.

Although the San Luis Obispo area struggled throughout the recession, in part due to its large government sector, business and community leaders say that the city has a lot going for it.



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EVC Client

Pacific Coast Business Times Message on a bottle: New Paso Robles firm takes the paper out of wine labels

July 12, 2010 - A Paso Robles start-up is breaking into the region's wine industry by creating custom wine bottle labels printed directly on glass. **Peltier Glassworks** was founded recently by Adam and Marisa Peltier, a husband-and-wife team who both graduated from Cal Poly San Luis Obispo. It's the only glass silk screening company on the Central Coast, Adam Peltier said.

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EVC Client

Pacific Coast Business Times

SLO firm gets local with mobile ads

May 17, 2010 - The buzzword-heavy consensus in the tech world is that print publications are dying, consumers glaze over at the sight of traditional Web ads and hyper-local mobile phone marketing is the official Next Big Thing. That's all fine - but what's a corner diner or mom-and-pop shop to do to get out a coupon and grab a few extra customers?

Alex Minicucci, a serial entrepreneur from San Luis Obispo, thinks the answer is **SMS Masterminds**.

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Upcoming Event

2010 Clean Business Investment Summit

Over \$110 million in capital investments from private equity, venture capital and angel investors has been raised over the previous 11 years for emerging growth and later stage companies participating in the California Coast Venture Forum events.

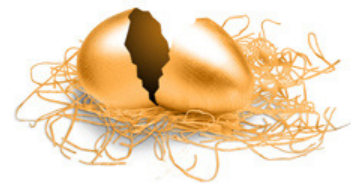
WHEN: Friday, August 13, 2010 | 7:00 AM - 6:30 PM

WHERE: Corwin Pavilion, UCSB | [Click here for map](#)

REGISTRATION: For fee schedule and to register [click here](#)



Clean Business™



In the News

KCOY 12 News

Public Service Announcement for EVC

July 28, 2010 - Public service announcement Produced and airs in High Definition television.

NOTE: Thanks to General Manager Kevin Harlan and the team at KCOY/KKFX for creating this beautiful PSA that will air on both stations beginning the week of August 2, 2010. Thank you!

www.kocy.com
www.myfox11.com

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Pacific Coast Business Times

[Green Coast Innovation Zone Alliance Newsletter](#)

July 2010 - This is the second in a series of Newsletters from Pacific Coast Business Times to our Green Coast Innovation Zone contact list. The Pacific Coast Business Times is having a call for nominations. We will be publishing our inaugural Who's Who in Clean Tech & Sustainability special section, where we expect to profile 50-60 leaders in the alternative energy field in the region due out in our August 27 issue.

[READ MORE](#) →

BCA FYI - Barnett Cox & Associates

[Seen & Heard](#)

July 2010 - The Economic Vitality Corporation has all kinds of interesting news about local companies. We loved the sound of this one: Penny Revolution™ Inc., based in SLO. This start-up company uses material from recycled plastic milk cartons to manufacture patented, reusable coin banks called Toggle Tubes®. No more counting coins - just load, snap the ends and cash in

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California Business Minute

[Practitioner's perspective, San Luis Obispo's Mike Manchak](#)

July 26, 2010 - Last year, San Luis Obispo was named one of the 'Best Cities to Do Business in the Nation'. While it may appear that San Luis Obispo has been successful, there have been challenges. This article follows up on a piece from two years ago asking the questions what actions have been successful in the efforts to stem the tide of the recession? Read this insightful response with Mike Manchak, President and CEO of the San Luis Obispo Economic Vitality Council entitled, Reflections and Directions.

[READ MORE](#) →

UCSB Economic Forecast Project

[Press Release: SLO County Economic Forecast Moves Ahead with New Organization](#)

July 23, 2010 - The SLO County division of the UCSB Economic Forecast Project has announced plans to operate as an independent organization. According to Terry Westrope, chair of the SLO County board, the decision was made after UCSB retooled its program to focus solely on Santa Barbara County. Citing the success of the project in SLO County and interest in seeing it continue, the local board stepped up and is creating a new entity to maintain the project.

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920 KVEC AM | Dave Congalton Show

[Radio Interview with Mike Manchak and Candy Markwith](#)

July 21, 2010 - Mike Manchak and Candy Markwith provide their take on the local economy and the challenges facing the business community.

Note: Interview is approximately 50% into the show

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The Tribune

Viewpoint: State sorely needs efficient mass transit

July 5, 2010 - This Viewpoint is regarding a column by Dan Walters titled, "Bullet train ridership forecast takes a hit" (July 5). In his column, Walters makes reference to a report that questions the demand for the state's proposed bullet train system. More than questioning the report and Walter's views, there seems to be an overall lack of leadership by both parties to encourage what California and the nation sorely need: a fast, efficient train system.

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EVC Board of Directors

Executive Committee

CHAIR

Candy Markwith, CEO
Sierra Vista Regional Medical Center

TREASURER

Steven Harding, Regional President
Rabobank, N.A.

BOARD MEMBER AT LARGE

Dave Christy, PhD, Dean
Orfalea College of Business, Cal Poly

VICE CHAIR

Kris Vardas, Councilmember
City of Pismo Beach

PAST CHAIR

Tom Jones, Director, Governmental
Relations, Pacific Gas & Electric

SECRETARY

Jackie Crabb, Executive Director
SLO County Farm Bureau

BOARD COUNSEL

Dave Juhnke, Managing Partner
Sinsheimer Juhnke Lebens & Mclvor

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About Us

Board Members

Justin Baldwin, Co-Proprietor
Justin Winery & Vineyard

Peter Candela, Executive Director
San Luis Obispo County Chamber
Executives

Carl Dudley, Sr. V.P., Business Dev.
Mission Community Bank

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

Noreen Martin, President & CEO
Martin Resorts

Charlie Richardson, President
Richardson Properties

Mike Silacci, Executive Director,
External Affairs, AT&T

Ed Steinbeck, Council Member
City of Paso Robles

Carla Borchard, Council Member
City of Morro Bay

Michael Cannon, President
Cannon

Roberta Fonzi, Mayor
City of Atascadero

John E. King, Principal
King Ventures

Caren Ray, Council Member
City of Arroyo Grande

Ty Safreno, CEO
Trust Automation

Charley Senn, Broker
Anderson Commercial Real Estate

Gil Stork, Superintendent & President
Cuesta College

Karen Bright, Council Member
City of Grover Beach

Andrew Carter, Council Member
City of San Luis Obispo

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

Tim Mahoney, District Manager
Southern California Gas Co

Bruce Ray, President & Publisher
The Tribune

Eric Schwefler, Partner
Caliber Acct. & Tax and Chair,
American Perspective Bank

Mike Silacci, Executive Director
AT&T

Tom Sullivan
Board Member Emeritus

EVC Staff

Michael Manchak, President & CEO
(805) 788-2013 | mmanchak@sloevc.org

Dave Mooklar, Loan Administrator
(805) 788-2015 | mooklar@sloevc.org

June Parent, Program Assistant
(805) 788-2012 | jparent@sloevc.org

Christine Rogers, Energy Watch Coordinator
(805) 788-2014 | crogers@sloevc.org

Economic Vitality Corporation

P.O. Box 5257, San Luis Obispo, CA 93403 | (805) 788-2012 | www.sloevc.org | info@sloevc.org

For questions or feedback, please contact June Parent at (805) 788-2012



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