



Keeping SLO County Business Vital

Monthly eNewsletter August 2010



IN THIS ISSUE

[EVC Board Update](#)

[Geography of a Recession](#)

[Sponsor Updates](#)

[Monthly Biz Tip](#)

[EVC Loan Committee](#)

[Export Trade Consultation](#)

[Upcoming Events](#)

[Join Us on LinkedIn](#)

A Special Letter

In Memory of San Luis Obispo Fire Chief

JOHN W. CALLAHAN

A special thanks to a real hero.

The staff and Board of Directors of the EVC fondly remember a local hero, John W. Callahan, who served his community in so many ways. John always went out of his way and didn't let his busy professional life prevent him from helping local charitable causes. As such, John was a keynote speaker at our Emergency Preparedness Seminar on February 20, 2008 to help organizations and their employees to be prepared for emergencies, save lives, and stay in business in the process. I had heard that John was a top official at the Los Angeles City Fire Department during famous disasters, so I was hoping he might give a few insights about the subject for our big event. Some people in his busy position and with his background would never say what he did: "Count me in to help in every way possible..." Ultimately his speech of helpful insights was inspiring and practical and people will be saved and better prepared because of him. John was humble and giving of



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](#)
[CoastHills Federal Credit Union](#)
[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](#)

his time. He set a high standard for humanity and truly defined what it means to serve a community. John Callahan will be sorely missed and those of us who were fortunate to spend a little time with him are forever grateful.

Our thoughts and prayers go out to John and his family.



EVC Announcement

RABOBANK MAKES CONTRIBUTION TO EVC MICRO LOAN PROGRAM

SAN LUIS OBISPO, Calif. , August 25, 2010 - Rabobank makes a \$46,000 donation to the Economic Vitality Corporation's (EVC's) micro loan program to increase loans made to small businesses. A non-profit organization, the EVC operates two business loan programs that extend guarantees or directly loans to entrepreneurs throughout San Luis Obispo County. The micro loan program addresses an increasing need for those who lack capital and credit needed to start or expand a business.

[READ MORE](#) →

Silver: \$1,000+

[Andre Morris & Buttery Aviation Consultants](#)
[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 IQMS](#)
[J.B. Dewar](#)
[Kronick Moskovitz Tiedemann & Girard](#)
[KSBY-TV](#)
[Liberty Coatings](#)
[Longcrier & Associates](#)
[Mission Community Bank](#)
[KVEC 920-AM](#)
[Morris & Garritano](#)
[Niner Wine Estates](#)
[Northwestern Mutual](#)
[Omni Design Group](#)
[Orfalea College of Business](#)
[Pacific West Energy Solutions](#)
[Paso Robles Wine Country Alliance](#)
[Promega Biosciences](#)
[Quaglino Properties](#)
[Rick Engineering Company](#)
[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](#)
[Softec](#)
[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](#)
[Wallace Group](#)
[WestPac Investments](#)
[Your People Professionals](#)

Bronze: \$500+



Steven Harding, David Mooklar, and Michael Manchak



Sponsor Updates

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS:

Wallace Group | \$1,000

When John L. Wallace & Associates started in 1984, the primary focus was on people - associates, Clients, and employees. Since then, the company has continued to grow, yet that focus has never changed, with partners and staff all sharing his view that people come first.
www.wallacegroup.us



READ MORE →

CoastHills Federal Credit Union | \$2,500



CoastHills Federal Credit Union was established in 1958 at Vandenberg Air Force Base to serve the financial needs of its military personnel. Throughout the years, CoastHills has grown into a top-rated financial

Alan Strasbaugh
Myraline Morris Whitaker
Tom Martin
Tom Sullivan



Announcement Board



institution serving the Central Coast.
www.coasthills.coop



Special Report



THE VALUE OF PEOPLE AND THE CHINA OPPORTUNITY

By Kevin Meyers, President
Specialty Silicone Fabricators

I just returned from another trip to China. My company, Specialty Silicone Fabricators based in Paso Robles, is selling to China, not outsourcing to them. We are able to compete based on technology, quality, service, and yes, even cost. That success is also what has enabled us to start building a new 120,000 square foot facility in Paso Robles, with our general contractor being another top-notch local company, Specialty Construction.





A Letter from the EVC's International Trade Expert

INTERNATIONAL BUSINESS OPPORTUNITY IN A DOWN U.S. ECONOMY

By Ray Bowman

Much of what we hear about in the news regarding the U.S. economy is dismal at the worst and flat at best. By most estimates, our current rate of economic growth will result in a slow process to get back to where we were a few years ago. What's interesting is that the bad news could have been worse, if it was not for the contribution of international exports to our economy. In fact, U.S. exports, according to international economist, Dr. Ashish Vaidya of California State University Channel Islands, was the only part of our economy that experienced any kind of growth. This growth came at a good time, since it actually softened the blow of the housing market down turn.



[READ MORE →](#)

Recent EVC Supported Events

CLEAN BUSINESS INVESTMENT SUMMIT



The EVC was honored to co-sponsor the recent CLEAN BUSINESS INVESTMENT SUMMIT™ on August 13 at UC Santa Barbara. The event was great success and it helped socially responsible entrepreneurs find investors and partners to launch their companies. The EVC facilitated Congresswoman Lois Capps to be a keynote speaker at the event, where entrepreneurs submitted business plans and a few were selected to make presentations in front of a large audience of investors and possible partners. Booths displayed a wide range of products and services from attendees. One entrepreneur from SLO County, Robert Doust of Green Retrofit, was selected to be one of the presenters through the EVC. The company is a proposed real estate investment firm that will focus on the acquisition, retrofit, and leasing of energy efficient commercial real estate.



[Clean Tech Business Seminar \(pdf\)](#)



Congresswoman Lois Capps



Robert Doust, Green Retrofit LLC

SEEDS/INNOVATION QUEST PRESENTATION



The EVC is pleased to support an event on July 30, SLO Seed Ventures in conjunction with Innovation Quest sponsored an investment presentation for the San Luis Obispo business/investor community at Cal Poly's Orfalea College of Business.

SLO



Following the second annual Innovation Quest Boot camp, six participating teams and two previous winners gave their pitches for early stage investment. They were well-received in this first San Luis Obispo event.

www.sloseedventures.com

Upcoming Events

MIT ENTERPRISE FORUM

The Mad Men and Women of the Central Coast: The Next Wave of Innovation



Join the Mad Men and Women of the Central Coast online Advertising community as they talk about the next wave of innovative online and offline advertising, the current state of advertising and the future of the industry.

 **ENTERPRISE FORUM**



Event Info

Wednesday, September 15, 2010

5:00-8:00 PM

Cabrillo Pavilion Arts Center

1118 E. Cabrillo Boulevard, Santa Barbara, CA

Student \$15.00

Register Online \$30.00

Walk-ins at the Door \$40.00

14th ANNUAL CENTRAL COAST HIGH TECHNOLOGY COMPANIES SYMPOSIUM

Cool Technologies for Hot Sales in a Frigid Economy



Today's economy is frigid, no doubt about it. Yet some Central Coast businesses are generating blazing hot sales

through strategically leveraging innovative technologies and processes. What is the secret to their success?

 **Softec**

Event Info.

Wednesday, September 22, 2010

1:00 pm - 7:00 pm

www.softec.org



*Mike Volpe, HubSpot
VP of Inbound
Marketing*

Cost: \$49.00

"AGRITOURISM FOR RANCHERS" WORKSHOP

Event Info.

Wednesday September 22, 2010
Camatta Ranch, Santa Margarita
Phone (805).238.7324
lazyarrowadventures.com



News From Our Sponsors

SMALL BUSINESS AWARDS 2010



EVC representatives attended the Small Business Awards Ceremony to recognize Thoma Electric in receiving the Spirit of Small Business Award for San Luis Obispo County. Over 200 people were in attendance to watch the Thoma brothers receive this honor. This award was presented by the Pacific Coast Business Times.

Congratulations!



Bill Thoma, Henry Dubroff, Ed Thoma

DIGITAL FOUNDATION ACQUIRES LOCAL IT FIRM

San Luis Obispo, CA - Local IT solutions company, Digital Foundation, inc., has acquired Cloud Logic, based out of Grover services provided by Cloud Logic clients are so similar to Digital acquiring Cloud Logic was a great our company." says Joshua Erdman, Digital Foundation.



local IT Firm, Beach. "The and their Foundation, way to grow President of

[READ MORE →](#)

CANNON EXPANDS WITH CONSTRUCTION MANAGEMENT DIVISION

San Luis Obispo, CA, August 23, 2010 - Cannon, a California-based consulting firm, recently announced that Dean Russu, PE, has joined the firm as Director of the Construction Management (CM) Division. For 34 years, Cannon has served municipalities, energy clients, and schools and institutions providing construction management, observation, contract administration, and resident engineering, as well as project design and permitting.



[READ MORE →](#)

In the News

MINDBODY RAISES UP TO \$1.4M

Pacific Coast Business Times
August 20, 2010

San Luis Obispo-based software firm Mindbody has secured a \$14 million capital infusion led by Bessemer Venture Partners, the biggest disclosed Central Coast financing deal in years.

The deal, announced Aug. 20, brings a top-tier Silicon Valley investor to San Luis Obispo County. It includes \$11 million up front and the option to take in an additional \$3 million at any time over the next three years.



[READ MORE →](#)

CAL POLY MOVES UP ON FORBES MAGAZINE'S LIST OF 'BEST COLLEGES IN THE U.S.'

Pacific Coast Business Times
August 12, 2010

Cal Poly ranks in the top third of the latest Forbes magazine list of "Best Colleges in the U.S." The university was No. 177 on Forbes' list of the 610 best colleges and universities. The list, released in August, puts Cal Poly at No. 21 among 50 California colleges and universities to make the cut. And Cal Poly is the highest-ranked California State University campus on the Forbes list again this year. Cal Poly appeared at No. 369 on the first Forbes list in 2008, and then at No. 201 in 2009.



[READ MORE →](#)

THEY'RE WRITING THEIR OWN SUCCESS MANUAL

Pacific Coast Business Times
August 28, 2010

You have a gadget that broke but you don't want to have to buy a new one? Kyle Wiens and Luke Soules know just who you are and create a company, called iFixit, just for you.

iFixit.com is a user friendly website and online computer parts store aimed at the do-it-yourselfers of the geek world, and men and women who aren't afraid to roll up their sleeves and tackle the world of electronic parts. Despite the poor economy, the company's revenues have risen steadily from \$1.8M in 2007 to \$3M in 2009, that's 66.7 percent growth in just two years.



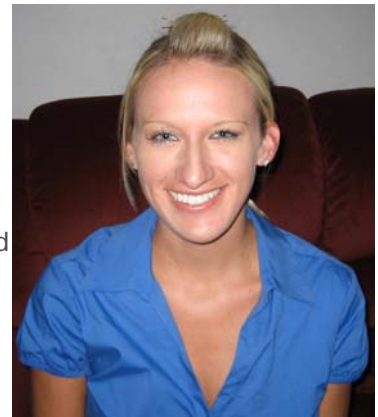
[READ MORE →](#)

Announcement

EVC WELCOMES PROJECT INTERN, KAILA ANDERSON

Kaila Anderson is currently working as a project intern for the EVC. She graduated from Cal Poly in the spring of 2010 with a degree in business marketing and a minor in economics.

Welcome, Kaila!



Please complete the survey today!

[Economic Strategy Project Survey](#)

Note: if the above link does not work, please copy and paste the following link into your browser:

<http://www.surveymonkey.com/s/BZRJ6QC>

Deadline: September 2, 2010

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 & McIvor



Board Members

Justin Baldwin, Co-Proprietor

Carla Borchard, Council Member

Karen Bright, Council Member

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

EVC Staff

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

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

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

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

Kaila Anderson, Project Intern
(805) 788-2012 | info@sloevc.org

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

Pat Mayeda, Special Projects
(805) 788-2012 | info@sloevc.org

Colleen Sweeny, Project Intern
(805) 788-2014 | info@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 Colleen Sweeny at (805) 788-2014



Join us on LinkedIn