



Keeping SLO County Business Vital

Monthly eNewsletter December 2010



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2010: A Look Back

As 2010 comes to a close, the EVC Board of Directors and staff look back at a year filled with local economic challenges, solutions for the future, and gratitude for where we live. This year many watched remarkable groups of business leaders and the County Board of Supervisors come together over much of the year to build an economic strategy for the county's economy led by the EVC. The strategy is being implemented by community champions who represent some of the most promising business sectors in our county - they are true leaders.



With help from this organization and its partners, we were humbled over the year to see many entrepreneurs start and expand businesses despite the economy. Against all odds, these businesses forged ahead to create jobs and provide the revenues for community services. I am proud to support and be affiliated with an organization that is helping entrepreneurs with resources not found elsewhere in this county or in some neighboring counties.

We look beyond the state and national woes by helping our local economy through a solid economic strategy for the future - not looking to Sacramento or Washington for solutions. The EVC could not have lived up to its mission without the support of its sponsors from both the private and public sectors. Our private sector sponsors are renewing and growing - an outstanding group of local leaders who are taking matters into our own hands. We are pleased to report that other counties and statewide organizations have admired our local efforts and view San Luis Obispo County as a model.

Economic development is not about wishing for more jobs and prosperous communities, but actually providing the resources necessary to help hard working entrepreneurs thrive. When this recession fully recovers, San Luis Obispo County will be stronger and more competitive in any economic climate in the long-term.

Please become a member of the EVC and participate in the economic strategy.

Wishing everyone a healthy and prosperous holiday season and new year.

Candy Markwith

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Letters From Our Elected Officials To EVC Stakeholders

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CONGRESSWOMAN LOIS CAPPES

Continuing the Steps of the 111th Congress

Creating jobs and getting our economy back on track remains my number one priority as I look ahead to the 112th Congress. Small businesses are essential to our economic recovery, having created nearly two-thirds of all new jobs over the last fifteen years. In particular, our vibrant local green businesses are a shining example of the incredible potential for economic growth and job creation here on the Central and South Coasts. The 111th Congress has taken aggressive steps to help small businesses access the capital they need to expand and hire in addition to creating incentives for green businesses to grow. I am hopeful that the leadership of the 112th Congress will continue these efforts.



Rep. Lois Capps

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CONGRESSMAN KEVIN MCCARTHY

Letter to EVC Stakeholders

As unemployment continues to hover around 10% nationwide and much higher in California, policies coming out of Washington need to help create an environment conducive to economic growth and job creation. Unfortunately, many of the policies and regulations over the last several years have added uncertainty and burdened hardworking American families and small businesses with unfunded mandates.



Rep. Kevin McCarthy

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STATE SENATOR SAM BLAKESLEE

The Way Forward: Chairing The Senate Committee To Boost Economic Recovery

One of my first actions as a newly elected Senator was to request that Senate Pro Tempore Darrell Steinberg create a new committee focused on creating reforms to return health and prosperity to California's depressed economy. Steinberg granted the request and named me as Chair of the Senate Select Committee on Recovery, Reform and Realignment.



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ADAM HILL

District Three Supervisor
Vice-Chair Board of Supervisors
County of San Luis Obispo

County Government Keeps Going Forward

Despite and because of the difficult economic situation, the Board of Supervisors has set out a clear and sensible course of action. There's not much we can do about the sad cartoon of our state government or the ideological sideshows of the national scene, so we've basically worked with our staff and our community leaders to do what is best for both the present and the future.



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KCOY TV News Story

EVC BUSINESS LOAN PROGRAMS AND EVC CLIENT PELTIER GLASSWORKS

With the help of the EVC loan program the Peltier's were able to secure a loan and open Peltier Glassworks. Throughout the last year the EVC has helped dozens of other businesses, allowing them to access capital at a time when it has become increasingly difficult.



[Click here to watch video](#)



www.peltierglassworks.com

Sponsorship Update

RRM DESIGN GROUP INCREASED SPONSORSHIP TO PLATINUM LEVEL

RRM Design Group | \$5,000

RRM Design Group has been successfully **rrmdesigngroup**  creating environments people enjoy® for over 35 years. RRM is an award-winning, multidiscipline design firm of architects, civil engineers, landscape architects, planners, surveyors, and LEED accredited professionals with offices in San Luis Obispo, Oakdale, Oakland, San Diego and San Clemente.

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WE ARE PLEASED TO WELCOME OUR NEWEST SPONSORS

RNM Engineering | \$1,000

Founded in 2002 and based on the **RNM Engineering, Inc** over 25 years of professional engineering experience of Richard Miller, RNM Engineering provides professional electrical engineering services to the architectural, lighting design and construction industries.

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Phone & Wireless | \$1,000

Phone & Wireless was founded in San Luis Obispo in 1947 and remains family owned and operated. We offer top quality hardware backed by a superior network, a consultative selling process and legendary customer service.



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Sponsor Report



MINIMIZE THE RISK TO MAXIMIZE THE POTENTIAL
By Tony Jelso

"Risky Business" takes on a new meaning to the entrepreneur who excitedly opens the doors, real or virtual, for business on that first day and awaits customers. As any entrepreneur knows, one can work hard, create a good product and maintain good business relationships -- do everything right -- and still some future events are beyond one's control. A whole host of unforeseen possibilities can dash the dream, including the impact of a disability suffered by you or an employee.



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<http://www.tonyjelso.com/>

News From Our Sponsors



PRESS RELEASE

CELLULAR ONE CUSTOMERS IN SAN LUIS OBISPO COUNTY TO JOIN AT&T
November 17, 2010



SAN LUIS OBISPO, Calif., AT&T* today announced that Cellular One customers in San Luis Obispo County, Calif. are now AT&T customers. The transition follows AT&T's acquisition of SLO Cellular, which had operated under the Cellular One brand.

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BUSINESS TIMES SEEKS NOMINATIONS FOR SPECIAL SECTIONS

November 15, 2010



The Pacific Coast Business Times, a local weekly business journal, is seeking nominations for two upcoming special sections: (1) Dealmakers of the year and (2) Family business Awards.

Nomination Deadlines:

Dealmakers of the year - January 7, 2011
Family business award - January 21, 2011

For more information or to nominate for either of these special sections e-mail Special Reports Editor Jim Logan at jlogan@pacbiztimes.com

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SPECIALTY SILICONE EXPANDS IN PASO ROBLES

By Stephen Nellis
December 13, 2010



Specialty Silicone Fabricators, a firm that makes parts for high-tech medical devices, is building a 120,000-square-foot facility near Paso Robles Municipal Airport. It's the largest manufacturing building project in San Luis Obispo County in years.

"They're in many ways a poster child for what's right about economic development and what's right about the Central Coast region," Manchak said. "It's not always about the cheapest place to do business. It's about the best place with the most value for operating a business like that."



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In the News

THE WORLD'S BEST PLACES TO LIVE: EXOTIC

LOCATIONS FOR HOMEOWNERS

November 16, 2010

This pretty Spanish-built town (population 45,000) has been described as "the most Californian place in California". Surrounded by rolling vineyards, it sits on the edge of the state's Central Coast, half way between Los Angeles and San Francisco.

Telegraph.co.uk

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BIZ BUZZ: EVC LOANS LAUNCH BUSINESSES

By Julia Hickey

November 30, 2010

SanLuisObispo.com
THE TRIBUNE

Several businesses are newly open or have expanded on the Central Coast this fall thanks to loans facilitated by a local nonprofit, the Economic Vitality Corporation of San Luis Obispo County. The EVC provides services ranging from the "concrete, such as guaranteeing a business loan, to the less tangible, such as connecting a business with a potential investor, and everything in between," according to chief executive officer Michael Manchak.

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SLOW SLO RECOVERY FORECAST

By Marlice van Romburgh

November 5, 2010

Like the rest of California, San Luis Obispo County is winding very slowly to a full economic recovery, forecasters at the Central Coast Economic Forecast said Nov. 5. The county's unemployment rate currently hovers around 10 percent, and will likely stay above 6 percent until sometime in 2015, economists from the forecasting group Beacon Economics said.

PACIFIC COAST BUSINESS TIMES

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SLO COUNTY GETS ON SAME ECO-DEVO PAGE

By Stephen Nellis

November 19, 2010

More than 100 business leaders and the county of San Luis Obispo have produced what's being called a first-ever economic strategy for creating more private-sector jobs on the Central Coast.

PACIFIC COAST BUSINESS TIMES

The 45-page game plan was produced by the Economic Vitality Corp. of San Luis Obispo and funded with \$50,000 from the county and more than \$75,500 from the private sector. The strategy lays out five fast-growing economic clusters that account for more than 40,000 jobs in the county.

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COUNTY-WIDE ECONOMIC DEVELOPMENT STRATEGY

From the office of

Jim Patterson

5th District Supervisor

December 6, 2010

The Economic Vitality Corporation (EVC), of which the City of Atascadero is a member, partnering with the County and several area businesses recently released a county-wide Economic Strategy Report. The report, crafted by the consulting firm, Collaborative Economics, is the compilation of a year's effort by local government and the business community to identify area of potential economic growth in the region. The assess that potential five, "Clusters of Opportunity" were identified and representatives from those clusters met to identify challenges that limit growth opportunities in their respective industries. The clusters include building design and construction; health services; software and information technology; specialized manufacturing and "uniquely SLO County" which includes agriculture, wine, recreation, hotels and restaurants.



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RAISING A GLASS TO PASO

By Marlice van Romburgh



December 13, 2010

Paso Robles is officially the best place to get your wine and beer buzz on.

Saxum Vineyard and Firestone Walker Brewery both secured top critical accolades this year in their respective industries - accomplishments that industry insiders say lands Paso Robles a bigger star on the map.



Adrienne Bonafede photo
Firestone Walker brewmaster
Matthew Brynildson at work
in the Paso Robles brewery.

PACIFIC COAST
BUSINESSTIMES

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San Luis Obispo Chamber

GREEN AWARDS HIGHLIGHT STEPS TO SUSTAINABILITY AND GREATER PROFITS

The Chamber of Commerce recognized six local companies with awards for sustainable business practices.

2010 Green Award Winners:

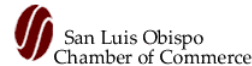
- Avila Bay Athletic Club & Spa
- Solarponics



Congratulations to the Following EVC Sponsors and Clients:

- Elemental Herbs
- San Luis Botanical Garden
- Sierra Vista Regional Medical Center
- Tolosa Winery

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Employment Data

BEACON ECONOMIC EMPLOYMENT REPORT



[Click Here to Download December 2010 Report](#)

SAN LUIS OBISPO LABOR FORCE

December 2010

The unemployment rate in the San Luis Obispo County was 9.4 percent in October 2010, down from a revised 10.0 percent in September 2010, and below the year-ago estimate of 9.4 percent. This compares with an unadjusted unemployment rate of 12.0 percent for California and 9.0 percent for the nation during the same period.

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Public Service Announcement



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