



## Monthly eNewsletter October 2010



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## Cal Poly Tech Park Grand Opening

Congratulations to Cal Poly for the grand opening of the Cal Poly Tech Park! As a partner and supporter of the project, the EVC congratulates all of the stakeholders and leaders who persevered for nearly a decade and a half to make this project a reality. A special congratulation goes out to DR. SUSAN OPAVA and JIM DUNNING of Cal Poly's C3RP (Central Coast Research Partnership). As we reported back in February of this year, there has been much anticipation for this project which creates a center of excellence to foster collaboration between the University and the high tech industry, creates jobs, and helps diversify our local economy. The Tech Park is an important economic development resource. The incubator portion of the Park is a very exciting addition to the center to help foster startup companies. We look forward to continuing to work closely with C3RP to send collaborators and prospective tenants. I anticipate the project to be very successful and only one of many phases. This great achievement by Cal Poly exemplifies its Learn By Doing philosophy.

*Message to the Business Community: Please support the Tech Park by encouraging prospective tenants to explore the possibilities.*

Sincerely,  
Michael Manchak  
President & CEO

### ABOUT C3RP

Wednesday October 27th marked the official opening of the Technology Park on the campus



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of Cal Poly. Over 100 attendees were on hand to tour the Technology Park and learn more about this important innovation asset on the central coast. A project of Cal Poly and the California Central Coast Research Partnership (C3RP) the Cal Poly Technology Park serves as a home on campus for technology-based businesses particularly firms engaged in applied research and development. The park will increase collaboration between Cal Poly and industry and enhance the ability of park tenants to draw from the expertise of Cal Poly faculty and students.



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## Sponsor Update

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSOR

InfoGard Laboratories, Inc. | \$1,000

InfoGard is the 1st private IT security laboratory to become accredited by the United States National Institute of Standards and Technology (NIST), payment card industry (PCI) Security Council, and Postal authorities.

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## Central Coast Economic Forecast

EARLY REGISTRATION ENDS OCTOBER 30, 2010

## Innovative Concepts

IQMS

J.B. Dewar

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San Luis Sports Therapy

Senn-Lee & Associates

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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

Templeton Community

Services District

Thoma Electric

Twin Cities Community

Hospital

United Staffing Associates

Vistage

Wallace Group

WestPac Investments

Your People Professionals

## BECAUSE WHAT WORKED IN THE PAST PROBABLY WON'T WORK IN THE FUTURE

Get a view of the future in a fast-paced morning with leading experts at the Central Coast Economic Forecast on Nov. 5. Leading experts will come to discuss an array of riveting topics including: The National & State Perspective, SLO County Forecast, Sacramento 72Hours Later, and The Central Coast Economic Strategy Plan.

## CENTRAL COAST ECONOMIC FORECAST

The EVC is pleased to be unveiling the Economic Strategy at the event with John Melville of Collaborative Economics.

### Event Info.

Date: November 5, 2010

Time: 8:00 AM - 11:00 AM (Registration & Breakfast at 7:00 AM)

Location: Embassy Suites Hotel, San Luis Obispo

Cost: \$120 (Early Registration) \$135

[www.centralcoasteconomicforecast.com/](http://www.centralcoasteconomicforecast.com/)

[Purchase Tickets Now!](#)



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Bronze: \$500+

Alan Strasbaugh

Myraline Morris Whitaker

Tom Martin

Tom Sullivan

## Special Report

2010 CALIFORNIA GREEN INNOVATION INDEX



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BEACON ECONOMICS

The Authors of "2010 California Green Innovation Index" are working with the EVC as consultants to the Economic Strategy Project.

The Golden State leads the nation in green technology. California stands on the forefront of green technology, according to a study by Next 10 and Collaborative economics. The new study, "2010 California Green Innovation Index," shows California profits from reducing its dependence on carbon. It also confirms that more businesses continue to open than close or leave California.

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[www.coecon.com/](http://www.coecon.com/)

## San Luis Obispo County Labor Force

### SAN LUIS OBISPO-PASO ROBLES METROPOLITAN STATISTICAL AREA

The unemployment rate in the San Luis Obispo County was 10.0 percent in September 2010, down from a revised 10.3 percent in August 2010, and above the year-ago estimate of 9.3 percent. This compares with an unadjusted unemployment rate of 12.2 percent for California and 9.2 percent for the nation during the same period.

[Download Full Report](#)

## Employer Solutions That Work For Your Business

The Business and Career One-Stop system of San Luis Obispo County is designed to provide a full range of assistance to employers and job seekers. Established by the Workforce Investment Act, the centers offer job listings, career counseling, referrals and on the job training with up to 50% reimbursement to employers.



Visit our [www.slo-onestop.net](http://www.slo-onestop.net) or call the Business Service Team at (805) 903-1427 for more information.

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## Upcoming Events EVC Partners and Sponsors

### THE FUTURE OF LEARNING IN THE DIGITAL AGE

Digital technologies have dramatically encouraged self-learning. Web

 ENTERPRISE FORUM



interfaces have made for less hierarchical and more horizontal modes of access. This panel presentation will discuss trends, issues, and how online technologies are changing the culture of teaching and learning.

#### Event Info.

Wednesday, November 17, 2010

5:00 - 8:00 PM

Cabrillo Pavilion Arts Center

Cost: Student - \$15 Regular - \$30 At Door - \$40



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### SAN LUIS OBISPO BOTANICAL GARDEN SATURDAY AT THE GARDEN

Long ago, California's ecosystems were populated by plant communities that had evolved together over long periods of time. Today California's wild plant communities are mixed with and often dominated by plants from other parts of the world. Human



beings have introduced most of these invaders; sometimes accidentally, but often deliberately. It's a genie that can be difficult or impossible to put back in the bottle.

#### Event Info.

Saturday, November 6, 2010

1:00 PM - 2:00 PM

Cost: Member - \$4 Nonmember - \$5



#### Search for Executive Director

The San Luis Obispo Botanical Garden is seeking applicants for the position of Executive Director. For details and an application go to [www.slobg.org](http://www.slobg.org).

## SCORE WORKSHOP FOR ENTREPRENEURS

A three-hour workshop will examine critical business issues dealing with Cash Flow, Human Resources and Marketing. The presentations will be made by experts in each of these fields. A question and answer period with the presenters and a SCORE panel will follow.



### Event info.

Saturday, November 13, 2010  
9:00 AM - Noon  
Ludwick Community Center. 864 Santa Rosa Street,  
Room A, SLO



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## YPP LABOR LAW WEBINAR

Jeff Dinkin will discuss the trends in the subject matter of lawsuits being filed against employers--to be forewarned is to be forearmed. Please join us for an informative and lively presentation.



### Event Info.

November 4, 2010  
8:30 AM - 11:00 AM  
Cost: Clients - \$25 Guests - \$35



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## ARROYO GRANDE CHAMBER OF COMMERCE 50+ EXPO

Showcasing health, finance, leisure, fitness, personal safety and business services to and for seniors, caregivers and those preparing for retirement.



### Event Info.

November 10, 2010  
10:00 AM - 2:00 PM  
South County Regional Center, Arroyo Grande



[Download Flyer](#)

## TOPAZ SOLAR FARM COMMUNITY OPEN HOUSE

Please join representatives of First Solar for an update on the Topaz Solar Farm, proposed for the northwest corner of the Carrisa Plains.

Learn about the research and design modifications that have improved the Topaz project plan, including 8,000 survey hours of data being used to avoid and minimize potential adverse effects of the project and provide a sustainable habitat for the California Valley plants and animals.



[Download Report](#)

### **Event Info.**

Wednesday, November 3, 2010 - 6:00 - 8:00 PM  
Carlton Hotel, Atascadero

Thursday, November 4, 2010 - 6:00 PM - 8:00 PM  
Embassy Suites, San Luis Obispo

For additional Information:

[Topaz.firstsolar.com](http://Topaz.firstsolar.com)

(805) 786-4570

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## EVC Updates

### **PRESS RELEASE**

#### **MISSION COMMUNITY BANK INVESTS IN EVC MICRO LOAN PROGRAM**

October 19, 2010

Mission Community Bank makes a \$25,000 investment into the Economic Vitality Corporation Micro Loan



Program to help the EVC offer more business loans to entrepreneurs throughout San Luis Obispo County. As a countywide non-profit economic development organization, the EVC provides business resources and operates the only business loan programs of their kind in the county in partnership with local banks. The program guarantees business loans and issues micro loans to entrepreneurs for start-ups and expansions.

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PHOTO: Dave Mooklar, Anita Robinson

## News From Our Sponsors



### PRESS RELEASE

#### AT&T ANNOUNCES INDUSTRY-FIRST INITIATIVE TO HELP SMALL BUSINESSES SECURE 'GAME-CHANGING' WIRELESS SOLUTIONS

September 28, 2010

With access to capital among their biggest challenges, cash-strapped small businesses got some good news today from AT&T\*. Through its financing subsidiary, AT&T Capital Services, the company is now providing loans to small businesses looking to deploy new wireless solutions or upgrade existing ones.



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### TRIBUNE TOP 20 UNDER 40 AWARDS



Know someone in your community who gives back, both professionally and personally? Nominate them for The Tribune's Top 20 Under 40 competition and help us recognize the young people in our county who make a difference!

**SanLuisObispo.com**  
THE TRIBUNE

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DEADLINE OCTOBER 31, 2010

## In the News

### YOU'LL WISH YOU WERE HERE

By Dan Buettner  
October 3, 2010

One utopia his travels took him to is San Luis Obispo, near California's Central Coast, where joy seems to be in the tap water. In a 2008 Gallup-Healthways poll, the city's 44,000 residents ranked No. 1 in the U.S. in overall emotional health. Here are some lessons that Buettner learned-and that we can try out in our own communities.



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### NATIONAL SMALL BUSINESS WEEK 2011 NOMINATIONS FOR SMALL BUSINESS AWARDS [DEADLINE NOVEMBER 12, 2010](#)

By Melende Ward  
October 26, 2010

Each year during National Small Business Week, the U.S. Small Business Administration (SBA) recognizes outstanding small business owners for their contribution to the American economy and society. The President has declared May 15-22, 2011 as National Small Business Week. SBA is currently accepting nominations for several SBA award categories including the 2011 Small Business of the Year Award.



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### TECHXPRESS CTO ALLEN MAPALO HONORED AS TOP REGIONAL BUSINESS LEADER

October 18, 2010

San Luis Obispo, CA - TechXpress Chief Technology Officer Allen Mapalo was recently honored as one of 40 up-and-coming business leaders under the age of 40 who work in San Luis Obispo, Santa Barbara and Ventura Counties. Mapalo and the other 40 Under 40 award recipients



were honored by Pacific Coast Business Times at a reception at the Oxnard Topa Tower Club on October 18, 2010. Mapalo is one of only six honorees from San Luis Obispo County.



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## MILLIKEN INSTITUTES REPORT - SLO AS BEST PERFORMING CITY

The Best Performing Cities Index includes both long-term (five years) and short-term (one year) measurements of employment and salary growth. There are also four measurements of technology output growth, which are included because of technology's crucial role in creating good jobs and driving regional economies.



The Index ranks 379 metros, grouped into large (population of more than 200,000) and small (population of less than 200,000) metros. San Luis Obispo-Paso Robles MSA ranked 99.

[Click here to view report](#)

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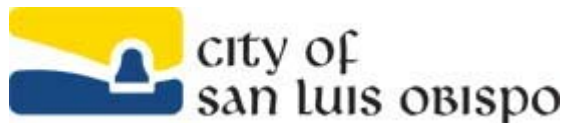
## E-Tip From City of San Luis Obispo

### SAN LUIS OBISPO DEEMED "HAPPIEST SPOT ON EARTH"

According to *Parade Magazine*, author Dan Buettner's upcoming book, *Thrive*, identifies the City of San Luis Obispo as one of the happiest spots on Earth.

The Parade Magazine article reports many of the hallmarks of our community as reasons for the author's "happiest" conclusions. In fact, the "lessons learned" supporting this designation have long been part of the [Chamber of Commerce's Economic Vision](#) document.

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Contact Claire Clark at (805) 781-7164 [cclark@slocity.org](mailto:cclark@slocity.org)

# Beacon Economics Employment Report

EVC  
Partner

  
BEACON ECONOMICS

Note: If you are signed up for EVC newsletter you already receive the Beacon reports.

[Click Here to Download Report](#)

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### Economic Vitality Corporation

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