



Keeping SLO County Business Vital

## Monthly eNewsletter September 2010



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## Sponsor Update

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSOR:

Templeton Community Services  
District | \$1,000

The Templeton Community Services District serves the residents and property owners within the limits of its approximately 3.5 square mile service area with fire protection, water and sewer services, refuse collection and disposal services, street lighting, parks and recreation and regional storm water drainage facilities.



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## Client News



The EVC is excited to help another business launch! Worth Monkey hits the big time.

**WORTHMONKEY: THE BUYER'S BLUE BOOK**

## EVC SPONSORS

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By: Tony Casparro

WorthMonkey.com is a free resource that allows users to instantly find a used-product's value, and browse current listings across multiple internet sources. The search engine indexes more than 11 million used-product sales and asking prices, providing the end-user with an accurate value of a product's current worth.



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Featured segment on Fox News,  
September 15, 2010 6:31 PM EDT



## Client News

EVC  
Client

### PLAYTIME DISCOVERIES

*Broken Hearts: Out of Work but Not Out of Inspiration*

The Tribune  
By Julie Lynem

[Cuesta College](#)  
[CygNet Software](#)  
[Diani Building Corp.](#)  
[Digital West Networks](#)  
[Estrella Associates](#)  
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Bronze: \$500+

Alan Strasbaugh  
 Myraline Morris Whitaker  
 Tom Martin  
 Tom Sullivan

Even before she found out that her own job teaching parenting classes through the Atascadero Unified School District would be eliminated this spring, she thought of a way to continue her passion and generate income to help support her family.



The Tribune



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## Client News

EVC  
Client

### REMARK DRIVES BUSINESS TO EVC CLIENT

For those of you who don't yet know about Wine Wipes, they remove red wine stains and residue from your teeth and mouth to keep you smiling pretty, not purple when drinking red wine. In 2008, with start up funds from EVC, I was able to turn my homemade Wine Wipes recipe into a formula created in an FDA, EPA licensed facility and begin introducing them to wholesalers and consumers across the country from San Luis Obispo.



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Announcement Board



## Quarterly Economic Beacon Report

### WHY THE ECONOMY IS BETTER (AND WORSE) THAN YOU THINK

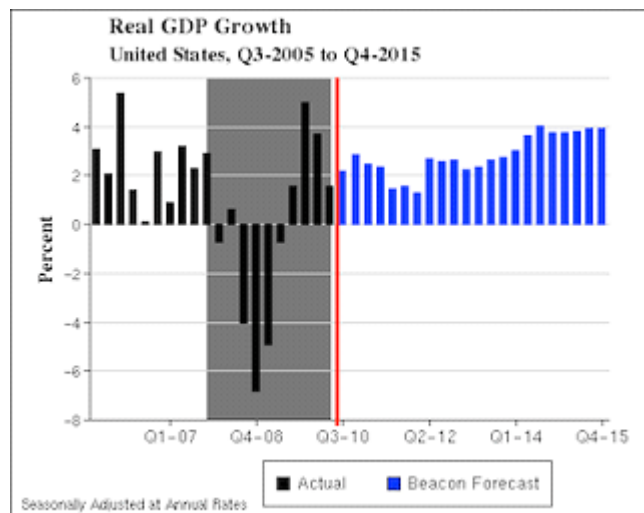
Beacon Economics has been publicly forecasting a slow recovery for more than a year, and still expects below average growth rates over the next twenty-four months as the Federal



**BEACON ECONOMICS**

Reserve and Congress begin to unwind historically low interest rates and a massive budget deficit. This past summer, when the slowing pace of GDP growth sent shock waves through the equity markets, fears of a dreaded 'double dip' back into recession began to emerge once again in the popular media.

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For More Economic Beacon Reports  
[Click Here](#)

## Upcoming Events



### BUSINESS CONTINUITY PLAN TRAINING

Learn how to prepare your business for a disaster by attending a Business Continuity Plan Training. You will receive a Business Continuity Plan binder, worksheets and information to complete your business continuity plan. Businesses that attend all three sessions will receive a free workplace disaster kit.



[Download Flyer](#)

#### Event Info.

Wednesdays, 10/20, 10/27 & 11/3  
5:30 - 7:00 PM  
PG&E Energy Education Center  
Cost: \$49

### YOUNG PROFESSIONALS NETWORKING GROUP SOCIAL



YPNG offers many events throughout the year - there is something for everyone! From monthly socials, monthly hikes, and professional development workshops, to community outreach opportunities, quarterly softball leagues, and camping trips. We also organize special events such as fundraisers and sports tournaments. YPNG continually plans activities and events that are suggested by its members.

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#### Event Info.

Wednesday, October 6  
5:30 - 7:30 PM  
Spikes, San Luis Obispo





## ECONOMIC FORECAST



SAVE THE DATE  
November 5, 2010 (Early AM)

More to follow.

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## EVC Updates

### COMMUNITY AIR SERVICE MARKETING GROUP EFFORTS

By Phil D'Acri, SLO County Regional Airport  
September 9, 2010

Our volunteer community marketing group has now created an d funded nine marketing promotions (in past approximately 24 months), with a 10th in the works to promote SkyWest's Fare reductions announced earlier this summer. In addition to earlier print and web based venues, other campaigns have incorporated static displays at the Mid State Fair, on RTA buses, and at the airport terminal building.



[READ MORE →](#)

### THE EVC'S ECONOMIC STRATEGY PROJECT

By: Dana Lilley  
September 2010

The San Luis Obispo County Economic



Vitality Corporation (EVC) is leading an effort to prepare a county-wide economic strategy. Key strategies will be crafted to guide and influence how businesses can grow and flourish in the county. The first major step was completed with release of a comprehensive industry cluster analysis by the firm Collaborative Economics. This analysis identified key "clusters of opportunity" consisting of related types of businesses (clusters) which are relatively concentrated and growing in San Luis Obispo County.

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## PRESS RELEASE

### **EVC HELPS PAVE WAY FOR NEW BUSINESSES**

September 29, 2010

The Economic Vitality Corporation of San Luis Obispo County announces that it recently helped several entrepreneurs start and expand new businesses. "We are honored to serve the communities by helping entrepreneurs launch businesses when the county needs new jobs most," said Michael Manchak, the EVC's president and CEO.



[Download Press Release](#)

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## News From Our Sponsors

### **NEW YORK TIMES STORY FEATURES TOLOSA PRESS AND EVC SPONSOR COLLABORATION LLC**

September 1, 2010



Tolosa Press, publishers of The Coast News, The Bay News and the SLO City News community newspapers in San Luis Obispo county, has been selected by the New York Times to be a featured business on their "How I saved my Company" webpage. The site showcases videos submitted by companies who tell their story of survival and includes specific steps that were taken by the company to have made it through the current economic slowdown.



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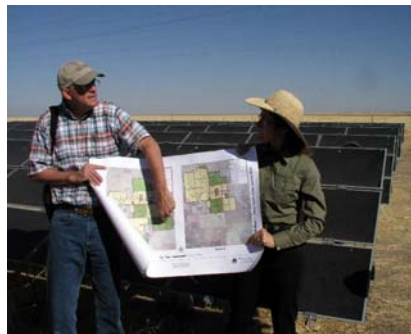
## FIRST SOLAR TOPAZ PROJECT MOVES FORWARD

September 17, 2010

First Solar hosted a group of some two dozen elected officials and other community stakeholders interested in the company's proposed Topaz Solar Farm at the project site on the Carrisa Plains on Friday, Sept. 17. The meeting featured presentations by the project's biological advisors LynneDee Althouse and Dan Meade of Paso Robles, explaining the research and design modifications that have improved the Topaz project plan.



[READ MORE →](#)







Kathryn Arbeit video on Topaz Project  
(Click for video)

## In the News

### CAL POLY FIRST IN THE NATION FOR RECRUITMENT OF AEROSPACE & DEFENSE WORKERS

August 24, 2010

*Aviation Week & Space Technology*, the largest multimedia information and services provider to the global aviation, aerospace and defense industries, recently named Cal Poly first in the nation for industry workforce recruiting.



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### SMALL BUSINESS BILL SIGNING

By Wayne Schell  
September 27, 2010

President Obama signed the Small Business Jobs Act, a bill that will give our nation's small businesses support and incentives to help them grow and hire. The bill includes a series of small business proposals that the President put forth earlier this year, and small businesses will start benefiting from the bill on day one.



[READ MORE →](#)

### CAPPS INTRODUCES LEGISLATION TO HELP GREEN BUSINESSES ON THE CENTRAL & SOUTH COAST EXPAND

## AND CREATE JOBS

September 28, 2010

Rep. Lois Capps (D-Calif) announced the introduction of legislation that will help clean energy companies access the capital that they need to grow and hire. Together with Rep. Doris Matsui (D-Calif.) and 15 other original cosponsors, Rep. Capps introduced the Small



Business Clean Energy Financing Act (H.R. 6212), which would direct the Small Business Administration (SBA) to create a clean energy loan program within its 7(a) loan program to give the agency more flexibility to use existing funding to award loans to clean energy companies.

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## Savor The Central Coast



September 30 - October 3, 2010

Tickets still available online and at the door.

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your browser:

http://visitor.constantcontact.com/manage/optin?v=001Ms3uNKiqlJvSK-V4mrWTn2QbgrNPiO3

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