

**2026 CCEF BOARD
OF DIRECTORS****CHAIR**

Jocelyn Brennan
The HRM Corp.

VICE CHAIR

Michael Leeder
Merrill / Bank of America

TREASURER

Steve Harding
American Riviera Bank

SECRETARY

Joel Peterson
Paso Robles Wine
Country Alliance

Eric Daniels
PG&E

Lisa Deutsch
Ten Over Studio

Jolie Dittmore
Bay Consultants, Inc.

Jim Dunning
Cal Poly

Donica Forensich
Sequoia Partners, LLP
Cal Poly CIE, Incubator
Program

Steve McCarty
McCarty Davis
Commercial Real Estate

Anthony Palazzo
Cal Poly

Kristen Palera
Peregrine Hospitality
Group

Emily Reneau
SLO Symphony

Josh Tang
Amazon

Jeff Thoma
Thoma Electric, Inc.

Mary Witkowski
Amazon

August 15, 2026

**Subject: Don't Miss SLO County's
Most Important Economic Event!**

Dear Business and Community Leader,

The CCEF Board of Directors is currently planning the 2026 Annual Event, scheduled for Friday, November 6, 2026.

The Annual Event attracts more than 600 business, government, and community leaders and has become one of the region's premiere, can't-miss events. In today's rapidly evolving economic environment, access to trusted data and expert analysis is more valuable than ever. As a sponsor, your organization will gain meaningful visibility among key regional leaders while receiving actionable insights into local, state, and national economic trends—information that can help inform strategic planning, investment decisions, and the future of your organization.

PROGRAM SPEAKERS

This year's engaging and forward-looking program will feature:

- **Dr. Niree Kodaverdian, Beacon Economics** — Exclusive San Luis Obispo County economic forecast and local market analysis
- **Melissa James, President & CEO of REACH** — Regional economic development and workforce initiatives shaping the future of the Central Coast
- **3 Minutes 2 Win It** — A crowd-favorite entrepreneur pitch contest featuring emerging local innovators competing for a \$5,000 cash prize
- **Dr. Chris Thornberg, Beacon Economics** — State and national economic outlook delivered with his signature candid analysis
- **Ryan Caldwell, EP Wealth Advisors** — Master of Ceremonies and Q&A moderator

SPONSOR RECEPTION DETAILS

Wednesday, September 30, 2026

4:30pm-6:30pm | Cocktail-Style
Vespera Resort

ANNUAL EVENT DETAILS

Friday, November 6, 2026

7:30am Networking | 8:30am Program
Alex Madonna Expo Center

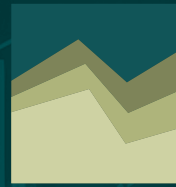
For more than two decades, CCEF has provided the insights and analysis that help strengthen and guide our local business community. We invite you to join us as a sponsor of the 2026 Annual Event. Your support helps ensure the continuation of this vital community resource while connecting your organization with hundreds of business and community leaders from throughout the region.

Sincerely,

Jocelyn Brennan

Jocelyn Brennan
Board Chair

2026 ANNUAL EVENT



CENTRAL COAST
ECONOMIC
FORECAST

FRIDAY, NOVEMBER 6, 2026
7:30 AM - 11:30 AM
ALEX MADONNA EXPO CENTER

NETWORKING: 7:30AM
BREAKFAST/PROGRAM: 8:30-11:30AM



STATE & NATIONAL FORECAST

DR. CHRIS THORNBURG
BEACON ECONOMICS



SLO COUNTY FORECAST & KEY INDUSTRY UPDATES

DR. NIREE KODAVERDIAN
BEACON ECONOMICS

MELISSA JAMES
PRESIDENT & CEO, REACH



BACK BY POPULAR DEMAND 3MINUTES2WINIT

The future is now as three Central Coast startups share ideas and plans that challenge traditional business models. Audience will choose one company to win a \$5,000 prize!



MASTER OF CEREMONIES
RYAN CALDWELL
EP WEALTH ADVISORS

PLATINUM SPONSORS | SPONSORSHIPS AVAILABLE AT CENTRALCOASTECONOMICFORECAST.COM



2026 SPONSORSHIP LEVELS + BENEFITS

	PLATINUM \$10,000	LEAD \$5,000	ADVISORY \$2,500	BUSINESS ASSOCIATE \$1,500	ASSOCIATE \$750
Admissions to Annual Event Friday, November 6, 2026 <i>(includes breakfast)</i>	20	10	8	6	3
Invitations to Sponsor Reception Wednesday, September 30, 2026	8	4	2	1	-
Access to Annual Event Presentation Materials - Local, State & National Forecasts	Included	Included	Included	Included	Included
Logo/Company Name in Program and Sponsor Slide Show for Annual Event	Primary Prominence	Included	Included	Included	Included
Logo/Company Name in Print Advertising and Promotional Materials for Annual Event	Included	-	-	-	-
Recognition in Electronic Advertising Emails sent to 500+ previous attendees and local Chambers	Primary Prominence	Included	Included	Included	Included
Recognition via Social Media	Included	Included	Included	Included	Included
Sponsor Greeting Video for Annual Event Only	Included	-	-	-	-
Website Logo/Link	Every Page of Website	Every Page of Website	Several Pages of Website	Home Page Only	Home Page Only

2026 SPONSOR PLEDGE FORM

SPONSOR INFORMATION (PLEASE TYPE OR PRINT)

COMPANY NAME/ORGANIZATION: _____

COMPANY NAME AS IT SHOULD APPEAR IN PROMOTIONS:

CONTACT: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL ADDRESS: _____

SPONSORSHIP COMMITMENT

- | | |
|---|----------|
| ☐ PLATINUM (sold out) | \$10,000 |
| ☐ LEAD | \$5,000 |
| ☐ ADVISORY | \$2,500 |
| ☐ BUSINESS ASSOCIATE | \$1,500 |
| ☐ ASSOCIATE | \$750 |
| ☐ IN KIND | |

PAYMENT METHOD

- ☐ **CHECK ENCLOSED**
PAYABLE TO: CENTRAL COAST ECONOMIC FORECAST
MAIL TO: P.O. BOX 196, SOLVANG, CA 93464

- ☐ **CREDIT CARD**

CARD #: _____ EXP: _____ SEC CODE: _____

CARDHOLDER NAME: _____ AMT: _____

SIGNATURE: _____

EMAIL SUBMISSION

Please email your form and
company logo to:

stephanie@centralcoasteconomicforecast.com