



Business
SCENE
Magazine

September 2012
Serving SW Riverside County

California Wine Month

Boutique Wineries
are Big Business

Plus, a Few Facts on
Health Care Reform

A Cottage Industry
that is Supporting
Science Classes

**Economist Dr. Stephen
Wood Returns to Temecula**

Winemaker Nick Palumbo to Speak at TEDx Temecula

Sometimes you have to interrupt the flow to effect positive change. TEDx Temecula is being created to do just that: generate dialog that alters the course of our community, for the better. That's not to say there's anything wrong with where we're headed, but haven't you ever had a thought like, "Wouldn't it be great if...?"

Questions of this kind are at the core of TED and TEDx events. TED is an organization dedicated to the power of Ideas Worth Spreading and since 2006 has made TED Talks available for all to see on the internet. TEDx events are independently organized local events, licensed by TED to individuals and groups with the desire to create a live, TED-style experience for their community.

Since January a team of committed individuals, led by Temecula resident Jim McLaughlin, has been organizing TEDx Temecula to bring ideas worth spreading to life in our community, and to bring them to a world stage through the power of video. "My personal mission," says McLaughlin, "is to elevate or upgrade the level of conversation happening with in my community, to focus more on what's possible and less on what's wrong. When I discovered that the TED concept could be replicated here, I couldn't help but seize the opportunity. I just know that there are stories and ideas within our midst that need to be heard, by local residents and even the world."

The theme for the inaugural event is Sunshine Through the Mist. The mist represents the flow of our day-to-day lives,

the mostly predictable, what's-likely-to-happen trend that, while it can represent a certain level of so-called comfort, can also lend itself to complacency and mediocrity.



Sunshine represents those moments in our lives that pierce the mist, that punctuate our existence with moments of joy and wonder that have us ask questions, such as "What if...?" and "What can I do... What can WE do to make it happen?"

Nick Palumbo, Winemaker at Palumbo Family Vineyards and Winery will be one of those rays of sunshine illuminating the TEDx Temecula stage on October 13th,

and he promises to challenge our way of thinking, to interrupt the flow of how local wines are created.

"I came to this valley knowing that the reputation for wine and wine grapes suffered," says Palumbo. "It was a time of my life that was full of change and this valley presented itself to me as a place of exciting growth and potential. Some of my early research in the valley and my knowledge of terrior in viticulture led me on a fact-finding mission to find out WHY the valley had this reputation and if truly great wine could be grown here."

Palumbo will be speaking about his quest and about his approach for creating great wines which he calls the pursuit of truth. While respecting and honoring past traditions—the mist—he feels he is not bound to them and instead uses this pursuit of truth as his beacon, as his sunshine.

"There is a small but passionate group of like-minded growers in the valley that realize the incredible potential here," says Palumbo. "TEDx Temecula is an excellent opportunity and forum to present what I have learned and implemented here. By sharing and connecting with the TED community I believe we can make changes locally that benefit us all."

Over a dozen speakers will present their idea worth spreading at the inaugural TEDx Temecula, to be held at the Conference Center at the Temecula Civic Center. The talks will be recorded, and then shared with the world.

Talks will cover a wide range of topics from astronomy to school lunches to the power of individual words and of course viticulture.

"Rays of sunshine like Nick Palumbo exist throughout the region," says Jim McLaughlin, "and we hope to reap the harvest for years to come, bringing them to the stage each year for the world to hear."

To learn more about TEDx Temecula visit TEDxTemecula.com. To find out more about Nick Palumbo and Palumbo Family Vineyards and Winery, visit Palumbo-FamilyVineyards.com



Featuring:
Dr. Stephen Wood, Ph.D.
Chief Market Strategist
North America
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Thursday,
November 15, 2012
11:00 AM - 1:30 PM

Open Call for Nominations for the ASAP Awards

The Economic Development Corporation of Southwest California (EDC) is proud to announce an exciting awards opportunity to the businesses of Southwest California at a luncheon on November 15, 2012 at the beautiful South Coast Winery.

The inaugural event will feature guest speaker, Dr. Stephen Wood, Chief Market Strategist North America, Russell Investments, as well as, the presentation of the EDC "Siggy" Awards.

The first of the prestigious awards is the Signature Business of Southwest California and will be given to a for-profit company that has an extensive economic impact on the region, such as an increase in the overall tax base, the creation or maintenance of jobs, or relevance to economic sustainability of the region.

The business must promote development of strong relationships within the region and demonstrate widespread support in

the community through volunteerism, contributions, or in-kind services. Innovation and cost effectiveness will be an additional requirement.

The Premier Economic Partner of Southwest California will be awarded to an EDC Member organization that who has participated in a number of distinguished activities in the EDC. It will have demonstrated dedication to increasing economic activity in the region through support and participation in the EDC and established outstanding leadership in promoting economic development.

For companies five years or younger, the Best Emerging Business of Southwest California will be bestowed on an emerging company that has demonstrated a capacity for creativity and innovation, experienced growth and established itself as a leader in its industry in five years or less, and supported of the community through volunteerism, contributions, or

in-kind services.

The last honor will go to the Most Innovative Business of Southwest California and is open to all businesses. The award winner must demonstrate overall achievement in product, marketing, sales, manufacturing, and/or management through innovation. It must be a business that is technology-led and/or looks to IT to solve problems and increase efficiency. The technology implemented has to solve issues or attain goals with an impact on all aspects of the business.

Anyone interested in nominating a company that is worthy of a prestigious "Siggy Award," please post your suggestion on the EDC Facebook Page at www.facebook.com/edcswwca. Registration for the Dr. Stephen Wood and ASAP event is \$50 for EDC members and \$55 for non-members. Sponsorship opportunities are available. Information on the event can be found at www.edcswwca.com.