



Paradise

The view from “TV Hill” combines the Santa Barbara harbor with the Santa Ynez mountains in the distance. With vistas like this outside the office window, it’s no wonder so many businesses choose to settle here.

& Profits

If you could work in a place where most people dream of spending just a few days, would you? You would.

BY NORA WALLACE

Tourists look at Santa Barbara County and see an inviting blend of sun, surf, and success. For business owners, the area offers quality-of-life perks, a growing focus on high-tech, and easy access to international commerce.

Santa Barbara County is home to mom-and-pop storefronts, tourism-driven efforts like wine-tasting and whale-watching trips, and nationally known companies like Big Dog Sportswear, Powell Skateboards, and Deckers.

It’s a relatively quick change in economic profile since the days when the county thrived on avocados, lemons, and cattle.

Aided by a technology-savvy work force, local businesses find great success here. Goleta-based Yardi Systems, which 25 years ago began designing and developing asset and property management software for the real estate industry, now serves more than 15,000 businesses worldwide, employing 1,100 people. The company also has offices in New York, Asia, Europe, and Canada.

“Our company motto is ‘Take care of the clients, take care of the employees, stay focused, and grow,’” says Gordon Morrell, chief operating officer. “In taking care of the employees, what we find is that this is a great place to live. Once people start working here, they like the company and fall in love with the area.”

Because of telecommunications, Yardi can be based anywhere, Morrell says.

“Our clients are worldwide,” he says. “Our programmers and support and sales are here, but they can do a lot by telephone and Internet. Why not be in a beautiful spot?”

A similar business model is followed by QAD, which has 1,600 employees based as near as Summerland, east of Santa Barbara, and as far as the Netherlands and Australia.

Founded almost 30 years ago, the company provides enterprise resource planning software for global manufacturing companies. “We made the decision to build one site, to consolidate all our campuses around Santa Barbara,” says Gordon Fleming, chief marketing officer. “That’s a huge commitment to the local area.”

PHOTO BY KIRK IRWIN

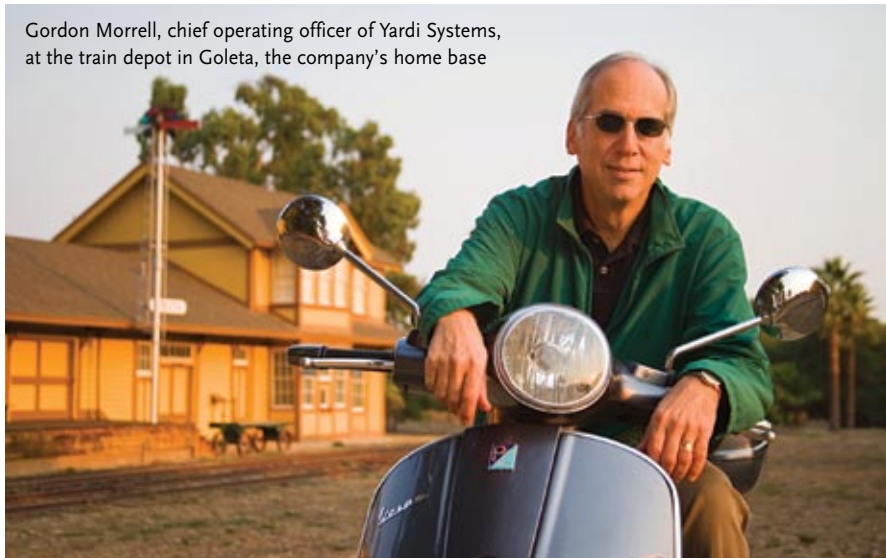
That dedication started with QAD's founders, both of whom graduated from the University of California, Santa Barbara. QAD regularly taps into the skilled work force graduating from the university, Fleming says.

That gown-to-town connection is not unusual in Santa Barbara: The research university produces some of the most entrepreneurial spirits in the area. With its 4,800 faculty and staff, the school brings an estimated \$1 billion into the local economy.

A similar economic behemoth is Vandenberg Air Force Base in the northern part of the county. The missile and rocket base feeds an estimated \$1.7 billion into the local economy. Located near Lompoc and Santa Maria, Vandenberg has its own spinoff aerospace economies and is adjacent to a planned \$100 million California Space Center.

Growth and economic prosperity is occurring in the north, fueled in part by lower cost of living and a plentiful work

Gordon Morrell, chief operating officer of Yardi Systems, at the train depot in Goleta, the company's home base



CHUCK PLACE/PLACEPHOTOGRAPHY.COM

force.

"The North County has a lot of work force, capacity, and willingness to work with business," says Bill Watkins, executive director of the UCSB Economic Forecast Project.

Lompoc and Santa Maria are creating their own prosperity, so much so that

Santa Maria's population now eclipses that of Santa Barbara and Lompoc recently budgeted \$11 million for economic development programs and projects. The cities are branching out as well—Lompoc is becoming a new wine industry haven.

"Wine growing is the new economic

State Street, downtown Santa Barbara's main drag, isn't just pretty—it's economically powerful.



engine driving entrepreneurship in the Lompoc Valley," says Kate Griffith, the city's economic development manager. "In five years, we have grown from five to 30 artisan wine labels, now produced in 14 wineries across the city."

There are now about 80 wineries in Santa Barbara County, producing more

than 1 million cases of wine each year and generating \$360 million in annual revenue. Much of that is attributed to the Santa Ynez Valley, the original source of local wine production.

"And it's a great place for Santa Barbara executives to live," says UCSB's Watkins.

Doing Good

If you want to pitch in for a cause, Santa Barbara County's the place for you. This coastal county has more than 1,200 charities, which received more than \$2 billion in support last year. There are groups focused on humanitarian relief, youth, music, education, wildlife care, and spiritual endeavors.

"The spirit of philanthropy is electric in Santa Barbara, and giving back has long been ingrained in the culture of our community," says Rebecca Anderson of the Scholarship Foundation of Santa Barbara. "Thousands of residents are active in the nonprofit sector, and participating in the governance of local organizations is de rigeur for local leaders."

To be considered part of the community, you need to be involved in nonprofits, says Suzanne Farwell of the Santa Barbara Foundation. "It's a way of life here. If you're willing to help, you're part of the community, even if you give \$5 or \$5 million. That's what makes this community great."

—Nora Wallace

Our roots are in Santa Barbara, but we have branches all over.

Since 1985, Select Staffing has been a fixture in Santa Barbara. With weekly payroll of more than 100,000 employees and 300+ offices, word is now spreading coast-to-coast: We **get** people. Understanding people helps us recruit the right fit for your open positions, giving you more productive workers. *Check out the Select difference...*

- **Safety Leadership** – We keep your team safe with our innovative programs and national network of more than 900 Risk Management professionals.
- **Insight by Select** – Integrity screening promotes safety and productivity by identifying candidates prone to violence, substance abuse, theft, or workers' comp fraud.
- **SkillCheck by Select** – With hundreds of online skill assessments, SkillCheck helps you obtain employees that have the skills to perform.



800.684.7921

Order staff or search jobs and apply online at
www.selectstaffing.com

We **get** people.™

Great software starts with great people.



Yardi Systems began in 1982 as a modest start-up in Santa Barbara, California. Today we employ over 1,000 outstanding professionals in offices throughout North America, Europe, Asia, and Australia. We lead the real estate technology industry by developing innovative property and asset management software and providing superior customer service. At the same time, we support the communities where we live and work. As we continue to expand, we seek talented people to join our team. Our commitment is simple—take care of our clients, take care of our employees, and grow.

Call 1-800-866-1124 or visit us online at www.yardi.com

- Business/Clerical Staffing
- Manufacturing & Logistics Staffing
- Call Center Staffing
- Executive Recruiting
- Temporary/Seasonal Hiring
- Temp-to-Hire

On Campus

Students attending school at Santa Barbara County's institutions of higher learning all have a major hurdle to overcome: It's often just too beautiful outside to be cloistered inside a classroom.

It's a good thing the academic opportunities are so diverse. Students flock to the area's colleges, ranging from two-year programs at Santa Barbara City College and Allan Hancock College, which between them offer specialties such as marine diving technologies, culinary arts, certified nursing, and information technology, to the University of California, Santa Barbara, a world-class four-year research university with five Nobel Prize recipients leading research in chemistry, physics, and economics.

Located on almost 1,000 coastal acres, UCSB offers more than 200 majors, degrees, and credentials. Administrators note that the university is home to 12 national centers and institutes, including the Center for Middle East Studies and the Center for Film, Television, and New Media.

The Brooks Institute, a school of photography, trains digital-image artists and advertising, industrial/scientific, and

portraiture photographers.

At private Westmont College, religion is central to the curriculum; the campus is one of the top-rated liberal arts colleges in the nation.

Even with such opportunities, Santa Barbara isn't a "get your degree and leave" type of community. The area's legal offices, nonprofits, municipal governments, technology firms, hospitals, and schools are full of local graduates wanting to give back to the community.

—Nora Wallace

Santa Barbara City College art students paint the harbor from the Winslow Maxwell Overlook on campus. Bottom: The Humanities & Social Sciences Building at the University of California, Santa Barbara.



CITY COLLEGE PHOTO COURTESY
PHIL CHANNING; UCSB PHOTO
COURTESY OF TONY MASTRES/UCSB



90 minutes north of Los Angeles in the heart of Downtown Santa Barbara lies a perfect retreat from the bustle and bustle of city life.

- 58 Guest Rooms, Cottages & Suites
 - Casual yet Elegant Dining at Louie's Restaurant
 - Conference & Banquet facilities for 10 to 50 people
 - Bed & Breakfast Ambience with 4-star amenities
- ★ *4th Best Place to Stay*
In Southern California – K&L-TV9

For Reservations Call
(805) 962-0058 or (800) 727-0876
www.countryhouseinns.com

Eat, Sleep and Beach* Santa Barbara Style



*From \$99 Midweek or \$149 Fri/Sat. Standard room with one king bed for 1 or 2 persons. Includes \$40 Dining Certificate at one of our favorite local restaurants.

Valid Nov 07 – Mar 08. Based on availability and subject to rate change. Not valid Holidays. 2-night stay Friday & Saturday may be required. All rates per night plus tax. Ask for United "Sleep & Eat" package.

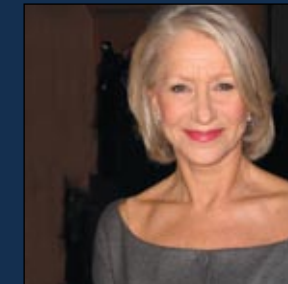
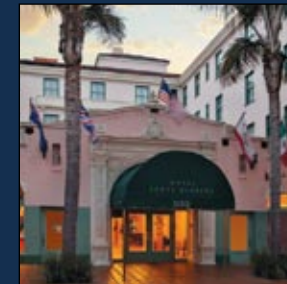
2008 Regular Rates Jan-Dec
\$89-\$339 Sun-Thurs. \$139-\$379 Fri/Sat/Hol

- 40 Non-Smoking Rooms
- Free Continental Breakfast
- Heated Pool
- Two 2nd floor Ocean View Sundecks
- Vacation Rentals Weekly/Monthly



The Cabrillo Inn at the Beach
www.cabrillo-inn.com
(800) 648-6708 (805) 966-1641
931 E. Cabrillo Blvd., Santa Barbara, CA 93103

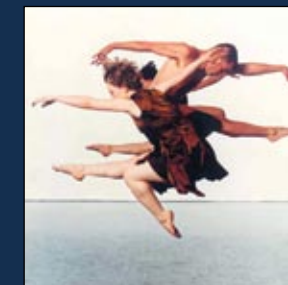
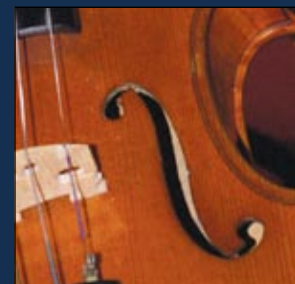
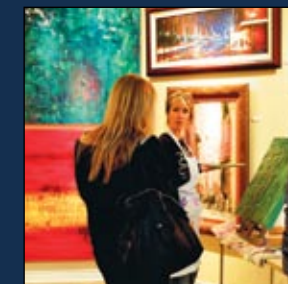
DOWNTOWN THE HEART OF SANTA BARBARA



**SANTA BARBARA
INTERNATIONAL
FILM FESTIVAL**
January 24 to
February 3, 2008



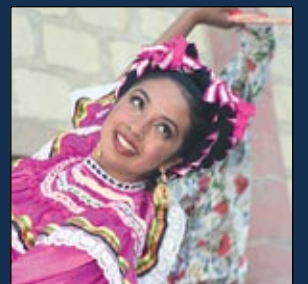
1ST THURSDAY
Art, Music
& Theatre
Every 1st Thursday



**SUMMER
SOLSTICE
CELEBRATION**
June 20 to 21, 2008
A Parade & Art Festival



**OLD SPANISH
DAYS FIESTA**
July 30 to
August 3, 2008
*The largest Equestrian
Parade in the country*



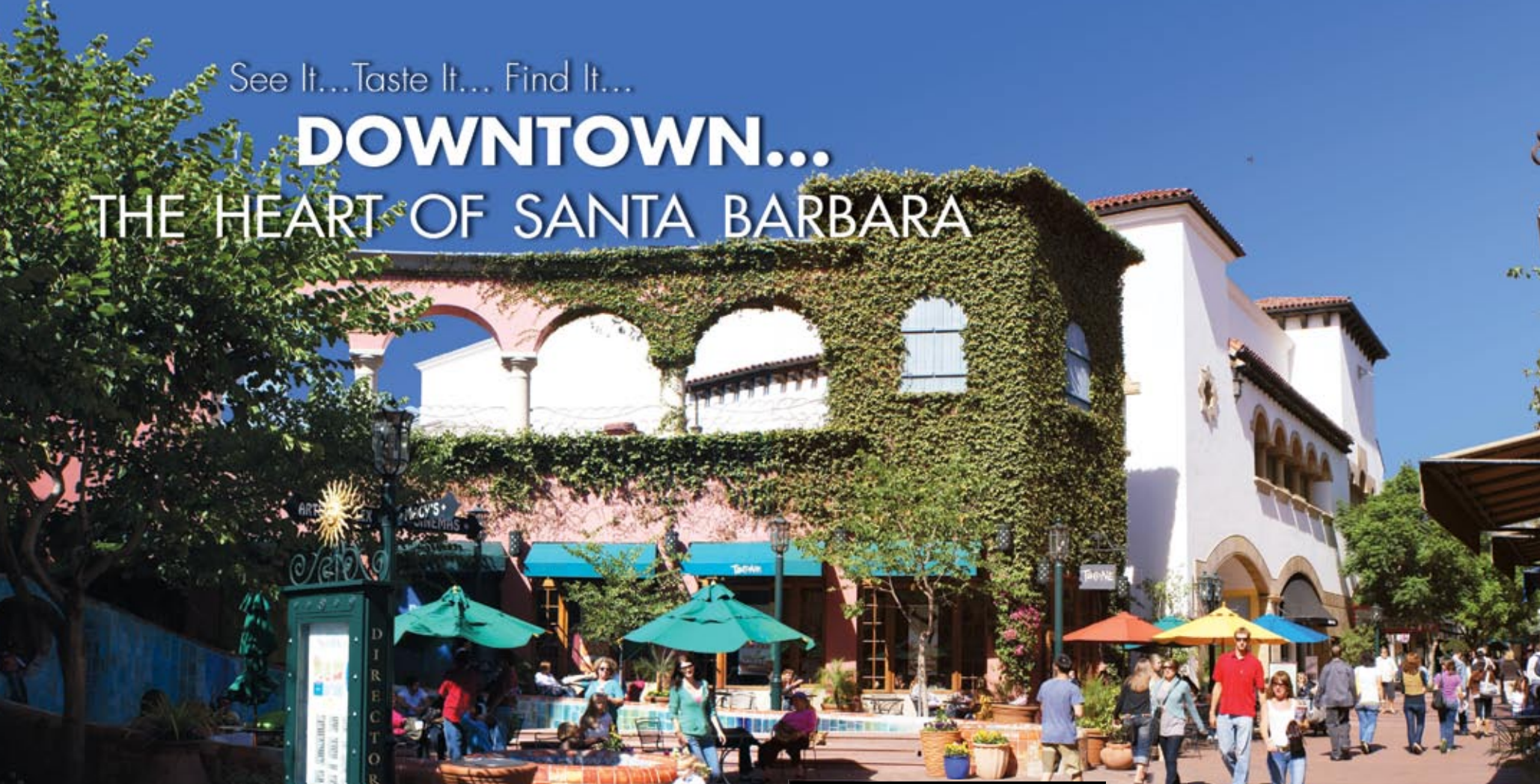
VISIT SANTABARBARADOWNTOWN.COM
A PERFECT DAY DOWNTOWN

TEL:(805) 962-2098 • THE SANTA BARBARA DOWNTOWN ORGANIZATION

See It...Taste It... Find It...

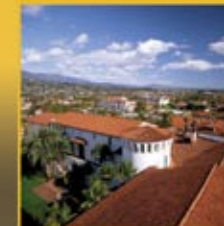
DOWNTOWN...

THE HEART OF SANTA BARBARA



Culture, Dining, Shopping

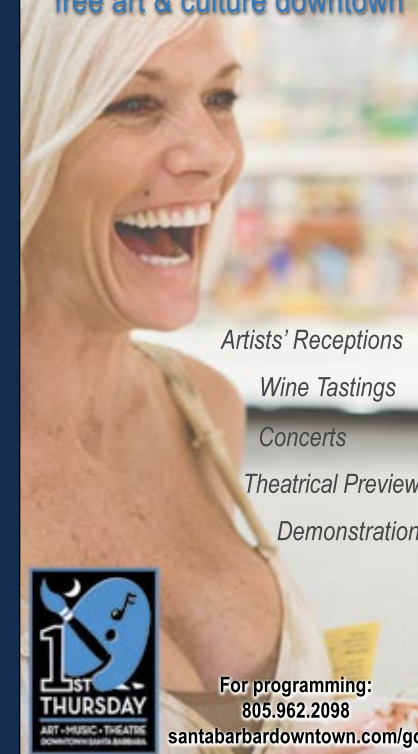
Receive a **FREE**
downtown Santa Barbara
Historic Arts District
Map & Guide



Downtown Organization
805-962-2098 ext. 23
or info@sbdo.org

For a calendar of events visit:
santabarbaradowntown.com

On the 1st Thursday of every
month enjoy an evening of
free art & culture downtown



Artists' Receptions

Wine Tastings

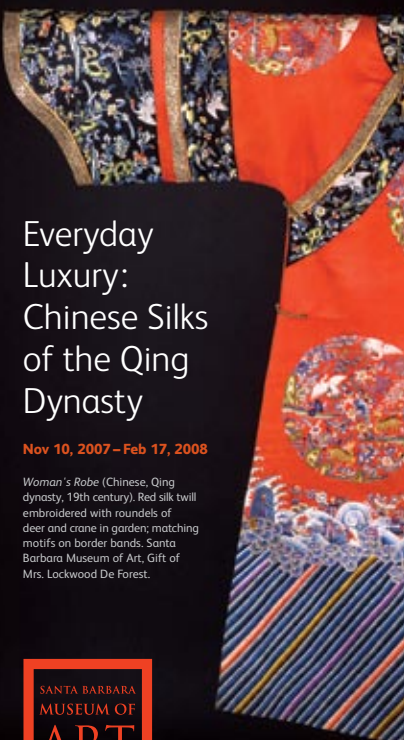
Concerts

Theatrical Previews

Demonstrations



For programming:
805.962.2098
santabarbaradowntown.com/go



Everyday
Luxury:
Chinese Silks
of the Qing
Dynasty

Nov 10, 2007 - Feb 17, 2008

Woman's Robe (Chinese, Qing
dynasty, 19th century). Red silk twill
embroidered with roundels of
deer and crane in garden; matching
motifs on border bands. Santa
Barbara Museum of Art, Gift of
Mrs. Lockwood De Forest.



www.sbma.net

1130 State Street, Santa Barbara, CA 93101

Macy's
Nordstrom

California Pizza Kitchen

American Eagle Outfitters
Abercrombie & Fitch

FIND IT HERE

PASEO NUEVO
the center of downtown
SANTA BARBARA

Ann Taylor Loft
Sephora L'Occitane
Aldo Shoes
Nine West

...and dozens more!

Los Arroyos
Mexican Restaurant & Take Out
Santa Barbara, California



*locals' favorite
Mexican Food*



WWW.LOSARROYOS.NET

PASCUCCI



pasta vino cappuccino...

*Santa Barbara's
favorite Italian
Restaurant*

VOTED #1
YEAR AFTER YEAR

in the Santa Barbara Newspress
& Santa Barbara Independent

729 STATE ST. PASEO NUEVO
PASCUCCIRESTAURANT.COM

HOTEL SANTA BARBARA
HISTORIC CHARM. CONTEMPORARY COMFORT

533 State Street, Downtown
www.hotelsantabarbara.com
1-800-549-9869

Bryant & Sons, Ltd.
California's Premier Jewelers

812 STATE STREET ♪ SANTA BARBARA
966.9187
1482 EAST VALLEY ROAD ♪ MONTECITO
565.4411
BRYANTANDSONS.COM