



Orange County Business Growth Forum June 11, 2009

The current economic climate is presenting many challenges to entrepreneurs in Orange County, the United States, and around the world. Entrepreneurs who wish to survive need to implement effective strategies that will ensure the success and growth of their businesses.

The Digital Media Center’s Business Incubator program was created to assist digital media technology entrepreneurs to develop and grow their business, and thus is pleased to offer “The Orange County Business Growth Forum”.

Program Schedule

Time	Event	Location
11:00 am – 11:45 am	Registration	Lobby
11:45 am – 12:30 pm	<u>Introduction and Welcome</u> Gustavo Chamorro , Director, Digital Media Center Dr. Edward Hernandez , Chancellor, Rancho Santiago Community College District	TV/Video Studio
	<u>Keynote Speaker</u> Frank Peters , Past Chairman, Tech Coast Angels and the Frank Peters Show	
12:30 pm – 1:00 pm	Lunch	Incubator Lounge
1:10 pm – 2:10 pm	<u>Session 1A</u> Deal Review : Evaluating the Readiness of Companies for Investment	Room #103
	<u>Panelists:</u> Jim Butz , Keiretsu Forum, California Capital Partners, Resonnect Bart Greenberg , Manatt, Phelps & Phillips Don Kasle , Tech Coast Angels Steve Mednick , Tech Coast Angels, USC Professor, Plenum Revenue Group Bill Waldo , Keiretsu Forum, Tech Coast Angels, Vantages	
	<u>Moderator:</u> Frank Peters , Past Chairman, Tech Coast Angels and the Frank Peters Show	

1:10 pm – 2:10 pm **Session 1B** **Room #203**
How to Use Technology as a Competitive Advantage

Speaker:
Jack Bicer, Septium Corporation

2:10 pm – 2:20 pm Break

2:20 pm – 3:20 pm **Session 2A** **Room #103**
Funding: How to Get Investor Ready

Panelists:
Jim Butz, Keiretsu Forum, California Capital Partners, Resonect
Bart Greenberg, Manatt, Phelps & Phillips
Don Kasle, Tech Coast Angels
Bill Waldo, Keiretsu Forum, Tech Coast Angels, Vantages

Moderator:
Mark Monaghan, The Markus Group

2:20 pm – 3:20 pm **Session 2B** **Room #203**
Social Marketing 2.0: Empowering Your Personal and Business Brands
to Drive New Business

Speaker:
Ciaran Foley, Entrepreneur, Founder, Start-Up Specialist

3:20 pm – 3:30 pm Break

3:30 pm – 4:30 pm **Session 3A** **Room #103**
The Fine Art of Bootstrapping Your Business

Speaker:
Steve Mednick, Plenum Revenue Group

3:30 pm – 4:30 pm **Session 3B** **Room #203**
Intellectual Property Protection

Speaker:
Doug Muelhauser, Knobbe Martens Olson & Bear LLP

4:30 pm – 5:30 pm Networking Reception