



The Alliance for Community Development and the Bay Area Council announce:

Bay Area Capital Connections

Investment and Business Resources
for Companies in Urban Markets



BAY AREA CAPITAL CONNECTIONS III: Conference Agenda

October 24, 2008: 8:00 a.m. – 6:30 p.m.
Computer History Museum
1401 North Shoreline Blvd
Mountain View, CA

****PRELIMINARY AGENDA****

Registration

8:00 am – 9:00 am

General Session

9:00 am – 10:00 am

Breakout Session 1

10:10 am – 11:10 am

Introduction and Keynote Speakers:

- Mike Kanazawa, author [Big Ideas to Big Results](#)
- Koichi Nishimura, former CEO, Solectron Corporation

Workshop A: Community Development/Ethnic Focus Venture Funds - Introduction to equity investment funds, including double bottom line investing. Investments, criteria and insights for the entrepreneur.

- Jan LeChang, Centinela Capital Partners
- Yolanda Ruiz, Pacific Community Ventures
- Ben Black, New Cycle Capital
- Tim Bubnack, Huntington Capital
- Seth Miller, Bay Area Equity Fund

Workshop B: Building a Management Team - Processes and models to build a team to attract and secure financing; from evaluating and recruiting to compensation packages.

- Michael Pezel, Management Action Plan
- Linda Carlton, FinanceStaff
- Kyung Yoon, Heidrick & Struggles
- Dave Izuka, HiWire

Networking Break

11:10 am – 11:30 am

Breakout Session 2

11:30 am – 12:30 pm

Workshop A: Working with Bank Lenders for Growth and Expansion – Understanding how banks can assist you in growing your business domestically and internationally. Financing and services for acquisitions, cross-border operations and trade.

- Elizabeth Ferguson, Bay Area Council
- Charles Avaunzaff, Union Bank of California
- Steve Smith, US Bank
- Kevin Gillis, Bank of America

Workshop B: Building Market Branding Strategies - Developing effective marketing strategies for start-ups and existing firms. Identifying corporate goals, critical action plans, and strategies for implementation.

- John Dare, Dissero Partners
- Mike Kanazawa, Dissero Partners

Lunch and Keynote

12:30 pm – 1:45 pm

Keynote Speaker:

- Gilman Louie, Alsop-Louie Partners



Alliance for Community Development
Double Bottom Line Investing for Regional Economic Development

BAY AREA COUNCIL



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Breakout Session 3
1:45 pm – 2:45 pm

Workshop A: Angel/Seed Investors - Overview of angel and seed level investing, investment criteria, and key issues for companies seeking funding.

- Fred Greguras, K&L Gates
- Randy Williams, Keiretsu Forum
- Hal Nissley, Acorn Seed Capital
- Tom Cervantez, Golden Gate Angels
- Bill Reichert, Garage Technology Ventures

Workshop B: Valuation, M&A, and other Exit Mechanisms - Valuation principles, exit strategies, including refinancing, sale / M&A, IPOs. Roles of service providers, including investment bankers.

- Tim Hoxie, Heller Ehrman
- Derek Idemoto, Cisco Corporate Development
- Steve Kam, Cogent Valuation
- George Lula, Internet Securities
- Paula Beroza, Sierra Asia Partners

Networking Break
2:45 pm – 3:05 pm

General Session
3:05 pm – 3:45 pm

Afternoon Investor Panel – Venture capital investing and local job creation.

- Ted Fang, AsianWeek
- Denny Roja, Acuity Ventures
- Brendan Kim, Altos Ventures

Deal Presentations
3:45 pm – 5:30 pm

Company pitches to investors. Companies are selected on the basis of double bottom line principles, financing worthiness and profitability. Investor panel will include:

- Stewart Guenther, VC Private Equity
- John Cornwell, Sandhill Angels
- Brad Barbeau, Central Coast Investor's Roundtable
- Bill Wilson, Blumberg Venture Capital
- Craig Sirnio, The Angels Forum and The Halo Fund
- Maureen Conners, Sierra Angels
- Wasiq Bokari, Cleantech Circle Fund
- Ron Weissman, Apax Partners
- Mark Perutz, Bay Area Equity Fund

Networking Reception
5:30 pm – 6:30 pm

