



**Business Alliance**  
of George Mason University  
Connect. Learn. Grow!

## 6<sup>th</sup> Annual BOOTCAMP FOR GROWING COMPANIES & ENTREPRENEURS

### Starting/Growing Your Business in Today's Volatile Economy

*YEARS of experience shared on ONE day*

Thursday, February 26, 2009 • McLean Hilton, Tysons Corner, VA

**Are you a start-up/early stage company? Are you advising clients who are? How can you ensure business success in today's tough economic climate? Is it too risky to start a business now...or a great opportunity?**

**Network and learn best practices, market opportunities, and lessons learned from more than forty of the region's most successful business leaders.**

### AGENDA



**7:30-7:45 a.m. Registration and Networking**

**7:45-8:30 a.m. Welcome Remarks** - **Todd Stottlemyer**, former President and CEO, Nat'l Federation of Independent Business; **Founder and former CEO, Apogen Technologies**

**8:30-8:40 a.m. Networking Break** - Co-Hosted by **NetStrategies** and **Teqcorner**

**8:40-9:40 a.m. Breakout Sessions** (Choose One)

**A. Sales and Marketing Strategies for Growth**

*Breaking through to new customers, growing your presence, and retaining your clients.*

Moderator: **Franck Boynton**, Vice President of Technical Sales, **NavtechGPS**

**Chris Damvakaris**, Vice President, Sales and Business Development, **Apptix**

**Mike Fox**, SVP - Corporate Development & Strategy, **SRA International**

**Gary McNeil**, Vice President of Marketing, **Parature**

**B. Efficiently Managing for Growth and Profit**

*Managing operations efficiently and progressively to drive top line and bottom line financial impact.*

Moderator: **Jody Ruth**, Founder and Principal, **Redstones, LLC**

**Brad Fackler**, former EVP of Commercial Operations, **Sucampo Pharmaceutical**

**Wiley Loughran**, COO, **EMS SkyConnect**

**Nicola ("Nick") Sanna**, President and CEO, **Netuitive, Inc.**

**9:40-9:50 a.m. Networking Break** - Co-Hosted by **NetStrategies** and **Teqcorner**

**9:50-10:50 a.m. Breakout Sessions** (Choose One)

**A. IT and New Media. . . Beyond Web 2.0**

*Market opportunities and techniques for using the next generation of media tools to grow your business.*

Moderator: **Audrey Haroz Reed**, Partner, **Hogan & Hartson**

**Todd Bramblett**, CEO, **LeverPoint Capital Partners, Inc.**

**Scott Magids**, CEO, **Brandinformatics**

**Andre Yee**, SVP – Product Development, **Eloqua Corporation**



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#### **B. Best Practices and Market Insight Regarding Energy and Clean Technologies**

*Best practices for going and sustaining "green" and identifying growth and partnering opportunities.*

Moderator: **James F. Rogers**, Partner, **Latham & Watkins LLP**  
**Joel Bluestein**, SVP Energy, Climate, and Transportation, **ICF International**  
**Bobby Christian**, President, **Tangible**  
**Jigar Shah**, Chief Strategy Officer, **SunEdison**  
**David Zaharchuk**, Strategy Consultant, **IBM Corporation**

**10:50-11:00 a.m. Networking Break** - Co-Hosted by **NetStrategies** and **Tecqcorner**

**11:00 a.m. -12:00 p.m. Breakout Sessions** (Choose One)

#### **A. Concept to Finished Product or Marketable Service**

*Innovation is more than just a creative idea. It's a process that involves reaching markets with creative new solutions to real-world needs. Learn how, even in an economic downturn, you can innovate efficiently and effectively, to emerge more successful than ever.*

Moderator: **Cynthia Gilmer**, President, **Opus Plus**  
**Don Britton**, CEO, **Network Alliance**  
**Sean McDermott**, Chairman & Founder, **Windward IT Solutions**; former founder and CEO of **RealOps**  
**Daniel Neal**, CEO and Founder, **Kajeet**

#### **B. Valuations – from Start-Up to Sale**

*How you can gauge your company's true value?*

Moderator: **Tom Millon**, Managing Director, Economic and Valuation Services, **KPMG LLP**  
**Taylor Devine**, Founder and Managing Partner, **The CDI Group**  
**Tom Ferrando**, President and COO, **CRGT, Inc.**  
**Bruce Mancinelli**, Director, **INC.spire**; former CEO, **Websurveyor**

**12:00-1:20 p.m. Surviving, Thriving or...Failing: Rolling the Dice in Tough Economic Times** -

**Wayne Jackson**, former CEO, **Sourcefire**; Chairman, **JackBe**; Director, **Zenoss**  
Hosts: **Pramod Rajeha**, Owner and **Silvia Zuniga**, Owner, **Intelligent Office**

**1:20-1:30 p.m. Networking Break** - Co-Hosted by **NetStrategies** and **Tecqcorner**

**1:30-2:30 p.m. Breakout Sessions** (Choose One)

#### **A. Life as an Entrepreneur: Do You Have What It Takes?**

*The many different paths to successful entrepreneurship.*

Moderator: **Roy Hinton**, Assoc. Dean, Executive Programs, **George Mason University School of Management**  
**Neil Jones**, President, **M-Cubed Information Systems, Inc.**  
**Russell Rowzie**, Principal, **Trimark Corporation**  
**Dan Sims, CMP**, Owner, **THE AGENCY Speakers, LLC**



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##### **B. Taking Cybersecurity to the Next Level**

*Market opportunities – overcoming associated challenges and barriers*

Moderator: *Dean W. Rutley, Member, **Womble Carlyle Sandridge & Rice, LLC***

*Jim Graham, Senior Vice President – Federal Programs, **SecureIT, Inc.***

*Jeff Grass, CEO and President, **buySAFE, Inc.***

*Bruce Schoemer, SVP—National Security Group, **Camber Corporation***

**2:30-2:40 p.m. Networking Break** - Co-Hosted by **NetStrategies** and **Teqcorner**

**2:40-3:40 p.m. Breakout Sessions** (Choose One)

##### **A. IP Protection in a Down Economy**

*Can you afford not to allocate funds for your IP? How key is IP to your growth and exit strategy?*

Moderator: *Alisa Key, Esq., Of Counsel, **Squire, Sanders, & Dempsey, LLP***

*Kristin Alberse, VP and Associate General Counsel, Law, Business & Governmental Affairs, **National Geographic Society***

*Steve Fredrick, General Partner, **Grotech Ventures***

*Bonnie Rishell, CEO, **ROI2***

##### **B. Funding Your Business**

*Is anyone investing or lending to young companies now? The truth about financing your start-up and funding your business growth in today's economy.*

Moderator: *Errol Arkilic, Ph.D., Program Mgr., Div. of Ind. Innovation and Partnerships, **NSF***

*Kevin Greene, Principal, **Valhalla Partners***

*David Linthicum, SVP and Senior Credit Officer, **Access National Bank***

*Erika Smith, Director of Investments, **CIT Gap Funds***

**3:45-5:00 p.m. Trends Impacting Your Business: 2010 & Beyond**

Moderator: *Paul Villella, President and CEO, **HireStrategy***

*Mark A. Frantz, General Partner, **RedShift Ventures***

*Sid Fuchs, President and CEO, **OAO Technology Solutions, Inc.***

*Stefan Midford, President, **South49 Solutions***

*Rob Pegoraro, Consumer Technology Columnist, **The Washington Post***

**5:00-7:00 p.m. Networking Reception** –Co-Hosted by **NetStrategies** and **Teqcorner**

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