



Southern California Business Growth Conference 2009

MONDAY APRIL 20th @ ANAHEIM MARRIOTT

Keynote Speakers



Jack Massimino
Chairman and CEO of Corinthian Colleges Inc.

[READ BIO](#)

Jack Massimino is a seasoned executive who is currently leading a company that is experiencing significant growth in a recessionary market.



Meg Whitman
Served as eBay's president and CEO for 10 years

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During her tenure, eBay grew from 30 employees and a little over \$4 million in revenue to more than 15,000 employees, and \$7.7 billion in revenue.

Conference Overview

HBSAOC & LAVA Join Forces To Help Middle Market Executives Survive & Thrive in Challenging Economic Times

Combining the resources, energy, and success of 24 years of the Harvard Business School Association of Orange County's Entrepreneurs Conference and the 18 years of the Los Angeles Venture Association's Investment Capital Conference, the **2009 Southern California Business Growth Conference** is expected to draw 1,000 business professionals from across the Southern California on April 20th at the Anaheim Marriott.



Program Highlights

The Business Growth Conference will provide all the resources middle market executives need to succeed in these challenging times:

- Outstanding Keynote Speakers, led by Meg Whitman (Harvard Business School, MBA 1979)
- Topical, highly interactive panels
- Networking opportunities galore, with hundreds of like-minded people at lavishly catered meals and breaks

So, who will attend?

- Dynamic Entrepreneurs and Business Owners
- Real world, successful business leaders who have grown their businesses in past economic downturns
- Active Capital Sources
- Leading Industry Experts and Professional Advisors

The hands-on, participation-friendly panels allow you to address the major issues you face both in normal conditions and in today's severe economic downturn related to:

- Implementable financial strategies for surviving a recession
- Finding and funding sustainable growth in tough times
- Practical ways to restructure or recapitalize your business
- Managing your own turnaround without bringing in the heartless "experts"
- Making more with less-Retaining key people and developing your human capital
- Experiencing serious growth, even if almost no one else is, and
- Innovation-The answer to both survival and growth questions.

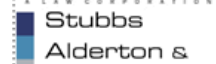
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The Capital Zone

Meet active capital sources at The Capital Zone. Open to all attendees, this forum connects middle market executives with leading venture capitalists, private equity firms, and business lenders, representing several billion dollars in available capital. These capital sources are not the Dinosaurs of 2006, mired in the tar pits of inactivity...These capital sources are evolved and active, dealing with everybody's realities of 2009. With hundreds of successful transactions under their belts, Capital Zone financiers are looking for their next high-potential investments. Could their next transactions be with your company?

There is no other comparable opportunity for a business owner or financial executive to connect so quickly with the "Golden Rolodex" of capital sources at this event. Also, there will be facilitated networking sessions, giving conference attendees opportunities to connect with others with similar or complementary interests.

Happily wear your full-contact business helmet when you enter the Capital Zone, the arena in which middle market companies play with middle market capital sources. The action will be intense, and it could be wild.

A "MUST ATTEND" EVENT

This "A List" networking event is a "MUST ATTEND" for three major reasons:

1. **ACTIVE CAPITAL SOURCES**
2. **CONTACTS**—Cutting edge knowledge is not gained and deals are not made sitting at the keyboard, they're made face-to-face
3. **COMPELLING CONTENT**

