

THE PRESIDENTS' FORUM OF LOS ANGELES

AN INVITATIONAL PROGRAM FOR CORPORATE LEADERSHIP

TOM BRADLEY INTERNATIONAL HALL AT UCLA

330 DeNeve Drive, Los Angeles, CA

Thursday, March 27, 2008



For Business Owners, CEOs and Presidents

The Forum's powerful format lets you get solutions and generate new ideas with input from your peers and other professionals who serve as faculty. This day's robust learning event offers:

- Presentations
- Roundtable Interaction
- Networking

Presentations

Successful business owners and other prominent business leaders present "their" case studies and detail strategies and techniques that build profit for their companies.

Roundtable Interaction

Highly interactive roundtable sessions allow presidents to discuss key issues in a smaller group setting.

Networking

Informal one-on-one conversations enable participants to discuss business in a less formal atmosphere, develop key contacts and build business.

The Presidents' Forum was created through the efforts of the Advisory Board of Los Angeles and The Entrepreneurship Institute (TEI) to provide practical solutions, relevant information and valuable contacts needed to thrive in the "new economy." TEI is the most successful independent, non-profit educational corporation organized solely to assist and encourage the growth of American enterprises. Since 1976, TEI has assisted thousands of company presidents in solving problems and developing business contacts that contribute positively to the bottom line.

For More Information Contact:
The Entrepreneurship Institute
3592 Corporate Drive, Suite 101
Columbus, OH 43231-4988

1-800-736-3592

THE PRESIDENTS' FACULTY & BUSINESS RESOURCES

(Faculty of Over 30 Presidents and Other Business Resources)

Partial List of Presidential Presenters

Alan Simon, Chairman of the Board & CEO, Omaha Steaks – Omaha Steaks manufactures, markets and distributes a wide variety of premium steaks, red meats and other gourmet foods. Headquartered in Omaha, Nebraska, Omaha Steak's state-of-the-art facilities include two manufacturing plants, a distribution center, a freezer warehouse and telemarketing facility. Omaha Steaks is a family business and has been since its founding in 1917.

Barbara Carey, President, The Carey Formula – Barbara Carey is an inventor, businesswoman, entrepreneur, and mother. She has brought more than 100 products to the market, launched seven companies and been awarded more than a dozen patents. Ms. Carey most recently wrote and published her first book titled "The Carey Formula: Your Ideas Are Worth Millions" – a how-to book on making millions by selling your ideas first.

Seena Sharp, Founder, Sharp Market Intelligence – Seena Sharp is a pioneer in Competitive Intelligence, founding the first CI company in the U.S. in Los Angeles in 1979. Sharp Market Intelligence specializes in ferreting out strategic business information for growing companies who are entering a new industry, expanding their current line, targeting a different customer base or distribution channel, or preparing a strategic plan.

Keith Halford, Co-Founder, QVC Shopping Network – Keith Halford co-founded QVC in 1986 along with the founding of The Franklin Mint. The company established a new record in American business history for first full-fiscal-year sales by a new public company with revenues of over \$112 million. By 2006, more than 1 billion packages were shipped to customers around the world, leading to more than \$7 billion in sales.

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The Presidents' Forum – Schedule

Thursday, March 27, 2008

- 7:30 - 8:15 a.m. Registration/Networking Continental Breakfast**
8:15 - 8:30 a.m. Welcome & Logistical Remarks
8:30 - 9:00 a.m. Kick-Off Address
9:00 - 10:45 a.m. Case Study Presentations
10:45 - 12:00 p.m. Breakouts/Peer-to-Peer Interactions:
- *Finding the Right People & Retaining the Good Ones and Building Management Depth*
 - *New Markets for Your Products and New Products for Your Markets*
 - *How to Get and Use Other Peoples' Money*
- 12:00 - 2:00 p.m. Lunch/Luncheon Address**
2:00 - 3:15 p.m. Breakouts/Peer-to-Peer Interactions:
- *Selling at "C" Level*
 - *Cashing In or Cashing Out*
 - *Managing Your Global Resources*
- 3:15 - 4:00 p.m. Networking Reception**
4:00 p.m. Adjourn