

# THE PRESIDENTS' FORUM OF LOS ANGELES

AN INVITATIONAL PROGRAM FOR CORPORATE LEADERSHIP

THE HILTON UNIVERSAL CITY HOTEL

555 Universal Hollywood Drive

Thursday, March 26, 2009



## 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  
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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

**Brian Altounian, President and Chief Operating Officer, Platinum Studios, Inc.** – Platinum Studios, Inc. was founded in 1997 by Scott Mitchell Rosenberg following a successful career in the comic book industry as creator and head of Malibu Comics. Platinum has film and television projects established at every major Hollywood studio, including Disney, DreamWorks SKG, MGM, Miramax, New Line Cinema, Sony, and Universal. Brian Altounian's background includes business development, finance, operations and administration and he has applied those skills to a variety of start-ups, *Fortune 100* companies, and public and private organizations. Brian's expertise is in the area of developing corporate infrastructure and preparing early-stage companies to access capital through the public equity markets.

**Jon Gordon, Owner & Managing Partner, Clemmy's Ice Cream** – When Jon Gordon's doctor told him to kick the sugar habit or suffer the perils of type 2 diabetes, he searched in vain for a delicious and creamy sugar free ice cream. After much trial and error, Jon created the rich creamy ice cream he so enjoys, but now it is all natural and sugar free. All five of Clemmy's flavors will be on sale by the end of May in about 1,600 stores nationwide.

**Andy Birol, Owner, Birol Growth Consulting** – Andy Birol is an international business growth consultant, author, keynote speaker and business coach. Based in Cleveland, Ohio, Mr. Birol empowers small and mid-sized businesses and their owners worldwide. Known for his creativity and his candor, Mr. Birol's Get There<sup>SM</sup> approach, based on an owner's Best and Highest Use®, provides clients and audiences with renewed passion, new potential and profitable results.

**Mimi Donaldson, Author, "Bless Your Stress: It Means You're Still Alive"** – Since 1984, Ms. Donaldson has spoken at over 900 events in dozens of industries in over 100 cities across North America, and to audiences throughout Canada, Europe and Mexico. Ms. Donaldson has spoken at company events for 32 of the *Fortune 500*, 18 of which are listed in the *Fortune 100*. She holds a Masters Degree in Instructional Design from Columbia University and was a staff Human Resources Specialist with Walt Disney Company, Northrop Aircraft, and Rockwell International.

**Dr. Alice Glasser, Author, "The Humor Revolution"** – Alice Glasser is founder and director of the organization *Laughing with Dr. Alice*. Its mission is to promote the medically proven health benefits of Therapeutic Humor making it an important lifestyle choice that can help prevent heart disease, boost the immune system and reduce disease associated stress. She is busy promoting health through humor with her talks and her books: *The Humor Revolution*; *Laugh More, Stress Less*; and *Where Can I Be Decaffeinated?*, a collection of humorous stories.

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## The Presidents' Forum – Schedule

Thursday, March 26, 2009

- 7:30 - 8:25 a.m. Registration/Networking Continental Breakfast**
- 8:25 - 8:30 a.m. Welcome**
- 8:30 - 9:40 a.m. Case Study Presentations and Logistical Remarks**
- 9:40 - 10:10 a.m. Morning Keynote Address**
- 10:10 - 12:15 p.m. Breakout Previews and Peer-to-Peer Interaction Sessions:**
- *Succeeding by Marketing in a Recession*
  - *Do I Acquire or Do I Sell*
  - *Web 3.0 or Navigating the New Media to Drive Business*
- 12:15 - 1:30 p.m. Networking Lunch/Luncheon Address**
- 1:30 - 2:00 p.m. Afternoon Keynote Address**
- 2:00 - 3:30 p.m. Breakout Previews and Peer-to-Peer Interaction Sessions:**
- *Transition in the Credit Markets: Making Sure You Have the Capital You Need*
  - *Succeeding by Marketing in a Recession*
  - *Maintaining Your Management, Culture and Communication*
- 3:30 - 4:30 p.m. Networking Reception and Adjourn**