



Entrepreneurs and Money... Getting Together

A Seminar Series



Keys to the Future of Your Business . . .

Mission, Management, Marketing & Money

Wednesday, November 15, 2006

7:15 am to 1:00 pm

Eric P. Newman Education Center

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Learn from the experts...

John Gatewood is President of the Gatewood Group and a Financial Representative for Northwestern Mutual Financial Network. In addition, he is an angel investor and promoter of start-up and entrepreneurial endeavors in the St. Louis area. He is Co-Founder of WestBridge Bank & Trust which recently opened in the Chesterfield Valley.

Kent Rapp is a Partner with the executive search consulting firm Grant Cooper & Associates. He has more than 20 years experience in domestic and international general management, marketing and sales for U.S. based consumer products and financial services companies.

Iris Salsman is a founding Principal in Salsman Lundgren Public Relations, Inc., an award-winning firm that assists clients in strategic planning, corporate identity management, advertising, public relations and promotions and special events. She frequently writes and speaks on the subjects of public relations and marketing.

Robert Skandalaris is a true entrepreneur having created many successful enterprises. He is Founder and Chairman of Noble International Ltd., a NASDAQ listed manufacturer of automotive parts and heavy equipment. He also helped found and now manages Quantum Associates LLC, a company specializing in the acquisition of distressed middle-market manufacturing and distributing entities. A resident of Michigan, he helped establish the Skandalaris Center for Entrepreneurial Studies at Washington University in St. Louis.

Joe Soraghan is a Principal with the law firm of Danna McKittrick, P.C. His practice is primarily in the business, corporate, securities and franchise law areas. He chairs the Missouri Venture Forum Seminar Series.

Michael Taylor is Managing Partner of Grant Cooper & Associates, an executive search consulting firm. His 22 years of search experience began at a large national health care recruiting and consulting business where he developed and grew both the physician and executive search divisions.

Panel of Successful Entrepreneurs

Chris Boone, a civil engineer, decided in 1998 to purchase Cochran, a competitor of the company he was working for, and relocate it to Union, Mo. Cochran is an architectural, civil engineering, construction testing, construction inspection and surveying firm. Under his leadership, sales have grown steadily and employees have increased from four to over 70.

Barth Holohan is the owner and President of the Home Helpers franchise in St. Louis whose primary goal is to do everything it can to allow seniors to remain independent. In four years, he has grown the company to 136 employees. Prior to founding the company, he was with Ernst & Young's management and health care consulting division.

Suzanne Magee Joyce is Co-Founder, and President of TechGuard Security, a technology company specializing in cybersecurity and privacy. Founded in 2000, the company has grown to over 50 employees. She and her associate, Andrea Johnson, are the 2006 U. S. Small Business Administration Small Business Team of the Year for Eastern Missouri.

Brad Pittenger is the Founder and President of Xiolink LLC, which offers data hosting and network connectivity solutions to meet the needs of large and small businesses. It is one of the area's fastest growing web hosting and Internet infrastructure firms. XIOLINK helps businesses ensure that data and network connectivity are always available.

Mark Ratterman started MBR Management Corp. in St. Louis as a franchisee of Domino's Pizza in 1983. As 100% Owner and President, he has grown the company that now owns and operates 54 Domino's Pizza stores in the St. Louis Metro area. He is a founding member of the St. Louis Chapter of the Young Entrepreneur Organization.

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Schedule

- 7:15am Registration, Networking, Continental Breakfast Sponsored by Bibby Financial Services
- 8:00 **Welcome and Overview**
Presented by: Joe Soraghan
- 8:10 **Mission**
What is the mission and value proposition of your business? Are they future-oriented? Are you at the right place at the right time? Which industries and sectors have the greatest opportunities for exponential growth? What is the impact of globalization on U.S. entrepreneurs and how can you capitalize on it? Gain insight on these topics and more.
Presented by: Robert Skandalaris
- 8:55 **Panel of Successful Entrepreneurs**
Chris Boone, Barth Holohan, Suzanne Magee Joyce, Mark Ratterman and Brad Pittenger
- 9:15 Networking Break Sponsored by Aegis Professional Services
- 9:30 **Management**
Venture capitalists continually say that the management team is as important as the entrepreneurial idea. How should you identify the key components of your management team? How do you find the right people: How do you pay them? How do you keep them (or let them go)? Learn about the ins and outs of developing a successful team and recruiting the key members of the team, including your board of directors, advisory board and professional advisors.
Presented by: Kent Rapp and Michael Taylor
- 10:15 **Panel of Successful Entrepreneurs**
- 10:35 **Marketing**
Without a market for your product or service and without sales, you are not in business. Learn how marketing and sales work together. What is the real potential for your market and how do you reach it? Get the most bang for your buck with your marketing budget by developing the right strategy to reach your market. Find out which tactics and strategies work and which don't work for marketing your business.
Presented by: Iris Salsman
- 11:20 **Panel of Successful Entrepreneurs**
- 11:40 Networking Break
- 11:55 **Money**
Once you have clearly formulated your mission, have your management team in place and understand your market and how you will reach it, you are ready to find the money you need to grow your business. Critical steps of the funding process include: Determining the amount of funds you need and defining how and when those funds will be used. Find out how to identify the sources of funds and what you should expect and what not to expect from angel investors, venture capitalists, bankers and other sources. Learn how to approach each type of investor to get the funds you need.
Presented by: John Gatewood
- 12:40pm Panel of Successful Entrepreneurs
- 1:00 Informal Box Lunch and Networking sponsored by Emerson. Time to talk one-on-one with speakers, sponsors and fellow entrepreneurs, or grab your box lunch and get back to the office.

Keys to the Future of Your Business . . .

Mission, Management, Marketing & Money

**For entrepreneurs interested in
how to better manage and grow
their businesses.**

The four key factors in growing a business are Mission, Management, Marketing and Money. Our experts will help you understand how these four factors will impact your ability to grow a successful business. We will also talk about how each factor can influence the others. For example, not having the right management team can seriously limit your ability to raise funds. The speakers and panelists are all experienced entrepreneurs. They have been there, done that, and more importantly, will enjoy sharing their experiences and knowledge with you.

Wednesday, November 15, 7:15 am to 1:00 pm
At Eric P. Newman Education Center, 320 S. Euclid Avenue

(Map and parking information will be sent with registration confirmation.)

Only \$85—includes educational materials, networking, continental breakfast, box lunch and parking.

Register by November 3 to be included in the Roster of Attendees. No refunds after November 3.

Call 314-241-2MVF (241-2683) with questions and for additional information.

Visit www.MissouriVentureForum.org for information on MVF and/or an electronic copy of this brochure.

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