



THE ROAD AHEAD

SURVIVING AND THRIVING IN TODAY'S ECONOMY

Tuesday, December 9th 2008 • 5:30–8:00 pm

Federal Reserve Bank

7th and Arch Streets, Philadelphia, PA

The Entrepreneurs' Forum of Greater Philadelphia is dedicated to helping you achieve your dreams. On Tuesday, December 9th, 2008, you are invited to hear a panel of industry advisors discuss the state of current entrepreneurial environment in the Delaware Valley. They will discuss banking, venture capital, legal and marketing/sales to compete a 360 degree view of how to survive and thrive in today's economy.

During the discussion, you will learn:

How to make the most of your banking relationships

How to tap into alternative sources of funding

How to shore up your key relationships to minimize risk and exposure

Why now is the time to strike your marketing and sales campaign

Advisory Panel:

Tom Balderston, President & CEO. Tom Balderston has been helping to build and manage diverse venture capital portfolios for 20 years. Named in July, 2006 as President and CEO of the Mid-Atlantic Capital Alliance, Tom has been a general partner, limited partner and angel investor in the area's private equity opportunities. Tom formed Balderston Capital, Radnor, PA, in 2001, to serve as a private equity investment, advisory and strategy firm providing custom advice on a variety of complex strategic and financial matters to investors, funds and companies. Prior to founding Balderston Capital, Tom was President of SGI Capital, the private equity investment unit of Superior Group, a family-owned holding company. Balderston also worked with TDH Group from 1985-1998 where he was a General Partner of its TDH III, L.P. venture fund and Co-founder of its management company. Balderston holds an M.B.A. from the UCLA Graduate School of Management with a concentration in Finance and a B.A. from Williams College. He serves on numerous private company Boards and fund advisory committees and is active on a number of community of

the Ben Franklin Technology Center of Southeastern PA as Chair of the Finance Committee, Treasurer and member of the Executive Committee. Balderston is also Vice Chair of the Board of the Shipley School and a member of the Finance Committee. Tom and his wife Betsy and their three sons live in Ardmore.

Joe Flynn, Vice President Sovereign Bank. Joe Flynn is Vice President of Sovereign Bank and a member of the Business Banking team. Joe has over 35 years of Commercial banking experience in the Greater Philadelphia Market. He is a graduate of Temple University earning a BBA and MBA as well as a graduate of the Stonier Graduate School of Banking. He has been an officer and director of many local Civic and Charitable institutions. He is currently a Director and Past President of the Entrepreneurs' Forum of Greater Philadelphia and a Board Director of the Philadelphia Protestant Home Sovereign Bancorp, Inc., the parent company of Sovereign Bank, is a financial institution with principal markets in the Northeast United States. Sovereign offers a broad array of financial

Advisory Panel continued:

services and products including retail banking, business and corporate banking, cash management, capital markets, wealth management, and insurance. Currently Sovereign has \$74 Billion in assets, and is the 19th largest banking institution in the United States, among the 17th Commercial Lenders in the United States, a preferred SBA Lender, and has 750 Branches and 2,300 ATMs.

Eric Keiles, Founder and Chief Marketing Officer, Square 2 Marketing, Inc. Eric Keiles is a leading sales and marketing strategist focused on pioneering a new breed of business solutions. Keiles, along with his partner Mike Lieberman, coined the concept, Reality Marketing™ to describe how small- and medium-sized businesses can utilize cost effective marketing tactics to achieve dramatic growth. He is the editor of a weekly newsletter reaching over 15,000 business owners and entrepreneurs focusing on this topic. Keiles is the founder and Chief Marketing Officer of Square 2 Marketing, Inc., a professional services company providing sales and marketing strategy and creative/technical execution for diverse clients. A gifted entrepreneur, Keiles has founded and grown four companies since 1997. He and his partner have grown Square 2 Marketing, the company they founded in 2002, from a boutique agency, to a full-service developer of comprehensive marketing strategy and tactics. Prior to founding Square 2 Marketing, Keiles founded The Stitches Catalog and The Logo Workshop, two national graphic design and promotional products companies. Keiles sits on the Board of Directors of the Philadelphia Chapter of the Entrepreneur's Organization, is the Entrepreneur's Forum of Greater Philadelphia's Marketing Chairman, and is an advisor to several chambers of commerce. A popular writer and public speaker, Keiles has provided expert insight on panels and radio appearances throughout the Delaware Valley's business community. He also hosts Square 2 Marketing's monthly free workshop series to help business owners learn effective marketing strategies for their businesses. He has also been a guest lecturer at St. Joseph's, Widener and Villanova University's MBA Program, discussing advances in the entrepreneurial marketing space. A graduate of George Washington University (BA) and Temple University (MBA), Keiles and his family reside in the Philadelphia suburb of Doylestown Borough, PA.

Frank Taney, Buchanan Ingersoll & Rooney, PC. Francis "Frank" X. Taney, Jr. is a shareholder in the Philadelphia office of the law firm of Buchanan Ingersoll & Rooney, PC, where he chairs the firm's Information Technology Practice Group and is a member of the firm's Technology Transactions Practice Group. Frank is a commercial litigator and trial lawyer focusing on a number of substantive areas, including information technology, intellectual property, antitrust and construction. He also maintains an active information technology related transactional practice, and frequently counsels his clients on methods to avoid or reduce the impact of disputes and litigation. Frank is a frequent writer and speaker on legal topics affecting the IT industry and other users of IT, and is a board member of the Philadelphia Area New Media Association and of the Entrepreneurs' Forum of Greater Philadelphia. Buchanan Ingersoll & Rooney PC has more than 500 attorneys and government relations professionals practicing throughout the United States. Buchanan's attorneys have experience in industries that include entertainment and media, pharmaceuticals and biomedicine, nanotechnology, financial institutions, construction, franchise and real estate. Within these and other industries, Buchanan attorneys focus on more than 65 practice areas including Corporate Finance, Litigation, Intellectual Property, Tax, Government Relations, Health Care and Labor & Employment. The firm serves national and international clients that include Fortune 500 corporations, start-ups, technology companies and financial institutions.

The Entrepreneurs' Forum of Greater Philadelphia, Inc. is sponsored by members of the corporate, professional and investment community.

The Forum serves as a focal point to help individuals and early stage companies develop, grow and prosper in the nine-county Philadelphia area. We do this by providing information, resources, counsel and services in addition to networking opportunities. For additional information about the Forum, or to be added to our mailing list, call 215-640-3339.

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2008–2009 Event Calendar

Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 7th and Arch Streets, Philadelphia. Networking from 5:30 to 6:30 PM. Program from 6:30 to 8:00 PM.

September 9, 2008
Federal Reserve Bank

Mastering the Rockefeller Habits
Presenter: David Carter, MBA - President/Owner, ActionCOACH - Philadelphia

October 14, 2008
Federal Reserve Bank

“What’s Your Value Prop?”
Presenter: Jose Palomino - President/g2m Group, Inc. and Author of Value Prop.

November 12, 2008
Federal Reserve Bank

The Road Ahead, Surviving and Thriving in Today’s Economy
Presenters: Select Philadelphia 100 awards recipients
A Two Part Series!

December 9, 2008
Federal Reserve Bank

The Road Ahead, Surviving and Thriving in Today’s Economy
Presenters: Industry Experts. Part Two!

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5 Minute Forum
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Asia Marketing and Management (AMM)

James Chan, Ph.D., President

James Chan, Ph.D., is president of Asia Marketing and Management, a Philadelphia-based consultancy specialized in advising U.S. companies on doing business in China. He has advised more than 100 U.S. firms over the last 25 years. He is the author of Spare Room Tycoon, a book that tells the real-life stories of how 40 men and women including James Chan have turned their personal visions into successful entrepreneurial businesses.

Please register by calling 215-640-3339 or emailing your contact info to: info@efgp.org
www.efgp.org