



BUILDING AND MANAGING AN ENTREPRENEURIAL TEAM IN 2009

Tuesday, February 10th 2008 • 5:30–8:00 pm
Federal Reserve Bank
7th and Arch Streets, Philadelphia, PA

The business climate for Entrepreneurs this year will be as challenging as any seen in recent memory. While opportunities are often sown from the seeds of uncertainty, it takes leadership and a talented team to take advantage. How do young companies identify and attract key executives in this environment? What are the challenges of recruiting and managing in a weak economy? How do leaders need to act and communicate differently when leading their team these days?

Our panel of experts represents a cross section of advisors, entrepreneurs and investors with deep experience counseling businesses and working through the challenges of human capital management.

PANELISTS

Alan Kaplan, Moderator, President & CEO, Kaplan & Associates, Inc. K&A is the region's leading executive search firm with expertise assisting entrepreneurial, high growth and investor-backed firms. Since the firm's founding in 1994, K&A has helped dozens of entrepreneurial companies with both talent assessment and the building of successful leadership teams. The firm is a three time *Philadelphia* 100 Award Winner. Alan Kaplan is also a Weekend Business Commentator for KYW1060 am, and a Past President of the Entrepreneurs Forum.

Rich Milgram, Panelist, Founder & CEO of Beyond.com, the world's largest network of niche career communities, powering thousands of geographic & industry-specific sites. Beyond was ranked #5 on Deloitte's 2008 Greater Philadelphia Technology Fast 50 List, and is a three time *Philadelphia* 100 Award Winner. Rich has been named a finalist for both the E&Y Entrepreneur of the Year Award, and the Enterprise Awards CEO of the year. Beyond is also a Safeguard portfolio company.

Saul Richter, Panelist, Managing Partner of Emerald Stage2 Ventures, a PA-based early stage venture fund focused on technology companies, primarily in the Technology-Enabled Services area. The fund invests across the mid-Atlantic region, and has strategic partnerships with both Ben Franklin Technology Partners and Emerald Asset Management. Saul's background includes previous experience with Himalaya Capital, Lucent Technologies New Ventures Group, Softbank Ventures, Jerusalem Global Ventures and Flatiron Partners.

Ellen Weber, Panelist, Managing Director of Leadership Development for Antiphony, a strategic consulting firm dedicated to helping business leaders create sustainable value through innovation. Previously, Ellen was a vice president at the Mayer Leadership Group, an executive coaching firm. She also was instrumental in the growth of Investor Force, a provider of technology-based solutions for institutional investment professionals. In addition, Ellen serves as the Executive Director for Robin Hood Ventures, an angel investment fund focused on emerging growth companies.

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 <i>Presenter: David Carter, MBA - President/Owner, ActionCOACH - Philadelphia</i>
October 14, 2008 Federal Reserve Bank	“What’s Your Value Prop?” <i>Presenter: Jose Palomino - President/g2m Group, Inc. and Author of Value Prop.</i>
November 12, 2008 Federal Reserve Bank	The Road Ahead, Surviving and Thriving in Today’s Economy <i>Presenters: Select Philadelphia 100 awards recipients</i> A Two Part Series!
December 9, 2008 Federal Reserve Bank	The Road Ahead, Surviving and Thriving in Today’s Economy <i>Presenters: Industry Experts. Part Two!</i>
January 26, 2009 Franklin Institute	Get Mobile in 2009! Experience today’s mobile phenomenon first hand
February 10, 2009 Federal Reserve Bank	Building and Managing and Entrepreneurial Team in 2009 Moderator: Alan J. Kaplan
March 10, 2009 Federal Reserve Bank	What’s New in Pennsylvania’s Economic Development Initiatives?
April 14, 2009 Federal Reserve Bank	Commercializing Your Intellectual Property Partnering With The American Society of Inventors
May 12, 2009 Federal Reserve Bank	Advisory Boards and Your Business
June 9, 2009 Federal Reserve Bank	How Should CEOs Utilize Mentors
July 14, 2009 Federal Reserve Bank	A Focus on Women and Minority-Owned Businesses
August 11, 2009 TBA	Entrepreneurs Forum Networking Reception

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5 Minute Forum

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Sage Cornerstone

Presenter: Nicholas DiToro

SageCornerstone.com is an embedded software product and contracting company. Our patent-pending Device Code Toolkit™ (DCT) enables engineers to create device software in less time, significantly speeding time-to-market. We service the full spectrum of embedded systems companies producing military, medical device, appliance, desktop, consumer, network, handheld, aerospace, and mobile products. Valuable to manufacturers of digital systems and manufacturers of digital semiconductor components, DCT is advanced, affordable, and applicable to multiple stages of product development.

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