



"SOCIAL NETWORKING AND THE ENTREPRENEUR"

Tuesday, June 9th 2009 • 5:30–8:00 pm

Federal Reserve Bank

7th and Arch Streets, Philadelphia, PA

**We will be accepting a ten dollar voluntary donation at the door*

Web based social networking applications such as linkedin, twitter, facebook and myspace have gained considerable use and participation, as well as media attention, in recent years. Underlying the hype, and at the core of these and other similar applications, are a set of dynamics and techniques that if harnessed correctly can be of substantial benefit to entrepreneurs in growing their businesses. We have assembled a diverse and distinguished panel who will explore social networking and its potential as an engine for entrepreneurial growth from a variety of perspectives. Join us on June 9 to see how you can use social networking to grow your business.

MODERATOR:

Francis X. Taney, Moderator, Buchanan Ingersoll & Rooney, PC., 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.

PANELISTS:

Skip Shuda, Panelist, CEO of Team and a Dream, an Internet Marketing Strategy company that helps Small and Mid-sized businesses achieve visibility to profitability. As a serial entrepreneur, Skip has been building software and Internet technology companies for over 25 years. Team and a Dream helps companies with market and competitive assessments, Internet marketing and social media strategies. Skip is an active participant and speaker in the Philadelphia entrepreneurial community. His work includes teaching at the Wharton Small Business Development Center and consultation with the Ben Franklin Technology Partners of Southeastern PA. He runs the Integral Philly Meetup community. Skip has a B.S. and M.S. in Computer Science respectively from the University of Delaware and Villanova University. He has Certificate level training in Integral Theory, Holacracy and Web Analytics.

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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* Past President



2008–2009 Event Calendar

Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 100 North 6th Street, 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 A Two Part Series!</i>
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	Social Networking and the Entrepreneur
July 14, 2009 Federal Reserve Bank	A Focus on Women and Minority-Owned Businesses
August 11, 2009 TBA	Entrepreneurs Forum Networking Reception

5 MINUTE FORUM

The Eye•Where Group

The Eye•Where Group is a multi-operational and phased startup that seeks to base and pilot an innovative social networking system and platform called Eye•Page in the Philadelphia region. The experience and interaction works “personally” in the real world through the “impersonal” digital world for Users and Marketers. The network is a “human-centered” and driven experience that looks to create scalable, measurable and sustainable industry solutions to monetization, safety and privacy of individuals, systems and organizations.

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