



**"TURNING TO GOVERNMENT-ASSISTED  
AND OTHER  
NON-TRADITIONAL FINANCING"**

*Thursday, September 17<sup>th</sup> 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*

With the recent difficulties in the credit markets, good companies and good projects are often struggling to find financing even when they are growing, have good assets, and are firmly in the black. Government-assisted and other non-traditional financing are more frequently being relied upon as the primary available credit to make projects happen rather than as a cheaper alternative that allow for better projects. But even in good times, these programs have a substantial role to play in encouraging growth and economic development across the region's fabric. This program will discuss the range of options available to entrepreneurial businesses in Greater Philadelphia and will focus on what a company can do and document to attract these resources.

## MODERATOR / PANELISTS:

**Kevin Greenberg, Moderator, business lawyer at Flaster/Greenberg**, specializes in assisting small businesses and is the former Philadelphia Chief Deputy City Solicitor for Economic Development and Investments. Flaster/Greenberg is a full-service law firm with offices in Philadelphia, Wilmington, Cherry Hill, Trenton, Linwood, Vineland and Morristown, New Jersey. A primary element of Kevin's practice is representing small businesses as outside general counsel and he has helped many companies address the financing and other issues that face every small business. [www.flastergreenberg.com](http://www.flastergreenberg.com).

**Tom Kehoe, Panelist, president and brewmaster at Yards Brewing Company.** Tom Kehoe led the creation of the currently thriving Philadelphia craft brewing scene and is Philadelphia's largest brewer and a recent Philadelphia 100 winner. Using government-assisted financing, Yards last year expanded for a third time into a new facility on North Delaware Avenue and is about to open its first brew pub on site. [www.yardsbrewing.com](http://www.yardsbrewing.com)

**Patricia Blakely, Panelist, is executive director of The Merchants Fund**, a Philadelphia charity established in 1854 to provide charitable gifts to business persons facing financial hardship. It evolved from the Mercantile Beneficial Association, an organization dedicated to providing business advice, networking opportunities, and protection from financial failure or default due to illness, old age, or disability at a time in our nation's history when there was no health or disability insurance, or pension plans. Today The Merchants Fund makes loan matching and business stabilization loans to existing businesses, retail grants in conjunction with the City of Philadelphia's Commerce Department, and emergency loans and special grants to a variety of smaller businesses. Patricia has decades of experience in the non-profit sector, leading projects for an impressive range of area organizations, including the Charles Ellis Trust, the White-Williams Scholars program, and the Philadelphia Museum of Art. [www.merchantsfund.org](http://www.merchantsfund.org)

**Gail Kronig, Panelist, is the Southeast Regional Director for the Governor's Action Team.** GAT is a group of seasoned economic development professionals that assists growing companies looking at expansion and relocation with up-to-date information, a rapid response and focused action. A Drexel MBA with two decades of commercial real estate experience, Gail came to GAT after serving as national director of marketing for Metro Networks. [www.newpa.com](http://www.newpa.com).

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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215-717-2269

267-515-5868 x100

610-642-8253 x33

610-579-3836

215-444-5850

610-945-2000

610-642-5644

215-951-5133

610-660-8001

800-462-2070 x101

610-519-4373

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# 2009–2010 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.

<b>August 11, 2009</b> The Piazza at Schmidts	<b>Entrepreneurs Forum Networking Reception</b> 2 <sup>nd</sup> Street and Germantown Avenue, Philadelphia
<b>September 17, 2009</b> (Thursday)	<b>Turning to Government-Assisted and Other Non-Traditional Financing</b> <b>Moderator:</b> Kevin Greenberg, Flaster/Greenberg
<b>October 29, 2009</b> (Thursday)	<b>“Creating a Company of Business People Through Open Book Management”</b> Partnering with Penn State Brandywine <b>Moderator:</b> Eric Bergstrom, Penn State Management Development
<b>November 10, 2009</b>	<b>Business Reinvention</b>
<b>December 8, 2009</b>	<b>Making Double Bottom Line Companies Successful</b>
<b>January 12, 2010</b>	<b>TBA</b>
<b>February 10, 2010</b> (Wednesday)	<b>Health IT and the Entrepreneur</b>
<b>March 9, 2010</b>	<b>Green Entrepreneurs Show the Way to Opportunity</b>
<b>April 13, 2010</b>	<b>Human Capital Dynamics for Entrepreneurs: Building a Team in a New Decade</b>
<b>May 11, 2010</b>	<b>Building Blocks for a Successful Brand</b>
<b>June 8, 2010</b>	<b>4 Star Entrepreneurs – Helping Veterans Reach New Heights</b>

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## 5 MINUTE FORUM

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