

# 10X GROUP LaunchPad

## Turn Your Great Idea into a Great Business

**Date:** Friday / Saturday  
January 28-29, 2011

**Time:** 8:30 am - 6:30 pm

**Place:** Mark West Lodge  
2520 Mark West  
Springs Road  
Santa Rosa, CA 95404

**Cost:** \$295  
includes training materials,  
snacks, lunch and post-  
LaunchPad celebration

### Topics:



### Want More Information?

For complete details, agenda, speaker bios, registration form and more, visit:

[www.the10xgroup.com](http://www.the10xgroup.com)

### Co-Presented By:



Small Business  
Development Center  
at Santa Rosa Junior College

LaunchPad is two intensive days of entrepreneurial skill building, critical thinking and hands-on work designed to help you successfully navigate critical issues in the early stages of your business.

### Who Is LaunchPad Designed For?

LaunchPad is designed for prospective entrepreneurs and new business owners with big ideas and little time. It's for people who need the knowledge and practical skills necessary to evaluate a business idea, launch a company or manage the first stages of operations.

### There Are Lots Of Workshops. How Is This Different?

LaunchPad is different because nowhere else can you hear presentations by leading North Bay business experts, gain practical business knowledge, be challenged by real-world activities and expand your network in one event.

#### Launch Pad Includes:

- Straightforward presentations by North Bay experts in finance, law, technology, marketing, funding, business planning and other key topics
- Content focused on the essential disciplines entrepreneurs must master for start-up success
- A network of experts and like-minded entrepreneurial peers to collaborate with and learn from
- Interactive presentations, need-to-know information, peer collaboration and hands-on exercises specific to your business
- Panel of leading North Bay CEOs and local economic development experts sharing real world lessons on the keys to start-up success

Even lunch is different — it is done speed networking style!

### Who Is The Instructor?

Paul Bozzo, Founding Principal, The 10X Group

Paul is a recognized expert in business strategy and entrepreneurial finance. In addition to leading a consulting group serving start-up and fast-growth companies, he is a Certified Master NxLevel® Trainer, adjunct professor for Dominican University's Green MBA program, SBDC Certified Advisor and former SBA banker.

### In Partnership With:



The SBDC at Santa Rosa Junior College is an affiliate of the Northern California SBDC Program sponsored by: Humboldt State University Foundation, the California Community College's Economic and Workforce Development Programs and the U.S. Small Business Administration. This is a partnership program under the current Cooperative Agreement with the SBA and the Humboldt State University Foundation. Any opinions, findings, conclusions or recommendations expressed are those of the presenter(s)/ author(s) and do not necessarily reflect the view of the sponsoring entities. All services are extended to the public on a non-discriminatory basis. Reasonable accommodations for the disabled will be made, if requested in advance.

# The Experts



## **Dan Ahrens**, Platinum Partner > Customer Centric Selling

As an expert in the proprietary Customer Centric sales methodology, Dan has worked with over 60 companies worldwide including clients from the UK, Europe, Asia-Pacific region and the Middle East. Dan has broad experience helping start-up firms establish strong sales operations and successfully ramp up revenue production.

## **Meredith Rennie**, CPA, Director > Zainer Rinehart Clarke

Meredith has been practicing in public accounting since 1997. She has management responsibilities for the firm's auditing and accounting practices. Her dynamic background includes work with both for-profit and not-for-profit entities as well as authoring several articles in highly-regarded accounting publications.

## **John Wentworth**, Founding Partner > The 10X Group

Using advanced visual media John specializes in enabling small businesses to communicate with their clientele and employees in the most engaging, visual way possible. He is also an expert in advising companies on the adaptation of rapidly-changing technology to solve problems.

**Warren Dranit**, Partner > Spaulding McCullough & Tansil  
Warren's practice encompasses the protection and licensing of intellectual property assets including trademarks, copyrights, patents and trade secrets. Since 2004 Warren has served on the executive committee for the State Bar of California's Intellectual Property Law Section and is the current Chair.

## **Simon Inman**, Partner > Carle Macke, Power and Ross

Before moving to California in 1998, he practiced law in the U.K. for 20 years where he represented clients in numerous national and international corporate and financial transactions. Since joining CMPR in 1999, his practice has focused on mergers and acquisitions, venture capital, corporate finance and banking.

## **Henry Chavez**, CPA > Principal, Zainer Rinehart Clarke

Prior to joining ZRC Henry represented PricewaterhouseCoopers in the Private Company Services division. He honed his skills with small- to medium-sized private companies by working in different industries including manufacturing, farming, distribution and not-for-profit organizations in the United States and internationally.

## **Janet Wentworth**, Founding Partner > The 10X Group

Janet has a background in corporate accounting, software development, product marketing and as owner of her own small business marketing consulting firm. She is a certified SBDC Advisor, a Technology Advisor with the SBDC Technology Adoption Program and a Certified Guerilla Marketing Coach.

## **Brenda Gilchrist**, Co-Founder > The HR Matrix

Brenda leads The HR Matrix, a full-spectrum human resources firm with over 20 years experience and clients ranging from small businesses to Fortune 500 firms. Brenda is an expert in all human resources functions including employment, training, benefits and compensation.

## Economic Development Panel

Hear about the common pitfalls made when starting a business and learn real-world best practices for success from three people that have decades of experience with start-ups.

**Michael Newell**, Executive Director  
Sonoma Mountain Business Cluster

**Lorraine DuVernay**, Director  
Small Business Development Center at SRJC

**John Stayton**, Co-Founder and Faculty Coordinator  
Dominican University's Green MBA Program

## North Bay CEO Panel

Gain practical entrepreneurial wisdom from three top-tier North Bay CEOs leading private companies founded and headquartered locally with annual revenues exceeding \$1 million.

**Wendy Vinson**, President and COO  
E-Myth Worldwide

**Ramin Ramhormozi**, Founder and CEO  
ShoppingStand, Inc.

**Anthony O'Brien**, Founder and President  
Top-Speed Data Communications

