

## Equity Matters: The Route to NASDAQ Agenda – November 18, 2009 Dallas

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**When:** November 18, 2009; 9am – 2pm

**Where:** Entrepreneurs Foundation of North Texas  
5500 Caruth Haven Lane  
Dallas, TX 75225-8146

**Agenda:**  
**8:30am**

**Registration and Breakfast**

Attendees sign-in; collect Seminar materials and network during a continental breakfast.

**9:00am**

**Opening Session: The Capital Landscape**

An overview of the market and the various capital options available to growth businesses  
Whitney Johns Martin, *Texas Women Venture Fund, LP*

**9:30am**

**Financing the Business: The Lender, Investor and Entrepreneur Perspective**

A panel of investors, lenders and Entrepreneurs talk about what they look for in a company and their approach to evaluating companies.

**Moderator:** Jean Meyer

**Panelists:** Aassia Haq, *AlumRise*

Vicky Gunning, *Locke Lord Bissell & Liddell, LLP*

Whitney Johns Martin, *Texas Women Venture Fund, LP*

Yvette Pacaccio, *Capital One Bank*

Alex Ramsey, *Lodestar Universal*

**10:45am**

**Break**

**11:00am**

**The Zen of Financial Projections**

An opportunity to understand what projections are, why you need them, how investors use them, and how to develop the assumptions on which projections are based

Terri Krivosha, *Maslon Edelman Borman & Brand*

**11:30am**

**Fast Pitch Panel Session**

3 – 4 attendees will present a short pitch to a panel of financiers and receive feedback from the panel

**Moderator:** Jennifer Aplin, *Texas Women Venture Fund, LP*

**Panelists:** Terry Chase Hazell, *Texas State University*

Vicky Gunning, *Locke Lord Bissell & Liddell, LLP*

Alex Ramsey, *Lodestar Universal*

Steve Spalding, *Catapult Partners*

Jeff Williams, *Hunt Ventures*

**12:45pm**

**It's All About You: Working Luncheon**

Investors and lenders will be on hand to answer questions and discuss available options.