

Event Details

Date:

March 26, 2009

Time:

5:45 PM - 9:00 PM

Place:

ASU SkySong Conference Center
1475 N Scottsdale Rd,
Scottsdale AZ (Global Room 201)

Event Fees:

\$30.00 pre-registration for MIT members

\$40.00 pre-registration for non-members

Free to MIT students and their parents

\$50.00 day of event

Please register by Monday, March 23, 2009.

You may register and pay either:

(1) online <http://tinyurl.com/bcztvn>

(2) calling (602) 640-9005 and sending a check to the "MIT Club of Phoenix" c/o Davinia Perrin, Osborn Maledon PA, P.O. Box 36379, Phoenix, Arizona 85067-6379.

Paint It Black:

Avoiding the Financial Beast of Burden in 2009 and Beyond

Program Overview

To paraphrase the quote, "A rolling stone gathers no debt."

Join the MIT Enterprise Forum for a taped telecast of our most recent global broadcast featuring a panel of national experts discussing the "big picture" of the economy and areas for entrepreneurs to focus on, strategies for keeping your business in the black, and steps to take to be ready for the recovery.

Following the telecast a panel of seasoned veterans from the heart of Arizona's technology start-up community will discuss strategies they recommend for 'getting a lot out of a little', and growing or starting your early stage technology company in the face of severely limited capital availability.

The subjects to be discussed by the local panel will include the following:

- What unique approaches can an entrepreneur take to seeking funding or funding alternatives through customers, potential partners, or a current employer?
- How far can you go in 'launching' your start-up while remaining employed?
- How to structure executive compensation that includes no cash at all?
- Is there an opportunity to fund your start-up with 'stimulus' dollars?

And more...

The panelists each have a unique history and purview of the subject at hand, ranging from the leading local angel investor in the software space, to a local serial CEO who has developed a reputation for surviving multiple similar cycles, the best known local bank executive in the start-up ecosystem, and so on.

The program should offer a unique opportunity to hear it like it really is for start-ups locally today, and how to succeed and thrive in spite of the realities.



Speaker Panelists:



Chad Little
CEO, FetchBack

Chad Little is considered one of the early and leading forces in the Internet arena and has strong capital raising and M&A experience. His ongoing responsibilities include the definition of the company's business strategy, cultivating business development opportunities, and the establishment of strategic industry partnerships.

Mr. Little also founded AdOn Network in November of 1998 and raised over \$7 million in venture capital funding. He successfully led the company through the difficult economic downturn and into profitability during the recession, when most Internet ventures fell by the wayside. AdOn Network is one of the largest ad networks online with over 5.5 billion search queries and 155 million unique users per month, providing keyword, behavioral and contextual targeting and site-specific ROI tracking for advertisers.

Prior to AdOn Network, Mr. Little founded two successful businesses, including Sandbox Entertainment Inc. in 1995. As the Chief Executive Officer, Mr. Little oversaw all company business and led the charge to develop proprietary software technologies, which propelled Sandbox Entertainment forward as the early leader in online fantasy sports, games and simulations. Sandbox Entertainment raised over \$30 million in venture capital and strategic partnerships were established with such heavyweights as CNN/Sports Illustrated, Yahoo! and others, before the company merged with Wall St. Sports in 1999.

Prior to Sandbox Entertainment, Mr. Little founded TRACER Design in 1991, a pioneering interactive advertising agency. As the Chief Executive Officer, Mr. Little led day-to-day operations, defined company strategy and built a high tech client base including AT&T, IBM, Motorola, and Intel. TRACER Design was a self-funded start-up and was profitable since inception before it's acquisition in 1995.

Mr. Little is actively involved in the Internet and software development communities. He speaks frequently at leading industry events and has been featured often on established news outlets, including: Forbes, TIME, CNNfn, NBC Nightly News, The Red Herring, The Arizona Republic, AZ Business Magazine, and many others, as well as being a published author with Paramount Publishing.



Bill Swartz
President, Swartz & Associates, Inc.

Bill Swartz is the Founder and President of Swartz & Associates, inc., a boutique retained executive search firm headquartered in Scottsdale, Arizona.

Bill has 26 years of experience recruiting CEOs, CFOs, CIO/CTOs, and functional Vice Presidents in all management disciplines for clients around the world. With his main focus of working with entrepreneurial venture backed companies, Bill has experienced every possible recruiting challenge, and every variety of executive search, connected with all stages of growth in the entrepreneurial company life cycle.

His experience is deeply steeped in high tech, with particular emphasis on working with companies in software, Internet, IT services, semiconductors, and mobile computing technology. In addition he has served a multitude of clients over the years in industries as diverse as real estate development and construction, biotech and for-profit education, not-for-profit association management, and manufacturing.

His firm has recruited numerous CEOs and senior executives, sometimes building complete teams from the ground up, for some of the hottest entrepreneurial companies in their respective spaces, including Hypercom, Axway, Netpro, BioVigilant, and Vcommerce, just to name a few.



Before founding Swartz & Associates, Inc. Bill was with Management Recruiters International (MRI) for 8 years, where he focused on serving the sales and marketing recruiting needs of national tech companies such as Oracle, Sun, Iomega, Honeywell, Xerox, Informatics, Wang and Amdahl. Prior to MRI, he spent the first 4 years of his career with Champions Unlimited, the global sales training company founded by Tom Hopkins.

Bill graduated magna cum laude from the State University College of New York at Brockport with a BS degree in 1978.



Armando Viteri
President and CEO of Neubloc, LLC.

Armando Viteri joined Neubloc in 2006 as president and CEO. Neubloc is a wholly owned subsidiary of Ameritege Technology Partners, a privately equity firm, headquartered in San Diego, California, with a focus on investments in more than a dozen enterprise software companies. In addition to his role as CEO of Neubloc, Mr. Viteri joins Ameritege as a principle investor and partner.

Mr. Viteri brings to Neubloc more than 25 years of executive management and expertise in the enterprise computing, software, networks and services market with an impressive record of accomplishments. Prior to Neubloc and Ameritege, Mr. Viteri was most recently President and CEO of RF Code, Inc., an emerging growth RFID solutions business where he successfully raised Tier 1 venture capital financing and delivered premier RFID hardware and software products to market. Prior to RF Code, Mr. Viteri co-founded and served as president of Pinpoint Corporation, the industry's first active RFID and Real-Time Locating Systems (RTLS) company. Previous to Pinpoint, Mr. Viteri was executive vice president of TriTeal Corporation where he was responsible for creating both domestic and international sales channels and infrastructure and drove the advanced Java™ development organization resulting in three patents. Following three private financings, Mr. Viteri played an instrumental role in TriTeal's successful IPO in 1996 and secondary public offering in 1997.

From 1983 to 1993 Mr. Viteri held various sales, marketing, and management roles with Sun Microsystems, Inc. Joining Sun during its start-up phase he held numerous management roles for multiple disciplines during his tenure, and created, managed, and executed many initiatives that account for the success and growth of the business today.

Mr. Viteri has served on several technology company boards and variety of industry standards bodies. Mr. Viteri earned a B.S. in Electrical Engineering from the Massachusetts Institute of Technology.



Sandra Watson
Director, The Office of Innovation & Technology Arizona Department of Commerce

Sandra Watson is the Director of the Office of Innovation and Technology for the [Arizona Department of Commerce](#), as well as the Executive Director for the Governor's Council on Innovation and Technology. Watson is responsible for ensuring that the needs of the emerging technology industries are being met in Arizona. Her office is dedicated to providing assistance and resources to accelerate the growth of innovation, technology and entrepreneurship throughout the state.

Previously Watson was the Business Development Director for the Arizona Department of Commerce. Watson was responsible for the marketing and site location efforts required to diversify and expand Arizona's employment base. Under Watson's leadership, the Business Development Team assisted



approximately 230 companies relocating or expanding in Arizona, thus creating over 50,000 jobs in the state from the period of July 1998 - April 2002.

Watson has an Honors Bachelor of Commerce Degree and has completed the Global Leadership Certificate Program at Thunderbird International Graduate School. Watson has been designated an Economic Development Finance Professional by The National Development Council.

Watson is a member of several economic development organizations including the National Association of Industrial and Office Parks Arizona Chapter, the Phoenix Community Alliance and the U.S. Women's Chamber of Commerce Arizona Chapter.

Watson is married and has three children.



Michael Wolf
General Partner, Lobodos Ventures

Mr. Wolf is the General Partner of Lobodos Ventures, with more than ten years of high-tech investment experience. In addition, he has over 26 years of operational experience in the software industry, with Vitrix, VIASOFT, Computer Associates, Capex, and EDS. As a co-founder of VIASOFT, he helped drive the software company from startup, through a successful IPO, and to over \$1 billion in capitalization. He has held various roles including Executive Vice President, Chief Technology Officer, President, CEO, and Chairman. He has served on numerous private, public, and non-profit Boards. He is active in the local angel investment community, as a long time member of the Arizona Angels, serving on its advisory board, and as chairman of its selection committee. He serves as an Advisor to the Point Financial Income Leasing Fund. He holds a Bachelor of Science degree in Quantitative Systems from Arizona State University.



Ed Zito
Executive Vice President, Commercial/Corporate Banking
Alliance Bank of Arizona



Video Panelists:



James Poterba
MIT Mitsui Professor of Economics;
President, National Bureau of Economic Research

James Poterba is the Mitsui [Professor of Economics](#) at MIT and the President of the [National Bureau of Economic Research](#). Poterba is a Fellow of the American Academy of Arts and Sciences and the Econometric Society, President of the National Tax Association, has served as a Director of the American Finance Association and as a member of the Executive Committee of the American Economic Association.

Dr. Poterba's research focuses on how taxation affects the economic decisions of households and firms. His recent work has emphasized the effect of taxation on the financial behavior of households, particularly their saving and portfolio decisions. He has been especially interested in the analysis of tax-deferred retirement saving programs such as 401(k) plans and in the role of annuities in financing retirement consumption.

Dr. Poterba served as a member of the President's Advisory Panel on Federal Tax Reform in 2005. He edited the *Journal of Public Economics*, the leading international journal for research on taxation and government spending, between 1997 and 2006. He is a member of the advisory board of the *Journal of Wealth Management*, co-author of "The Role of Annuity Markets in Financing Retirement," and an editor or co-editor of five additional titles.

Dr. Poterba studied economics as an undergraduate at Harvard, and received the Doctor of Philosophy degree in Economics from Oxford University, where he was a Marshall Scholar. He has been an Alfred P. Sloan Foundation Fellow, a Batterymarch Fellow, a Fellow at the Center for Advanced Study in Behavioral Sciences, and a Distinguished Visiting Fellow at the Hoover Institution at Stanford University.



David Tabak '90
Senior Vice President
National Economic Research Associates

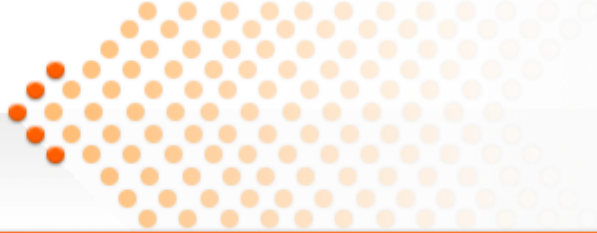
David Tabak is a SVP at [NERA](#), where he is a member of the Securities and Finance Practice. In the area of securities class actions, Tabak has performed analyses involving issues of class certification, liability, materiality, affected trading volume, and damage calculations in cases with allegations ranging from product issues to the value of an issuer of subprime mortgages. He has also performed valuations of equity, options, other financial derivatives, businesses, and financial institutions.

Tabak has published in his areas of expertise in forums such as *St. John's Law Review* and *Shannon Pratt's Business Valuation Update*, and has published peer-reviewed articles in *Litigation Economics Review* and the *Journal of Forensic Economics*. His publications have covered topics such as the use of event studies to measure damages in commercial disputes, economic analysis of market efficiency, valuation discounts for lack of marketability, and the application of statistics in litigation analyses. Dr. Tabak has been an invited speaker at the Securities and Exchange Commission.

Dr. Tabak earned his PhD and MA degrees in economics from Harvard University and his BS in economics and BS in physics from the Massachusetts Institute of Technology. While at Harvard, Dr. Tabak participated in teaching courses in micro- and macroeconomics and American economic policy at the undergraduate and graduate levels, and in the creation of an undergraduate textbook and accompanying software package.

MIT Enterprise Forum

Phoenix



Alan Cohen '82
Senior Managing Director
York Capital Management

Alan Cohen joined York Capital in March 1998 and is a Senior Managing Director and a partner of the Firm. He is also the Portfolio Manager of the York Credit Opportunities funds. From 1996 to 1998, he worked as a Vice President and Analyst for Franklin Mutual Advisers Inc. For the two years prior, Alan was a Director in the High Yield Trading Group at Smith Barney Holdings Inc. From 1991 to 1994, he was a Vice President at Donaldson, Lufkin & Jenrette, Inc., where he traded high yield and distressed bonds. For the five years prior, Alan was a Vice President at Goldman, Sachs & Co., where he analyzed and traded high yield bonds.

Alan currently is a member of the Board of Directors, in his capacity as a York employee, of the Hundred Acre Group, LLC. Alan received a B.S. in Economics from the Massachusetts Institute of Technology and an M.B.A. from the Harvard Business School.