

**NH Business Owners:** Here's something you can't afford to miss!

## The Agenda for Growth

*a collaborative conference on*  
**Planning, Growing and Financing Your NH Business**

November 4, 2004  
9 a.m. – 4 p.m.

The Mount Washington Hotel,  
Bretton Woods, NH

**Designed for  
companies  
on the move!**

**The conference will include breakfast, lunch and networking opportunities along with the following topics and more:**

- Supporting growth: alternatives to venture capital
- Asking “what if” – financial planning/modeling to expand your options
- Strategy that optimizes growth: insights from a former “Top 3” consultant
- What's my company worth? An introduction to valuing your business for growth and capital
- Spectrum of financing, from grants to venture capital
- Low and no cost resources in NH to help you develop and grow your business
- Angel financing

**In addition to hearing from NH's angels, venture capitalists and grant sources, take the opportunity between sessions — and at the networking session at the end of the conference — to meet informally with these funders on a one-on-one basis.**

If you're serious about your business, you can't afford to miss this conference. Sort out the complex issues of growing your business.

**Register today:**  
Online at [nhbr.com](http://nhbr.com)  
or call 624-1442 x25

**Registration fee:**  
\$125 per person

**Space limited to  
150 registrants**

**First 50 registrants will be entered into a drawing for a weekend stay at the Balsams Grand Resort Hotel!**

*See reverse side for further details!*

Presented by  
NEW HAMPSHIRE  
**BUSINESS  
REVIEW**

**CEI**

**COMMUNITY  
VENTURES**

# The Agenda for Growth

## Schedule of Sessions

Register  
online at [nhbr.com](http://nhbr.com)  
or call 624-1442 x25 –  
Registration fee: \$125/person

Space is limited to  
the first 150 registrants!

### 9:00-10:00 am Continental Breakfast

*Overview Presentation:* Jeff Feingold, Editor, NH Business Review, and Michael Gurau, President, CEI Community Ventures, Inc.

### 10:10-11:00 am Session Offerings:

#### Track 1: Spectrum of Financing, from Grants to Venture Capital

*Speakers:* Mary Collins, Jesse DeVitte, Michael Gurau, and John Hamilton,

In this session, you will be introduced to the spectrum of financing options available to growth oriented companies.

#### Track 2: Low- and no-cost resources in NH to help you develop and grow your business

*Speakers:* Hollis McGuire, NH Small Business Development Center, John Simpson, NH Department of Economic and Community Development, and Jonathan Linowes, Publisher, The Natural Entrepreneur of NH.

This session presents NH resources designed to help you develop and grow your business, including business plan development, state and local debt financing sources, location services and more.

#### Track 3: Marketing as a Strategic Tool for Growth

*Speakers:* Mary Jo Brown, Brown & Company, David Aznavorian, Timberland, Sharron McCarthy, McLean Communications (moderator), other panelists TBD

Effective marketing is a critical component of growing your business. In this session, you'll hear from three experts in marketing who will share their perspectives on using marketing as a tool for growth.

**Discounted accommodations** are available through the Mount Washington Hotel. For information or reservations, please contact the sales office at 800-258-0330. Please reference "The Agenda for Growth" Conference presented by NH Business Review, as well as the November 4th date with your inquiry.

**For more information** about the conference, please contact Tricia Baker Schmitt at 603-624-1442 x25 or email [tbaker@nh.com](mailto:tbaker@nh.com).

### 11:10-12:00 pm Session Offerings

#### Track 4: Business Plans that Attract Venture Capital

*Speaker:* Michael Gurau, CEI Community Ventures, Inc.

A business plan is often your first impression to a potential capital source. In this session, you'll learn which plan traps to avoid and what elements are critical to getting that first meeting.

#### Track 5: Angel Financing

*Speakers:* Fred Wainwright, Jesse Devitte, John Bruni (First Run Angels), Jim Cook (moderator)

Individual investors, known as angels, invest as much money annually as the venture capital industry does. NH has more than four organized angel groups (individuals co-investing with each other) – the largest number in northern New England. In this session, you'll hear from a range of angel investors and angel advisers who will give you insight into this "rich" source of early-stage growth capital.

#### Track 6: Alternatives to venture capital: near equity and debt to support your growth

*Speakers:* John Hamilton, Vested for Growth, other panelists TBD

Venture capital and technology grants are not the only source of growth capital in New Hampshire. A unique debt/royalty program as well as small business-friendly banks offer different sources of capital – with different objectives – than venture capital. This session will describe programs that allow you to grow your business without giving up equity/ownership.

### 12:00-2:00 pm Lunch

*Keynote Speaker:* Jay Borden

Jay Borden is founder and former CEO of Granite Systems, a communications software company acquired by Telecordia Technologies in May of 2004. Granite was among the most successful growth stories in the industry, both pre- and post-crash, winning Inc. 500 recognition for four years, and Borden himself has been named New Hampshire High Tech Council 2000 Entrepreneur of the Year and Ernst & Young New England Entrepreneur of the Year in 2002.

### 2:10-3:00pm Session Offerings:

#### Track 7: Asking "what if" – financial planning/modeling to expand your options

*Speaker:* Betsy Walkerman, Headwaters Strategy

Learn financial modeling techniques that enable you to test different growth options without spending a dime, determine whether to raise venture capital (and how much you'll need) and assess risks in your business plan/model.

#### Track 8: Strategy that Optimizes Growth: Insights from a former "Top 3" Consultant

*Speaker:* Michael Burgmaier, Principal CEI Community Ventures

Learn a process to identify and assess growth opportunities for your business so you can best prioritize scarce capital resources. The process will allow you to better think about competing investment opportunities, from areas such as new products, markets, channels, customers and company capabilities.

#### Track 9: What's my company worth? An introduction to valuing your business for growth and capital

*Speakers:* Michael Gurau, Jay Borden

Presenting some basic techniques that enable you to understand the valuation process, whether you are seeking capital, looking to sell your business or just curious as to what your business might be worth. You'll also hear perspectives on valuation from NH entrepreneur Jay Borden, who will share his experiences in raising capital.

### 3:00-4:00 pm Networking Session

*An opportunity to network with speakers and panelists – refreshments will be provided.*

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Please note that all tracks are on a first-come, first-serve basis, and each track is limited to 50 attendees.