

Tech Alliance of Dallas

Technology Day: Building Your Business

A Program of the
Tech Alliance of Dallas (TAD)
at the University of Texas at Dallas

January 15, 2005

www.tadallas.org

The Tech Alliance of Dallas (“TAD”) is an umbrella organization that brings together technology and entrepreneurial-focused organizations in the Dallas area with thousands of members. We recognize that all of the key elements to accelerate the creation of new companies exist in Dallas. There are strong management teams, significant technical talent, and venture capital firms that are knowledgeable and interested in making investments in Dallas. The TAD strives to provide programs that will enhance communications between the entrepreneur community and the venture community and encourage individuals to pursue their entrepreneurial interests.

Agenda

- Noon** **Registration and Networking**
- 12:45** **Welcome and Introductions**
Neil Kaden, Chairman of Technology Alliance of Dallas
- 1:00** **Elevator Pitch Contest**
Moderated by Mike Cameron, Partner at Jackson Walker, LLP
- 1:45** **Keynote Speaker**
Rusty Cone
President
Alliance Systems
- 2:15** **Elevator Pitch Contest Winners Announced**
- 2:30** **Networking Break**
- 3:00** **Second Annual Business Plan Competition**
Sponsored by Andrews Kurth LLP
Moderated by David Washburn, Partner, & Robin Bradford, Of Counsel at
Andrews Kurth LLP
- 3:45** **Panel Discussion – “How to Build a Business”**
- John Baker, President of Venture Research, Inc.
 - Laurence Briggs, CEO and Co-Founder of The InvestIN Group
 - Harlan Kappel, Business Financial Advisor of American Express
Financial Advisors, Inc.
- Moderated by Mary Swensen, Principal of Swensen Communications
- 4:30** **Business Plan Competition Winners Announced & Closing Remarks**
- 5:00** **Conclusion**

TAD Event Planning Committee

Matthew Blanton	Joe Jeng	Cherie Sung
Robin Bradford	Neil Kaden	Mary Swensen
Michael Cameron	Beth Keithly	Terry Traveland
Howard Chen	Worthy LaFollette	Ram Velidi
Sejal Desai	Dinesh Pai	David Van Winkle
Da Hsuan Feng	Pulin Patel	David Washburn
Elizabeth Frank-Jones	Maura Schreier-Fleming	Grant Wickes
Richard Grady	Bob Shapiro	

Sponsors

Andrews Kurth LLP	www.andrewskurth.com
Dillon Corporate Services	www.dillonserv.com
Fragomen, Del Rey, Bernsen & Loewy	www.fragomen.com
Jackson Walker, LLP	www.jw.com
Mobility Ventures	www.mobilityventures.com
Silicon Valley Bank	www.svb.com
Swensen Communications	
UT-Dallas	www.utdallas.edu
Velocity Sales Consulting	

Member Organizations

Alliance of Technology & Women (ATW)	www.atwinternational.org
American Electronics Association (AeA)	www.aeanet.org/texas
Association of Chinese Professionals (ACP)	www.acp-dfw.org
CEO NetWeavers	www.ceonetweavers.org
Chinese Association for Science and Technology (CAST)	www.castusa.org
Chinese Institute of Engineers (CIE)	www.cie-dfw.org
Dallas Forum for BioMedical Technology (DFBT)	www.dfbt.org
Dallas Blue	www.dallasblue.org
DFW Homeland Security Alliance	www.dfwhomelandsecurity.org
Entrepreneurs Foundation of North Texas (EFNT)	www.efnt.org
GeekMeet	www.geekmeet.com
Greater Dallas Asian American Chamber of Commerce	www.gdaacc.com
Greater Dallas Chamber of Commerce	www.dallaschamber.org
Greater Dallas Indo-American Chamber of Commerce	www.gdiacc.org
Independent Computer Consultants Association (ICCA)	www.icca-dfw.org
Institute of Electrical & Electronic Engineers-CVT (IEEE)	www.cvt-dallas.org
MetroChips	www.metrochips.org
MIT Enterprise Forum of Dallas - Fort Worth	www.mitforum.com
North Texas Central WorkForce	www.dfwjobs.com
North Texas Global Telecommunication Society (NTGTS)	www.ntgts.org
North Texas Technology Council (NTTC)	www.nttc.ws
NTEC	www.ntec-inc.org
Orbits of Influence	www.orbitsofinfluence.org
RFID National Center	www.nationalrfid.com
RFID Tribe	www.rfidtribe.com
STARTech Foundation	www.startech.org
Tech Fort Worth	www.techfortworth.org
Texas Venture Post	www.texasventurepost.com
The Indus Entrepreneurs (TIE)	www.tie-dfw.org
UT-Dallas	www.utdallas.edu

Keynote Speaker

Rusty Cone, President, Alliance Systems Ltd.

Mr. Cone, a recognized expert in business process excellence, brings more than 20 years of leadership in high technology manufacturing and quality process management to Alliance Systems. As President, Mr. Cone leads all areas of Alliance's day-to-day operations, including sales and marketing, administration, finance, operations and customer support. Prior to joining Alliance, Mr. Cone served as Vice President of M&S Systems, a nationally recognized consumer electronics manufacturer. Under Mr. Cone's leadership, M&S received the Texas Quality Award and was a finalist for the Malcolm Baldrige National Quality Award (MBNQA). Mr. Cone has also held management positions at Texas Instruments and Marlow Industries, a winner of the 1991 MBNQA. Mr. Cone has given leadership and business process excellence presentations to more than 200 business leaders in the past three years. Mr. Cone is a graduate of the U.S. Naval Academy.

Panel Discussion “How to Build a Business” Speakers

John E. Baker, President, Venture Research, Inc.

Mr. Baker's extensive experience and success in the start-up and launch of businesses requiring heavy technical infrastructure and business re-engineering brings expert leadership to Venture Research, which he joined in 1996. Throughout his career, at companies such as Catalyst International Inc., Information Strategies Inc., Datapoint Corporation, Harris Data Communications and Texas Instruments Inc., he has performed all facets of marketing, sales, product development, branding, personnel acquisition, funding, licensing, management and logistics associated with products, services and business development, technical and product architecture design capability in the areas of business operations analysis, logistics, supply chain management and re-engineering. His special areas of expertise include supply chain systems/RFID systems, operational analysis/logistics – business re-engineering, product development/architecture/design, multi-media/Internet/Intranet technologies/content delivery, wireless technologies, and business financing/investment. In 1993, when Mr. Baker was a leader of Information Strategies Inc., *Fast Tech 50* named it as one of the fastest growing high tech businesses in the Dallas area (#16 in the list of 50 businesses according to Arthur Andersen). Mr. Baker earned a B.S. in Electrical Engineering at the University of Mississippi in 1975, and an M.S. in Computer Science from Southern Methodist University in 1980.

Laurence Briggs, Co-Founder & CEO, InvestIN Group

As an investment advisor, Mr. Briggs' broad industry experience includes financial services, robotics, anti-terrorist devices, metal transformation, medical devices, oil and gas, and staffing services. Mr. Briggs has negotiated 28 acquisitions and raised capital many times. He has founded several companies in Egypt, France and the U.S. Mr. Briggs has advised, among others, Mobil Oil, Colgate-Palmolive Co. and a subsidiary of United Technologies Corp. on overseas transactions. Since 1992 Mr. Briggs, who lives in Dallas, is a permanent resident of the U.S. Mr. Briggs qualified as a professional

accountant at the London School of Accountancy (London University) in the 1970s and he was a Fellow of the Sloan Fellowship program at the London Business School (London University) 1982-1983. Mr. Briggs speaks English and French fluently and holds the NASD series 7, 63 and 24 securities licenses.

Harlan Kappel, Financial Consultant, American Express - Dallas

Mr. Kappel, who grew up in a family of entrepreneurs, is experienced in managing issues ranging from expertise in business development and taking businesses to the next level, retirement planning, individual pension planning, to designing and implementing 401 (k) plans. Since 1997, he has represented clients throughout the southern U.S. Mr. Kappel, who has twice won the American Express *President's Award for Quality of Advice*, is ranked in the top two percent in the company's client satisfaction category. Active in a number of industry and community organizations, Mr. Kappel currently serves as the vice president of the North Texas Technology Council and is also a member of American Express' Advanced Advisor Group, the Dallas Financial Forum and the Sports Business Network. He is also dedicated to raising funds for cancer research. Mr. Harlan earned a B.S. degree from the University of Southwestern Louisiana and continues to be an active alumnus.

Moderator: Mary Swensen, M.J., APR, Principal, Founder, Swensen Communications

Since founding her company in the early 1980s, Ms. Swensen and her associates have advised and provided marketing and public relations services to dozens of entrepreneurial companies, and several major corporations. Swensen Communications specialty is providing measurably effective marketing and public relations services to young, growth-oriented high-tech companies. Clients range from high-tech business applications to high-tech manufacturing in medical applications, business and financial processes, telecommunications, semiconductors, and computer technology applications. Services provided include customer acquisition, product and business concept development, publicity, advertising, Internet applications, direct marketing, presentations, trade show displays, intelligence gathering/market research, writing, graphic design, consulting and coaching, and marketing/public relations plans. Entrepreneurial education is a specialty of Ms. Swensen, who teaches marketing at the Collin County Small Business Development Center (SBDC), and through the Womeon in Motion entrepreneurship program (formerly *Project New*) at the SBDC. She served as a consultant to the Federal Government's Women's Business Development Council in Washington, DC to create a hearing on the progress of women's entrepreneurship in high-technology. Swensen Communications won a recent award for advertising excellence from the Journal of Oral & Maxillofacial Surgery for an ad on an oral surgery software application. Ms. Swensen has won a Press Club of Dallas Katie Award for a series of magazine articles on the success factors in entrepreneurship. Two books she has written are in President Reagan's Presidential Collection. Ms. Swensen earned her M.J. (Master of Journalism) degree in public relations from the University of North Texas, and her B.S. degree in education from Fairleigh Dickenson University.

Elevator Pitch Judges & Moderator

Charlie Humphreyson, HO2 Partners

Mr. Humphreyson has more than twenty years of experience in the computer industry selling hardware and developing software. He was a founding executive of Contact Software International, Inc. (CSI), the developers and marketers of ACT! contact management software, which became the international leader in its category. When CSI was sold for more than \$46 million to Symantec Corp. in 1993, he became an investor and advisor to several Internet-related companies, and was engaged as a consultant for Internet opportunities with the Sevin Rosen funds. A former U.S. Navy nuclear submariner, Mr. Humphreyson serves on the boards of directors of GlobeRanger Corporation, traq-wireless, inc. and Voyence, and is on the advisory board for the Southwest Venture Forum.

Terry Rock , CenterPoint Ventures

Mr. Rock is the former president of Convex and has held several operating management positions at Convex and Texas Instruments. He is a co-founder of the STARTech Technology Incubator in the Telecom Corridor near Dallas, and is the Managing General Partner of the STARTech Seed Fund. He holds board positions with several leading information technology corporations and is a prominent high tech industry spokesman. Mr. Rock earned a B.S. degree in Mechanical Engineering from the South Dakota School of Mines and Technology.

Jeff Williams, Chisholm Private Venture Partners

Mr. Williams joined Chisholm in 2003 as General Partner to lead their efforts in the North Texas corridor. Prior to joining Chisholm, he was a Managing General Partner for Markpoint Venture Partners in Dallas. In addition to his most recent experience, he brings more than 10 years of experience in providing venture capital, private equity and financial expertise to early and later stage companies in the North Texas area. He also serves on the Advisory Board for the North Texas Enterprise Center.

Moderator: Michael Cameron, Jackson Walker LLP

Mr. Cameron is a partner in the Richardson, Texas office of Jackson Walker, LLP, a 325-plus lawyer law firm based in Dallas, Texas. His practice is comprised of representing entrepreneurs, organizations and universities in patent preparation, prosecution and licensing and representing business organizations in corporate finance, securities and mergers and acquisition transactions. In addition to holding a United States patent, he prepares and prosecutes patents in the area of semiconductors, integrated circuits, electronic systems, software, mechanical devices and consumer products. Mr. Cameron, a registered patent attorney, graduated from the University of Texas Law School in 1989.

Business Plan Competition Judges

Matthew Hutchins, Sr., Andrews Kurth LLP

Mr. Hutchins has more than 20 years of business development, corporate finance, senior management, strategic partnering, operations, and legal experience. Mr. Hutchins is Of Counsel in the Dallas, Texas office of Andrews Kurth, LLP, an international law firm, specializing in business transactions, corporate and securities law, corporate and commercial finance, and international business development. He serves on the Board of Directors of T-Speed Broadband Communications, Inc, a fixed wireless broadband services provider headquartered in Dallas, Texas. He was previously the President & CEO of T-Speed Broadband Communications. From October 1998 until April 2001, Mr. Hutchins served as President & CEO of BroadbandNOW, Inc., a leading provider of high speed data services to residential consumers in the multi-family and emerging telecommunications industries. During Mr. Hutchins' tenure, BroadbandNOW grew from 18 to 200 employees, and its national data communications network spanned 28 major metropolitan markets across the United States. He also raised \$92,000,000 of private equity from such investors as Liberty Media, Microsoft, Lucent Technologies, Nortel Networks and GE Capital. Prior to serving as President & CEO, he was Vice President of Business Development and Corporate Affairs since joining BroadbandNOW, Inc. in July 1997. From 1994 to 1997, Mr. Hutchins served as Chief Executive Officer of The Tiger Group, L.L.C., a privately held international and strategic business development consultancy specializing in the multimedia, interactive telecommunications and information technology industries, which he co-founded. Representative clients included GTE; BBN Corporation; Jinro Group/Gtv (Republic of Korea); Storage Concepts, Inc.; and Electronic Data Systems Corporation. Notably, Mr. Hutchins assisted BBN Corporation in creating several international joint ventures to establish commercial Internet service providers in Europe and Asia. From 1990 to 1994, Mr. Hutchins served as Vice President, International and Chief Legal Officer of SpectraVision, Inc., a publicly-held company providing video entertainment programming and interactive services for the lodging and hospitality industry. In his capacity as Vice President, International, Mr. Hutchins created and managed SpectraVision's international operations in seven foreign countries. Prior to his association with SpectraVision, Mr. Hutchins specialized in corporate and commercial finance with Andrews & Kurth. Mr. Hutchins holds a B.A. degree in Political Science from the University of Maine, a M.P.A degree from Texas Tech University, and a J.D. degree from Texas Tech University. Mr. Hutchins is licensed to practice law in the State of Texas.

Jamie Keeling, Silicon Valley Bank

Mr. Keeling is an Associate with Silicon Valley Bank's Dallas office. He joined the Bank in 2003 and is involved in underwriting, documentation, and portfolio management. For 20 years, Silicon Valley Bank has provided innovative banking products and services to emerging growth and middle-market companies in the technology and life science industries. The company serves more than 9,500 clients across the country through 27 regional offices. In addition, Silicon Valley Bank has client and VC relationships throughout Asia, Australia, Europe, India, and Israel. Through its focus on specialized markets and extensive knowledge of the people and business issues driving them, Silicon Valley Bank provides a level of service and partnership that measurably impacts its clients' success.

Prior to working for Silicon Valley Bank, he worked in Comerica Bank's Middle Market and Technology lending groups. Mr. Keeling earned a Bachelor's degree in Finance from the University of Oklahoma.

Phillip Patitsas, Velocity Sales Consulting

Mr. Patitsas is the CEO and Founder of Velocity Sales Consulting, LLC (VSC), the elite sales acceleration company specializing in the delivery of rapid growth. He has a passion for excellence in helping people build and grow their businesses. With business representation in 11 major U.S. cities, VSC's clients rank among the business elite including Boeing, Bank of America, Pfizer, Sonic, Intercall and Aquascape Designs Inc. (ADI*). VSC's current clients include a leading satellite TV entertainment Company, and several U.S. and European high tech manufacturers. He also facilitates 6 boards of privately held companies ranging in size from \$10 to \$95 million in revenue as an executive coach. His unique speed driven coaching method is specially tailored for C-level decision makers and business owners who are striving for rapid results and excellence. In addition to sitting on the boards of numerous startups and high growth companies, Mr. Patitsas volunteers for several church and philanthropic organizations. He publishes **Rainmaker Newsletter** profiling best practices in sales, and is a feature business columnist in *Tips from the Top* and the *McHenry County Woman's Newspaper*. He obtained his MBA from the top ranked University of Pittsburgh's Joseph M. Katz Graduate School of Business, and his Petroleum Engineering degree from Marietta College. He has completed executive leadership programs at the Wharton School of Business in commercializing new products and technologies, and The University of Chicago in the strategy and tactics of pricing. Prior to starting his own company in 2001, Mr. Patitsas was a Senior Business Development Executive for several Fortune 50 chemical and petroleum companies (Standard Oil of Ohio, Amoco, BP, Air Product and Chemicals, Praxair) where he served in numerous sales, marketing and commercial roles, including Global Marketing Manager for a \$600 million Semiconductor Materials company. His business achievements include building an electric power contract portfolio valued at more than \$8 billion, launching a \$600 million U.S. Home Healthcare and \$300 million Analytical Instrumentation businesses, consistently delivering double digit growth, and introducing more than 40 new products and technologies. He brings more than 25 years of business acumen and is a frequently requested guest speaker on business development issues.

Gil Turchin, Turchin Financial Corporation

Turchin Financial Corporation (Member NASD/SIPC), established in 1997, is an investment banking firm that raises capital for emerging organizations and provides financial advisory services. We handle debt and equity transactions ranging in size from \$1 million to \$10 million.

Moderator: Alexander M. Szeto, Associate, Andrews Kurth LLP

Mr. Szeto represents both public and private companies in a wide variety of corporate and securities matters, including mergers and acquisitions, corporate finance, securities regulation, and private equity transactions. He has represented issuers and buyers in private and public securities offerings and private equity fund formation. Alex also represents various U.S. and offshore hedge funds with their formation and investment strategies. He has represented various types of business organizations in a wide array of industries, including technology, manufacturing, insurance, financial services,

entertainment, and health care. His articles include "Indemnification of Directors and Officers: A Different Side to the Problem of Corporate Corruption" Wall Street Lawyer (June 01, 2004). He is a member of the State Bar of Texas, the Dallas Bar Association and the Dallas Asian American Bar Association. He earned his J.D., 2003, the University of Texas School of Law.

Administrators of the Business Plan Contest

Robert (Robin) H. Bradford, Of Counsel, Andrews Kurth LLP

Mr. Bradford has a wide-ranging corporate and finance practice that includes work with corporations and partnerships. He assists clients with securities offerings, including IPOs, and compliance matters, as well as with private equity offerings. His corporate focus also involves mergers and acquisitions and asset divestitures. His work in the area of public finance emphasizes bond issues for health care facilities and single-family housing. In addition, he has experience with project financings. He has represented issuers and underwriters in financing transactions, such as project financings, single-family housing bond issuances, and health care financing bond issuances (including refinancing). He has represented numerous companies in connection with private equity offerings and mergers and acquisitions, including business-to-business Internet service providers, represented a business-to-business Internet service provider with its initial public offering, represented public companies in matters involving compliance with the Securities and Exchange Act of 1934, represented a public telecommunications corporation in connection with the public spin-off of its billing and information management subsidiary, represented a client in obtaining a Securities and Exchange Commission no-action letter deemed one of the most significant no-action letters of 1997. Mr. Bradford is co-author of "Mapping Out the Best Exit Strategy: The Great Escape" (with Mark Solomon and Brenda Brown). He has spoken on "Mergers and Acquisitions in Texas: The Art of Doing Deals," National Business Institute Seminar. He is a member of the Dallas Bar Association's Corporate Counsel and Securities Sections, and the State Bar of Texas, Business Law Section. Mr. Bradford earned his J.D., in 1983 from the University of Texas School of Law and his M.B.A., in 1985 from the University of Texas Graduate School of Business.

J. David Washburn, Partner, Andrews Kurth LLP

Recently elected as one of the "Best Attorneys in Dallas Under 40," Mr. Washburn has been recognized for his straight talk and ability to successfully manage complex corporate/securities transactions. His practice involves functioning as outside general counsel to public and private corporations; structuring, negotiating, and implementing mergers and acquisition transactions; SEC reporting and regulatory compliance; counseling clients on corporate governance and Sarbanes-Oxley issues. He regularly represents corporations in significant public and private M&A transactions, including a \$1.0B merger of the world's leading technology services company, and a \$500M merger of a publicly traded telecommunications carrier. He has assisted the nation's largest wireless cable company in the simultaneous merger of five public and quasi-public companies and the concurrent issuance of \$350M of public equity. Mr. Washburn is an author of several works including "Addendum to the SEC Handbook – Covering SEC Rules Related to the Sarbanes-Oxley Act, 2003 Addendum," RR Donnelley Financial Handbook (2003). "Navigating the Minefield of the SEC's Ethics Reform Measures," Wall Street Lawyer (November 2002). "Creating the Ultimate Board in the Sarbanes-Oxley, Post-Enron Era," Securities Regulatory Update (November 2002),

"Indemnification of Directors and Officers: A Different Side to the Problem of Corporate Corruption," *Wall Street Lawyer* (June 2004) and many more. He has been quoted in many publications including *Financial Executive*, *CFO*, *Texas Lawyer*, *Dallas Morning News*, *Tampa Tribune*, *Newark (NJ) Star Ledger*, *Chicago Tribune*, *Entrepreneur Magazine*, *The Christian Science Monitor*, *eCFO*, *ZDnet*, and many more. He is also a sought-after speaker and seminar leader for financial and business groups and organizations. Mr. Washburn is a Founding Board Member - TexChange, a 501(c)(3) dedicated to advancing entrepreneurship in Dallas, Texas. He is a founder of GC Netweavers, a non-profit organization designed to assist transitioning General Counsel to new opportunities; of Navigating Difficult Waters Series, a group of current and former CEOs and COOs who meet with entrepreneurs and management of growing businesses to discuss problems confronting growth and potential solutions to these problems; Gilda's Club Ride for Life, a motorcycle rally to raise awareness of and funds for Gilda's Club North Texas, an international group of cancer support houses named after Gilda Radner; and a Delegate - City of Dallas Mayor's Office - Signing of International Partnership Agreement with the City of Shenzhen, China (Oct. 2004). He earned his J.D. in 1992, with highest honors, at the University of Tulsa, and his B.A. degree in 1989 from the University of Nebraska. He is a member of the State Bar of Texas.