

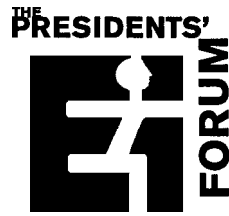
# THE PRESIDENTS' FORUM OF PHILADELPHIA

A "BY-INVITATION-ONLY" PROGRAM FOR CEO'S, PRESIDENTS OR OWNERS

THE UNION LEAGUE OF PHILADELPHIA

140 South Broad Street, Philadelphia, PA

Wednesday, June 9, 2010



## For Business Owners, CEOs and Presidents

*The Forum's powerful format lets you get solutions and generate new ideas with input from your peers and other professionals who serve as faculty. This day's robust learning event offers:*

- Presentations
- Roundtable Interaction
- Networking

## Presentations

*Successful business owners and other prominent business leaders present "their" case studies and detail strategies and techniques that build profit for their companies.*

## Roundtable Interaction

*Highly interactive roundtable sessions allow presidents to discuss key issues in a smaller group setting.*

## Networking

*Informal one-on-one conversations enable participants to discuss business in a less formal atmosphere, develop key contacts and build business.*

*The Presidents' Forum was created through the efforts of the Advisory Board of Philadelphia and The Entrepreneurship Institute (TEI) to provide practical solutions, relevant information and valuable contacts needed to thrive in the "new economy." TEI is the most successful independent, non-profit educational corporation organized solely to assist and encourage the growth of American enterprises. Since 1976, TEI has assisted thousands of company presidents in solving problems and developing business contacts that contribute positively to the bottom line.*

**For More Information Contact:**  
**The Entrepreneurship Institute**  
3592 Corporate Drive, Suite 101  
Columbus, OH 43231-4988  
[www.tei.net](http://www.tei.net)

1-800-736-3592

## THE PRESIDENTS' FACULTY & BUSINESS RESOURCES

(Faculty of Over 30 Presidents and Other Business Resources)

### Partial List of Presidential Presenters

**Herb Cohen, President and Host, Executive Leaders Radio** – In June 2005, on WWDB 860-AM, Executive Leaders Radio began interviewing the region's top executive leaders. In January 2007, the show began focusing on CEOs of locally owned-and-operated businesses, \$10 million-\$100 million in revenue. In January, 2009, on WHFS 1580-AM (Washington DC's The Big Talker), the organization launched Executive Leaders Radio in DC, Virginia and Maryland area. The host, Herb Cohen, conducts a warm and human interview with each guest to learn what makes them tick, how they were able to build their enterprise, their personal secrets of success, management style, industry trends, challenges and opportunities ahead. The show is packed with wisdom and Mr. Cohen frequently invites co-hosts to keep the interviews fresh and lively.

**William Dunkelberg, Professor of Economics, Temple University** – Dr. Dunkelberg is currently Professor of Economics in the College of Literature and Arts at Temple University, where he served as Dean of the School of Business and Management from 1987 through 1994 and as Director of the Center for the Advancement and Study of Entrepreneurship. He currently serves as Chief Economist for the National Federation of Independent Business (400,000 member firms; since 1971) and as Economic Strategist, Boenning & Scattergood. His prior appointments were at the Krannert Graduate School of Management, Purdue University, the Graduate School of Business, Stanford University and the Survey Research Center at the University of Michigan. He has a B.A., M.A. and Ph.D. degrees in Economics from the University of Michigan.

**Marc Lederman, General Partner, NewSpring Capital** – Mr. Lederman has an extensive background in finance, consulting and accounting. Prior to joining NewSpring Capital, he was a Manager in the Business Assurance and Advisory Services Group of Deloitte & Touche. He currently serves on the boards of CorrectNet, LiquidHub, The FeedRoom, and RealTIME. Mr. Lederman is an active member of the region's venture capital community. He serves on the Executive Committee of the Board of Directors of the Mid-Atlantic Capital Alliance, the Steering Committee of the Mid-Atlantic Capital Conference, and is a national judge for the Ernst & Young "Entrepreneur of the Year" awards. Mr. Lederman was selected as one of the Philadelphia region's "40 Under 40" young business leaders in 2005 and in 2001 received *PhillyTech Magazine's* "30 Under 30" award.

## Sponsoring Organizations:

Administaff, Inc.

Asher & Company Ltd.

Executive Leaders Radio

Saul Ewing LLP

Smart Business Philadelphia

The Addis Group

The Beringer Group

## The Presidents' Forum – Schedule

Wednesday, June 9, 2010

- 7:30 - 8:15 a.m. **Registration/Networking Continental Breakfast**
- 8:15 - 8:30 a.m. **Welcome and Logistical Remarks**
- 8:30 - 9:00 a.m. **Kick-Off Address**
- 9:00 - 10:45 a.m. **Case Study Presentations**
- 10:45 - 12:00 p.m. **Breakouts/Peer-to-Peer Interactions:**
  - *Re-Engineering for Success*
  - *Healthcare Reform — Business Implications*
  - *Creativity and Innovation...the One-Two Punch to Knock Out Your Competition!*
- 12:00 - 2:15 p.m. **Lunch/Panel Discussion/Pacesetter Award Presentation**
- 2:15 - 3:30 p.m. **Breakouts/Peer-to-Peer Interactions:**
  - *Developing and Maintaining an "A" Team*
  - *Succession/Transition Issues for the Closely Held Business*
- 3:30 - 4:15 p.m. **Networking Reception**
- 4:15 p.m. **Adjourn**