

THE PRESIDENTS' FORUM OF PHILADELPHIA

AN INVITATIONAL PROGRAM FOR CORPORATE LEADERSHIP

THE UNION LEAGUE OF PHILADELPHIA

140 South Broad Street, Philadelphia

Wednesday, June 10, 2009



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

1-800-736-3592

THE PRESIDENTS' FACULTY & BUSINESS RESOURCES

(Faculty of Over 30 Presidents and Other Business Resources)

Partial List of Presidential Presenters

Bill Rasmussen, Founder, ESPN – Bill Rasmussen's entrepreneurial daring led to the world's first 24-hour cable television network, ESPN, where he pioneered such innovations as "SportsCenter," wall-to-wall coverage of NCAA regular season and "March Madness" basketball, and NFL draft coverage. He founded "The Worldwide Leader in Sports" in 1979. He has been called "The Father of Cable Sports" by *USA Today* (September 1994). Mr. Rasmussen's latest innovation, College Fanz, is changing the way college sports news and information is delivered to fans worldwide, just as his earlier creation, ESPN, changed the way people watched television. Mr. Rasmussen and his team launched College Fanz Sports Network 28 years to the day after launching his most famous earlier creation, ESPN.

Kim Springsteen, CEO, Commonwealth Capital Corp. – The Commonwealth organization is a fully-integrated information technology investment and fund management firm. Kim Springsteen is the Chief Executive Officer and Chairman of the Board of Directors of Commonwealth Capital Corp. (the parent corporation); Commonwealth Capital Securities Corp. (the broker/dealer); and Commonwealth Income & Growth Fund, Inc. (the general partner). In 2005, Ms. Springsteen was appointed President of the parent company. In 2007, Ms. Springsteen applied with WBENC – Women's Business Enterprise National Council and was approved as a certified member firm, enabling Commonwealth to work with diversity businesses. In 2008, Commonwealth Capital Corp. was awarded one of the *Top 500 Small Businesses* in the United States, as well as awarded one of the *Top 100 Small Businesses in Pennsylvania*.

Jim Rudolph, Chairman & CEO, Rita's Franchise Company – Jim Rudolph acquired the Rita's concept in 2005 after recognizing the organization's tremendous potential. Mr. Rudolph, an experienced franchisee turned franchisor, took the helm of the largest Italian Ice concept in the industry and immediately set into place plans to take the company to the next level. Under Mr. Rudolph's leadership, Rita's has seen unprecedented growth and continues to thrive with over 500 locations in 17 states.

Mike Leary, Managing Editor, The Philadelphia Inquirer – Mr. Leary joined *The Philadelphia Inquirer* at age 23 in 1972 after earning a Master's degree from Columbia University's School of Journalism. From 2000 until returning to *The Inquirer* in August of 2007, he was the National Editor of *The Baltimore Sun*, overseeing the national staff and Washington Bureau during the elections of 2000 and 2004, and then the Assistant Managing Editor for metro news. While at *The Sun*, he developed a morning online "breaking news team," now a staple at many papers, including *The Inquirer*.

Sponsoring Organizations:

Administaff, Inc.	Smart Business Philadelphia
Asher & Company, Ltd.	The Addis Group
First Financial Group/MassMutual	The Beringer Group
Saul Ewing LLP	

The Presidents' Forum – Schedule

Wednesday, June 10, 2009

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: <ul style="list-style-type: none">• <i>Commoditization - The Disease That Eats Away at Your Value Proposition</i>• <i>The Impact of Fair Value Accounting on Your Business</i>• <i>Workforce Planning During Economic Uncertainty</i>
12:00 - 2:00	p.m.	Lunch/Luncheon Address
2:00 - 3:15	p.m.	Breakouts/Peer-to-Peer Interactions: <ul style="list-style-type: none">• <i>Back to Basics Marketing Strategies</i>• <i>Preparing Your Business for Sale</i>
3:15 - 4:00	p.m.	Networking Reception
4:00	p.m.	Adjourn