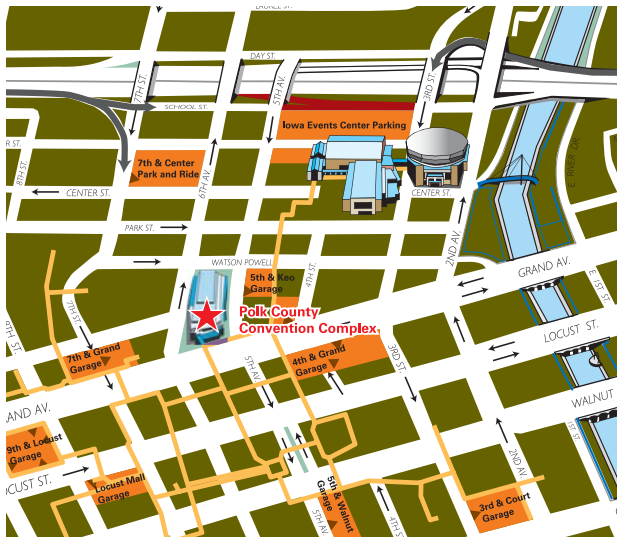


Conference Registration

Register online at: www.iowalifechanging.com/register. Registration is \$40 if made on-line by September 21, 2007. Registrations received after that date or at the door are \$50. No-shows will be billed. No refunds will be made after September 21, 2007.

For more information, contact the Iowa Department of Economic Development at **1.800.245.IOWA** or visit www.iowalifechanging.com/venture.

Conference Location Map



For an up-to-date map and directions to the Polk County Convention Complex, visit: www.iowaeventscenter.com. For construction closings and routes in and around Des Moines, please visit: www.avoidtherush.org.

The eighth annual

Iowa Venture Capital & Entrepreneur Conference

Presented by:



EQUITY DYNAMICS INC.



Iowa Capital Investment Board
Iowa Small Business Advisory Council

Gold Sponsors:



Silver Sponsors:



Iowa VENTURE Capital & Entrepreneur CONFERENCE

Wednesday, October 10, 2007

Polk County Convention Complex

501 Grand Avenue
Des Moines, Iowa

Register by September 21, 2007

www.iowalifechanging.com/venture

You are invited to attend the **eighth annual Iowa Venture Capital and Entrepreneur Conference!** The event brings together Iowa's entrepreneurial community by offering entrepreneurs, investors, entrepreneurial students, community leaders, and economic developers a broad range of networking opportunities, workshops and presentations.

The conference general session will feature keynote presentations by **Bruce Rastetter, CEO of Hawkeye Renewables** and **Roger Underwood, Chairman of the Board, Becker Underwood.**

Conference highlights include breakout sessions featuring topics such as **writing a business plan, equity funding, accounting 101 and a panel discussion featuring women and minority owned businesses.** Attendees are also encouraged to **visit the exhibit area,** featuring conference sponsors and Iowa's up and coming businesses, throughout the day.

If you are interested in entrepreneurial development and investing in Iowa's future business community, plan on attending this exciting event!



Iowa
VENTURE
Capital &
Entrepreneur
CONFERENCE

CONFERENCE SCHEDULE

8 – 8:50 a.m. Registration

8:50 – 9:15 Introductory Remarks

The Honorable Chester J. Culver, Governor of Iowa (Invited); John Pappajohn, Equity Dynamics, Inc.; Mike Tramontina, Director, Iowa Department of Economic Development

9:20 – 10:10 Keynote Address

Bruce Rastetter, CEO, Hawkeye Renewables

10:10 – 10:25 Entrepreneurial Updates

10:25 – 10:40 Break

10:45 – 11:35 Breakout Sessions I

Track A STRATEGIC FIT – WHY YOU SHOULD OR SHOULD NOT BE IN BUSINESS

Presented by Curt Nelson, Entrepreneurial Development Center, Inc.

Can you accurately define the reason(s) why your business will be successful? What problem do you solve? How big is the problem? Who wants it solved? How many have the problem? What will they pay to solve it? Who else solves it and can you differentiate from them? Can you make money solving it?

Learn how to clearly define your business' Strategic Fit in the market and why this process is the foundational component of success.

Track B ACCOUNTING 101: GETTING THROUGH THE MUMBO JUMBO

Presented by Rod Foster, RSM McGladrey

Learn the fundamental accounting items every entrepreneur should address when starting a business.

Track C WRITING A BUSINESS PLAN TO ATTRACT CAPITAL

Presented by David Hensley, University of Iowa

The business plan is the primary sales tool for securing debt or equity financing. This session will cover the components of a business plan, strategies for writing a successful plan, and how potential investors evaluate business plans.

Track D WOMEN AND MINORITY-OWNED BUSINESSES

Panel Discussion

Moderated by Maureen Collins-Williams, UNI Technology Transfer and Business Incubation, UNI Regional Business Center/SBDC

11:40 – 12:30 Breakout Sessions II

Track A SMART MARKETING

Presented by Denise Essman, Essman/Associates and Essman/Research

Marketing strategies, tactics and tools for entrepreneurs

Track B STRONG MANAGEMENT TEAM AND LEADERSHIP

Presented by Curt Nelson, Entrepreneurial Development Center, Inc.

Are you overlooking one of the most essential components of a successful business? Building a well balanced management team is critical to maximizing business success, and yet most businesses fail to approach this issue strategically. Come and learn what a balanced management team looks like and how to build one for yourself.

Also find out about the amazing difference good leadership makes in business success; Why do some businesses attract all the good talent, grow at faster rates, and seem to have more fun doing it? Because they have a true leader not a manager at the helm. Come and learn the difference between leaders and managers and how quality leadership can transform your organization.

Track C EQUITY FUNDING

Presented by Paul Juffer & J.D. Geneser, LWBJ

What are investors looking for? How do you identify possible investors? Discover how to begin raising capital and what qualities investors seek when making private investments.

12:45 – 1:20 Lunch

1:20 – 1:30 Lifetime Achievement Award Presentation

1:30 – 2

Luncheon Keynote Address

Roger Underwood, Chairman of the Board, Becker Underwood

2 – 2:10

New Iowa Initiatives

2:15 – 3

John Pappajohn Business Plan Competition Presentation & Awards

Presented by John Pappajohn, Equity Dynamics, Inc.

3 p.m. Adjourn

Agenda/Speakers are subject to change. Please refer to www.iowalifechanging.com/venture for current agenda.