HARVARD BUSINESS SCHOOL ASSOCIATION OF NORTHERN CALIFORNIA

# BAY BULLETIN

SEPTEMBER / OCTOBER 2012

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## Invitation for Members of the HBS Executive Education Community Only

*You are invited to a Bay Area reunion for members of the HBS Executive Education programs to celebrate the 50th anniversary of women at HBS.*

Please join us for a Napa inspired evening. Enjoy wine varietals, artisan cheeses, charcuterie and crusty bread served on the fourth floor open-air terrace of the University Club overlooking the City.

President Susan Hailey welcomes alumni with a look to all of the fall programming available to members of the Bay Area Harvard Business School Alumni Club.

Stay for the soothing sounds of the BELLA Piano Trio just back from Banff and heading on to NYC. Information about our guest musicians available at: www.bpt3.org

Sweets and coffee to send you back home...Come enjoy, relax and learn what is going on in the Bay Area to continue your Harvard experience.

Event organizer: Debra Schleicher AMP 163, dschleicher@amp163.hbs.edu

Thursday, October 4, 2012 • 6pm - 8pm • University Club, 800 Powell St., San Francisco, CA 94108 • $25 per person • $30 at the door • Registration at www. hbsanc.org

## ALUMNI FORUM SERVICES

## HBS Alumni Forums: An exclusive benefit now available

It is our pleasure to introduce Alumni Forums for HBS alumni in Northern California. This highly-rated and sought after peer-group program offers these powerful benefits:

- A confidential Forum to tackle your most challenging business and personal issues
- An exclusive peer group where you will experience deep connections with 8-12 other HBS alumni
- Development of your professional leadership skills
- Learning invaluable communication and relationship building tools
- A unique networking opportunity that allows you to maximize your HBS shared connection

*My Forum has helped me become a better president, a better husband, a better father, and a better person.*

— John Macomber MBA '83
YPO Member, HBS Faculty

Your HBS Alumni Forum is composed of 8-12 HBS alumni, who meet monthly and follow a proven format that is supportive and empowering! Topics and issues reflect the needs of the Forum's members and range from business growth strategies; to the challenges of sudden success; to finding a healthy work/life balance.

**Taste of Forum**

You can learn more by attending a "Taste of Forum" on September 20. Members of Young

*Taste of Forum continued on page 3 >>*

# From The President…

Dear HBSA/NC member,

I hope you are enjoying a wonderful summer!

The HBSA/NC Program Team has planned an unprecedented line up of events for 2012-2013. We have two key people to thank: Kirsten Pickford, our full-time Executive Director and Allison Hale ('82), our new VP for Programs. They have done a terrific job of recruiting and leading one of the largest Program Teams the Club has ever assembled — a Program Team that is 22 people strong!

We are anticipating hosting over 80 events this year!

A sincere "Thank You" to everyone on the Program Team for all your efforts!

| | | |
|---|---|---|
| Steve Carter | MBA '78 | Finance Breakfasts and SF Networking Lunch |
| Tom Cervantez | MBA '91 | HBS Angels |
| Jim DeHayes | OPM 32 | Sacramento Program Chair |
| Sasha Grinshpun | MBA '02 | Profiles in Power |
| Peter Grossman | MBA '78 | Social |
| Allison Hale | MBA '82 | Program Director |
| Ping Hao | MBA '97 | New Venture Competition Entrepreneurial Networking Lunch |
| Brian Hoskins | MBA '03 | Entrepreneurial Networking Lunch |
| Sean Jacobsohn | MBA '98 | New Venture Competition |
| Rick Juarez | MBA '92 | Mid-Market Breakfast Series |
| Barbara Keck | MBA '76 | Social |
| Pat Kelly | MBA '87 | Peninsula Finance and Investment Luncheon |
| Christina LaMontagne | MBA '09 | Recent Grads |
| Kathleen Martens | MBA '99 | Women's Initiative |
| Adrian Ott | MBA '87 | Strategy & Growth Roundtable |
| Debra Schleicher | AMP 163 | Executive Ed |
| John Shapiro | MBA '07 | Technology Roundtable |
| Jonathan Spier | MBA '04 | Alumni Forums |
| Alyssa Stark | MBA '07 | Women's Initiative |
| Gabe Turner | MBA '10 | Technology Roundtable |
| Anu Vuorikoski | MBA '82 | Sacramento Program Chair |
| Chris Yeh | MBA '02 | Monthly Peninsula Luncheon |

New in 2012 – 2013 are the following programs:

- Alumni Forum — this program offers a proven peer-group model for enriching the work, family and personal lives of its participants in a group of 8-10 HBS grads. The introduction meeting is scheduled for September 20th
- Technology Roundtable
- Peninsula Finance and Investment Lunch
- Mid-Market Breakfasts
- Events for our Executive Ed members
- Author Series

All of our successful series from last year are back as well:

- Entrepreneurial Company of the Year Dinner
- Business Leader Dinner
- New Venture Competition
- Entrepreneurial Networking Lunch
- Strategy & Growth Roundtable
- Recent Grads
- Women's Initiative
- Finance Breakfast
- Peninsula Networking Lunch
- Profiles of Power
- Sacramento Events
- HBS Angels

And a big thank you to our dear HBSA/NC members for your continuous commitment to the club. We hope that this year you will connect with friends, old and new, at one of our many upcoming events.

All the best,

Susan Hailey

*>>> Taste of Forum from page 1*

The program is offered by the HBS Association of Northern California in conjunction with Alumni Forum Services, and is open to all HBSANC members and any HBS alumni who agree to join the club. Forum members pay an initiation/orientation fee of $600 and an annual fee of $1200 (a fraction of the cost of comparable programs). The initiation fee is fully refundable if either you are not placed in a group; you chose not to join; or you attend the orientation and then decide not to join.

For more information, please visit www.alumniforumservices.com or contact Elizabeth Trigg at emtrigg@alumniforumservices.com or (617)934-2528, ext. 3.

Thursday, September 20th • 6pm-8pm • Microsoft • 1065 La Avenida, SVC Building 1, Mountain View, CA 94043 • Member $25.00 • Nonmembers $45.00 • Register at www.hbsanc.org

**NEW! MID-MARKET BREAKFAST SERIES**

## Financing Environment for Mid-Market Companies

Please join us for the upcoming HBSA/NC breakfast series on September 20, 2012. The event is designed to serve the needs of founder led companies, family owned businesses, mid-market companies and their respective advisers (bankers, lawyers, etc.) and investors.

There will be a presentation from Bob Ogdon, Chairman and CEO of Swiftpage. Bob will talk about Swiftpage and how he secured his current funding and what plans he has for the future. Our co-sponsor, Reed Smith, will be providing an update on recent private company financings and their associated terms and conditions.

Refreshments provided by Morgan Joseph TriArtisan and Reed Smith.

| | |
|---|---|
| HOST: | Rick Juarez, Managing Director, Morgan Joseph TriArtisan |
| SPEAKERS: | Don Reinke, Partner, Reed Smith<br>Robert Stefanski, Partner, Reed Smith<br>Bob Ogdon, CEO, Swiftpage |
| VENUE SPONSOR: | Reed Smith |

Event organizer: Rick Juarez '92, rjuarez@mba1992.hbs.edu

Thursday, September 20, 2012 • 8am - 9am • Reed Smith Law Office, 101 Second St., Suite 1800, San Francisco, CA 94105 • Members $10 • Nonmembers $25 • ***Next Mid-Market breakfast is scheduled for January 17, 2013***

Hosted by
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## U.S. Competitiveness: Paths Forward

Last year, Harvard Business School launched the U.S. Competitiveness Project, a research-led effort to understand and improve the ability of firms operating in the U.S. to compete successfully in the global economy while supporting high and rising living standards for Americans.

Project faculty have conducted in-depth research on this topic, including a survey of nearly 10,000 HBS alumni, and their initial finds were published in the March 2012 issue of Harvard Business Review. Those findings emphasize the importance of mobilizing leaders in business, government, labor, and eduction to boost regional competitiveness.

Dean Nitin Nohria and Project Chairs Michael E. Porter and Jan W. Rivkin are now asking business leaders to participate in a series of "Paths Forward" discussions on ways companies and other stakeholders can boot U.S. competitiveness.

Please join HBS Professors Jan Rivkin, William A. Sahlman, Willy C. Shih, and a panel of local business leaders as they focus on Northern California on Monday, September 10, 2012.

Monday, September 10, 2012 • 5:30pm - 9pm • Electronic Arts, Milestone Auditorium • 250 Shoreline Dr., Redwood City, CA • Registration required by August 31, 2012 • Register at www.alumni.hbs.edu/USCompCA • For more information, please contact Mary Hart at mahart@hbs.edu or 617.495.6870

**PROGRAM**

| | |
|---|---|
| 5:30 PM - 6:00 PM | Registration |
| 6:00 PM - 8:00 PM | Presentations |
| HBS FACULTY PRESENTERS: | **Professor Jan W. Rivkin**<br>**Professor William A. Sahlman**<br>**Professor Willy C. Shih** |
| PANEL DISCUSSION: | **Mary Meeker**<br>Partner,<br>Kleiner Perkins Caufield & Byers |
| | **Shantanu Sinha**<br>President and COO,<br>Khan Academy |
| | **Kevin Sharer**<br>Former Chief Executive Officer,<br>Amgen |
| 8:00 PM - 9:00 PM | Reception |

## HBS Community Partners launches a new format for HBS Alumni to help nonprofits in the Bay Area!

In our survey to HBS Alumni last winter, the majority of our alumni respondents expressed an interest in participating in shorter-term volunteer opportunities. So, in the Spring, we launched four Brainstorming Sessions for Positive Coaching Alliance and the American Red Cross Bay Area. Over 42 alumni participated in these 4 sessions to help these nonprofits with a specific business question (A few participated more than once!).

**Brainstorming sessions** consist of a 2-hour meeting focused on solving a specific issue or generating ideas involving a large audience of HBS Alumni (8-16) with targeted skills and interests in the project and client.

Our first Brainstorming client was **Positive Coaching Alliance** (PCA), a national nonprofit launched out of Stanford University, with a mission to provide all youth and high school athletes a positive, character-building youth sports experience. The first session for PCA focused on **feedback for their Strategic Messaging**. 12 HBS volunteers filled their conference room for two hours. After introductions and a brief overview from PCA, volunteers split into breakout groups of 3-4 alumni and 1-2 PCA leaders in each group to discuss the issues, provide feedback, and generate ideas on PCA's key messages. The group reassembled for the last 30 minutes at the end to hear summaries from each group and to participate in a large group discussion.

> *"Positive Coaching Alliance's experience with HBS Community Partners in the brainstorming sessions was fabulous. We met with some incredibly savvy and warm people who gave us a ton of great ideas in a short, very efficient session. It was wonderful and we are looking forward to a deeper engagement with HBS Community Partners in the fall."*
>
> – Jim Thompson, CEO and Founder, Positive Coaching Alliance

Most of the Brainstorming participants were new volunteers for Community Partners. They enjoyed the opportunity to participate in a lower time commitment project and being able to learn about an organization whose mission was of great interest to them. In addition, our volunteers had a great networking opportunity with other alumni and with Positive Coaching Alliance leaders. Some volunteers even stayed involved with PCA after the 2-hour Brainstorming Session.

**OTHER BRAINSTORMING SESSIONS:**

- ***Helping Positive Coaching Alliance brainstorm how to become viral!***

  14 volunteers gathered with PCA to brainstorm ways to spread the word and spark a national conversation that could lead to the teaching and learning of life lessons through sports.

- ***Helping the American Red Cross Bay Area brainstorm ideas to scale Ready Neighborhoods and the Ready Rating program for Businesses and Organizations***.

  10 volunteers shared ideas and feedback to leverage a pilot program for 50 vulnerable communities into a scalable, replicable model for communities across the nation and to help the Red Cross branch into new territory preparing businesses, organizations and schools for disaster.

- ***Helping to launch a strategic partnership to Prepare California School.***

  12 volunteers attended this brainstorming session focused on generating ideas for leveraging and preparing youth and their families to create an initiative to ignite preparedness activity at a grass-roots level across the entire state by engaging our youth as preparedness leaders and readying our schools to serve as community safety nets in times of disaster.

> *Alumni volunteers on our brainstorming sessions:*
>
> *"Very good format for generating ideas. A lot of minds can generate good ideas in a short period."*
>
> *"I find it very refreshing and intellectually stimulating to engage in a very lively discussion about preparedness and proactive planning."*
>
> *"Well-structured but not rushed. We seemed to stay on track while still having the opportunity to brainstorm a bit. It seems to me that everyone had an opportunity to provide input. Breakout groups useful."*
>
> *"I love to work with smart, motivated peers on behalf of causes/services/products I believe in. I also really love the creative process as applied to producing actionable, bottom line results (again, for good causes)."*
>
> *"Very fulfilling engagement and it was a very rewarding experience for the clients to value what we can offer on the table."*
>
> *Thanks to all our Brainstorming volunteers!*

*Community Partners continued on page 6 >>>*

**FOR HBSA/NC MEMBERS ONLY**

## Entrepreneurial Lunch: Early Stage Funding: A discussion with Mike Maples

With the rise of super angels, incubators, and seed stage VC funds, the funding environment for early stage startups has changed dramatically over the past several years. Join us for an interactive discussion with Mike Maples, co-founder and managing partner of Floodgate Capital.

Ethan Anderson, founder of Red Beacon, will join us for the entrepreneur's perspective and his recent experiences starting a new company. (Link to bio at www.hbsanc.org)

Among the topics we'll cover:

- Deal structure and terms
- Typical valuations and trends
- How to stage fundraising
- AngelList and other forums
- Value of incubators

For more information, contact Brian Hoskins at bhoskins@mba2003.hbs.edu. Event sponsored by Cooley LLP and Microsoft BizSpark.

Friday, September 7, 2012 • 11:30am-1pm • Cooley LLP • 3175 Hanover St., Palo Alto, CA 94304 • Members $25 • Register at www.hbsanc.org

**About Mike Maples**

Mike Maples, Jr. is the managing partner of FLOODGATE, and was recently named as one of "8 Rising VC Stars" by Fortune Magazine for his investments in business and consumer technology companies. Before becoming a full-time investor, Mike was an entrepreneur and operating executive who worked in a variety of senior management roles in high-growth companies. His background spans a variety of markets including consumer technology, small business, and the enterprise, and he has led various functions in product development, marketing, business development, and corporate strategy.

Mike began his technology career in high school, when he started a software company that developed games and educational products for the original IBM PC. He has been passionate about the technology industry ever since.

Mike co-founded Motive, Inc., the world's leading broadband software company in 1997, and played key roles in its growth from raw start-up through sales of more than $75 million. Motive was one of the only successful technology IPOs in 2004, and the most successful infrastructure software IPO for the prior three years. At Motive, Mike was General Manager of Motive's Corporate Business Unit, as well as Chief Marketing and Strategy officer.

Prior to Motive, Mike was responsible for worldwide product marketing at Tivoli Systems, where he managed the company's product portfolio from its early-stage development through its 1995 IPO and growth to a $750M line of business within the IBM Software Group. Mike began his professional career at Silicon Graphics, where he served in business development and product marketing roles.

In his spare time Mike is an amateur artist, movie-maker, and calligrapher. He holds an Engineering degree from Stanford University, an MBA from Harvard Business School, and is a frequent speaker at industry conferences and a guest-lecturer on entrepreneurship at Harvard Business School, Stanford University, Princeton University, and the University of Texas.

**About Ethan Anderson**

Ethan Anderson is Co-founder and formerly CEO of Redbeacon, the 2009 TechCrunch50 and Business Insider Startup 2010 grand prize winner that was acquired by The Home Depot. Prior to Redbeacon, he was a Product Manager at Google where he was responsible for launching and managing the Google Video product outside the United States prior to the YouTube acquisition. He also was Google's first Product Manager for the fast growing Southeast Asian emerging markets, and a Product Manager on Google Image Search, the top image search product in the world.

Before joining Google, Ethan worked in a number of internet strategy and marketing roles at The Clorox Company, Buy.com, and McKinsey & Company. Ethan graduated with Honors from Harvard Business School and Magna Cum Laude from Duke University, where he earned a BA in Economics and Public Policy Studies. He was recently named to Business Insider's Silicon Valley 100 and 16 Up-and-Coming Silicon Valley Entrepreneurs You Need to Meet.

**PENINSULA FINANCE AND INVESTMENT LUNCH**

Join us for the South Bay monthly Finance and Investments lunch where HBS Alums can discuss current financial markets, brainstorm personal portfolio strategies, and get to know one another. This small informal group lunch is held every fourth Thursday and focuses on specific topics.

**SEPTEMBER TOPIC:** What is your favorite investment idea?

**OCTOBER TOPIC:** Discussion of the book, *"This Time Is Different: Eight Centuries of Financial Folly,"* a history of financial crises by Carmen Reinhart and Kenneth Rogoff. The introduction and concluding summary chapter can make for a quick read of this currently influential book.

Thursday, September 27, 2012
Thursday, October 25, 2012

11:30am • Rosewood Hotel (Grill by the Pool), 2825 Sand Hill Road, Palo Alto, CA • RSVP is required due to limited seating. Members simply pay the cost of their lunch. Non-members are welcome for a $20 fee in addition to the cost of their lunch • Register at www.hbsanc,org • Organizer: Patricia Kelly '87, pat.kelly.mba@gmail.com

>>> *Community Partners from page 4*

**Congratulations and thanks to HBS Community Partners' volunteers who completed 10 consulting projects so far in 2012:**

Matt Weisman '79, Timothy Swords '86, Dave Kreter '08, Johnny DaRosa, ExecEd '10, and Diane Yu AMP '08 for Children's Hospital and Research Center Oakland Business Plan.

Arthur Hindman ExecEd '98, Leigh Marriner '80, Terry Byers '77, and Niki Santo '03 for **Fair Housing of Marin Strategic Plan**.

Riley Wilcox '65, Yaosh Ho '06, and Rohit Jain '08 for **Next Door Solutions Business Assessment**.

Juan Carlos Velten '98, Peter Grossman '78, Julia Stenzel '92, Ellen Holbrook '88, and Stephanie Evans '79 for **Greater Good Science Center Marketing/Strategy Plan**.

Kathy Koenig '89 and Darlene DeRose for **Institute of Noetic Science (IONS) Business Plan**.

Kern Lewis '85, Ayan Mandal 07, Lee Lambert '79, and Sandeep Pannu '97 for **Maplight.org Monetization Plan**.

Karen Shore '88, Purnima Kochikar '00, and Don Khamapirad '02 for **Pivot Learning Partners Market Assessment for WY5**.

Arthur Hindman, ExecEd '98, Lori Livingston '84, and Debbie Kim '06 for **International Institute of the Bay Area (IIBA) Fund Development Strategy**.

Juan Montermoso DBA '77, Dilip Venkatachari '87, Margaret Kim '98, and Mike de la Cruz '99 for **Stanford Early Life Stress Research Program Business and Marketing Plan**.

Rona Gomel Ashe '96, Ellen Holbrook '88, Brandee Krzanich '00, Julie-Anne Collart '99, and Henrik Jones '91 for **Common Sense Media Education Ratings Market Assessmen**t.

**COMING SOON — New Fall Projects covering a variety of community interests including Arts & Museums, Education, Youth Services, City Government, and Community Engagement.**

**Check out our website in September at www.hbscp.org or contact Executive Director Nancy Huang at nancy@hbscp.org.**

HBS Angels

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## Quarterly Meeting of the HBS Angels

The perpetual entrepreneurial spirit and exciting technology innovations in Silicon Valley continue to produce terrific companies and outstanding opportunities — even in challenging economic times.

Join alumni, classmates and fellow angel investors, as part of the HBS Angels, to watch presentations from some of the most promising early stage start-ups in Silicon Valley.

At the meeting we will hear short presentations from several early-stage start-ups (including companies started by HBS and Harvard alumni entrepreneurs) that can benefit from our advice and/or investment as they seek early stage capital. Companies will be announced.

To participate in a deal, you must be an Accredited Investor. Attendees to the meeting are welcome to join us whether or not they have made early stage investments previously. We are currently reviewing business plans from companies that would like to present at our next meeting. If you know of a great company that should be considered, please have the company send their executive summary and other information via the "Apply" tab under the "Entrepreneurs" pull-down menu at www.hbsangels.net.

**Membership at the HBS Angels Alumni Association**

HBS Angels (www.hbsangels.net) is a separate alumni club of Harvard University. The membership fee is $150 per year, or $395 if you purchase a 3 year membership. Your membership will bring you a number of benefits, including lower cost member only pricing on all events, seminars and services, invitations to attend special member only events, and access to angel investing related content on the HBS Angels site.

Wednesday, September 19, 2012 • 5 pm • University Club, 800 Powell St., San Francisco, CA 94108 • $25 HBS Angels members • $100 non-members • Registration at www.hbsangels.net • No refunds after 9/13/12

GLOBAL NETWORKING NIGHT HBS

Hold the date for the 4th Annual HBS Global Networking Night. You'll have a chance to mingle with other HBS grads across the Bay Area. We'll have a live Twitter feed and be able to interact with alums across the globe running the same event at the same time!

Wednesday, October 10, 2012
6pm - 8pm
Location to be determined (South Bay)
Appetizers, no-host bar
Log on to www.hbsanc.org for more info • HBS Alumni only

ENTREPRENEURIAL NETWORKING LUNCHEON

## Founding Team and First Three Hires: A Discussion with Rick Marini, CEO of BranchOut

We've heard it before: building a successful startup is all about recruiting and motivating great people. Finding the right co-founder and hiring your first few employees can make or break a startup. What are the key qualities you should look for and how can you avoid the perils that have tripped up other entrepreneurs? Join us for a discussion with Rick Marini, Founder and CEO of BranchOut, as we explore issues including:

- Most important skill sets and personal qualities in a co-founder
- Negotiating equity splits and terms
- Business disagreements and conflict resolution
- Recruiting, closing, and motivating your first employees
- Common mistakes and pitfalls

Rick Marini has been a pioneer in online social media for more than 10 years. Rick is the Founder & CEO of BranchOut, the largest professional network on Facebook, with millions of users. On BranchOut, users leverage their Facebook friend network to find jobs, source sales leads, recruit talent, and strengthen relationships with professional contacts. BranchOut also operates the largest job board on Facebook with more than 3 million jobs and 200,000 internships.

Before starting BranchOut, Rick was the Founder & CEO of SuperFan, a social entertainment site that produced Facebook apps and social games. Clients included world-class companies including CBS, MTV, Sony, Universal Music, and Warner Music. Prior to SuperFan, Rick was the Co-Founder, CFO & Chief Strategist for Tickle.com, one of the largest social media sites on the Internet. Tickle was the first site to successfully leverage viral marketing through personality tests, photo-sharing and matchmaking products. Under Rick's leadership, Tickle operated as a profitable company with close to $40 million of annual revenue. In 2002, Tickle won the "Rising Star" Webby Award as the fastest growing site on the Web. It becoming one of the top 20 sites online with more than 200 million registered users. In 2004, Monster Worldwide acquired Tickle for more than $100 million.

Rick is the National Co-Chair of Technology for Obama. He advises numerous companies and organizations, including Dreamworks, HR.com, Fwix, Lumos Labs, Wavii, UrbanTag, Founder's Den, Stipple, FIGHTER, and Friendster (acquired by MOL). Rick is an angel investor in Wavii, Stipple and UrbanTag. Rick graduated from University of New Hampshire, and received an MBA from Harvard. He is regularly featured in the media as a thought leader on social media, entrepreneurship, and the future of the Internet.

Event sponsored by Microsoft BizSpark.

Wednesday, November 14th • 11:30am-1pm • Microsoft Offices • 835 Market St., Suite 700, San Francisco, CA 94103 • $25 Members • Register at www.hbsanc.org • For more info, contact: Brian Hoskins at bhoskins@mba2003.hbs.edu

Ron Chapple Studios | dreamstime.com

### PENINSULA NETWORKING LUNCH

It's often said that the most valuable part of an HBS education is the network. The HBSA/NC Networking Lunch lets busy HBS grads like you network with fellow alums over lunch (hey, you've got to eat, right?). Each month, fellow grads of all ages and professions gather for food, drinks, good conversation, and good business. There is no charge to members and their one guest for these events; members simply pay the cost of their lunch. Non-members are welcome for a $20 fee in addition to the cost of their lunch.

Event organizer: Chris Yeh '00, cyeh@mba2000.hbs.edu

> **WEDNESDAY, SEPTEMBER 19, 2012 • NOON**
Kobeya
140 W 25th Ave., San Mateo 94403

> **WEDNESDAY, OCTOBER 24, 1012 • NOON**
Tannourine Restaurant
120 W 25th Ave., San Mateo, CA 94403
www.tannourinecuisine.com

## SF Finance & Investment Breakfast

Join us for the monthly Finance and Investments breakfast in the SF Financial District, where HBS Alums get to know one another, learn, and share ideas. This small informal group breakfast is held every second Tuesday. Members simply pay the cost of their breakfast. Non-members are welcome for a $20 fee in addition to the cost of their breakfast.

Event Organizer: Steve Carter '78, scarter@mba1978.hbs.edu

**Tuesday, September 11, 2012**
**Tuesday, October 9, 2012**

8:15am to 9:30am
Hyatt Regency Hotel
Eclipse Restaurant (lobby)
4 Embarcadero Center, San Francisco
Registration required at www.hbsanc.org.

## HBSA/NC Officers & Directors


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Steve Carter '78, *San Francisco Finance Breakfasts*
Brian Hoskins '03, *Entrepreneur Luncheon*
Pat Kelly, '78, *Peninsula Finance Luncheon*
Rick Juarez '92, *San Francisco Mid-Market Breakfast*
Jonathan Spier '04, *Alumni Forums*
Jim DeHayes OPM 32, *Sacramento Chair*
Anu Vuorikoski '82, *Sacramento Chair*
Adrian Ott '87, *Strategy & Growth Roundtable*
Kathleen Martens '99, *Women's Initiative*
Alyssa Stark '07, *Women's Initiative*
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John Shapiro '07, *Social Media & Technology Roundtable*
Gabe Turner '10, *Technology Roundtable*

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**Registration Procedure and Refund Policy**

- Register for events at www.hbsanc.org
- All events require advance registration and payment
- Refunds require at least 72 hours notice

**For more information contact:**
Kirsten Pickford,
Executive Director, HBSA/NC
phone 415.421.4500
ax 415.455.0457
e-mail kirsten@hbsanc.org.

Visit us at www.hbsanc.org

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