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## ARCHIVES - 2006

### I2V Fresno: Agenda

**8:00 am**

Continental Breakfast and Registration, Pre-Networking

8:30

Welcome and About NCIIA

Wendy Elliot, Grayhead Associates

9:00

Is Technology Entrepreneurship for you?

Alison and Jon Haugan, Optistreams

9:45

Idea Validation and Opportunity Assessment

Kathleen Allen, Ph.D., Professor Lloyd Greif Center for Entrepreneurial Studies,  
University of Southern California

10:30

Break

10:45

Issues in Intellectual Property

Gregory Powell, Walter Law Group

11:30

Marketing and Sales for Early Stage Companies

Suzanne Bertz-Rosa, Bertz-Rosa Design

**12:15 pm**

Lunch and Networking

1:15

Building the Team

Ashley Swearingin, Executive Director, Office of Community and Economic  
Development at California State University, Fresno

2:15

Finding the Money

Panel:

Todd Stemler, Central Valley Fund  
Scott Lenet, DFJ Frontier, a Draper Fisher Jurvetson Affiliate  
R. Stephen Heinrichs  
Tracewell Hanrahan, Pacific Community Ventures

3:00

Break

3:15

Business Plan Pitches

4:15

Awards & Ending Remarks

4:30

Adjourn

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