



ASSOCIATION OF SMALL BUSINESS  
DEVELOPMENT CENTERS

**ANNUAL CONFERENCE**

SEPTEMBER 21-24, 2010 • GRAND HYATT SAN ANTONIO • SAN ANTONIO, TEXAS



## ASBDC 2010 Technology Counselor Competency Training

| ASBDC 2010 Annual Conference<br>Technology Counselor Competency Workshops |   |  |   |
|---|---|--|---|
|   | Wednesday, 9/22   | Thursday, 9/23   | Friday, 9/24  |
| 8:30 am – 10:00 am  | <b>Show Me the Money:<br/>Preparing Client<br/>Companies for<br/>Investment Funding</b><br>Sandra Cochran<br>Michigan SBTDC                 | <b>Investor Ready<br/>Entrepreneurs</b><br>Lisa Ruckdeschel<br>North Carolina SBTDC  | <b>Roadmapping for<br/>Technology Companies</b><br>David Grossman<br>Michigan SBTDC                         |
| 10:15 am – 11:45 am   | <b>SBIR/STTR Client<br/>Screening:<br/>A Tutorial On How To<br/>Identify SBIR/STTR<br/>Appropriate Clients</b><br>Lisa Kurek<br>BBCetc - MI | <b>Investor Ready<br/>Entrepreneurs<br/>(Continued)<br/>and<br/>Technology Interest<br/>Section Meeting</b><br>Marc King<br>North Carolina SBTDC | <b>Roadmapping for<br/>Technology Companies<br/>(Continued)</b>   |
| 12:00 pm – 1:45 pm  | Lunch Break   | Lunch Break  | Lunch Break   |
| 2:00 pm – 3:30 pm   | <b>Managing and<br/>Harvesting the<br/>Intellectual Assets of a<br/>Growing Company</b><br>Andrew Sherman<br>Jones Day                      | <b>Investor Ready<br/>Entrepreneurs<br/>(Continued)</b>  | <b>Venture Capital and<br/>Its Role in the<br/>Early-Stage Equity</b><br>Mary Sue Hoffman<br>Michigan SBTDC |
| 3:45 pm – 5:15 pm   | <b>Managing and<br/>Harvesting the<br/>Intellectual Assets of a<br/>Growing Company<br/>(Continued)</b>                                     | <b>Investor Ready<br/>Entrepreneurs<br/>(Continued)</b>  | OPEN  |

The **Technology Counselor Certification Exam** will be conducted from 7:30 am – 11:30 am on **Wednesday, September 22, 2010**. The exam will take place on the UTSA Campus. Two computer labs have been reserved; one seating 20 people; the other seating 30. Individuals will be responsible for getting themselves to and from the campus, which is just a short taxi ride from the Grand Hyatt.