

**The Orange County Entrepreneurs' Network, and,
the IEEE OC and LA Area Consultant's Networks Present...**

***“Essential Homework for Entrepreneurs -
Before you quit your day job!”***

By Naeem Zafar

Are you really excited about your new idea and want to start a new business? Have you been secretly working on the product and looking to form a company. DON'T! Are you ready to plunge into this? How do you know that it is time to quit your day job? This presentation and talk will outline the essential *six-step* homework that you should do before you know the answer.

Date and Time: Saturday, December 13, 2008.

- Networking – 9 AM.
- Presentation – 9:30 – 11:30 AM.

Location: [IEEE Computer Society Building, 10662 Los Vaqueros Cir, Los Alamitos, CA 90720.](#)

At the center of LA and Orange Counties! **Easy access from the 605 freeway -**

From South on 605, take Katella exit, left at Bloomfield, right at Cerritos and right onto Los Vaqueros Circle.

From the North on 605, exit at Spring Street and make a left, continue on Cerritos Ave, and turn right at Los Vaqueros Circle.

Cost: \$20 with RSVP via 123Signup before 12/7/08, \$30 at the door. Coffee and some beverages will be available.

Conveniently register for this event using 123Signup:

www.123signup.com/event?id=zxhtb

If you have any questions, please email Jon at: wavespace@ieee.org

Co-sponsors: Jointly supported with the LA Area & OC Consultants' Networks.

Naeem Zafar - Speaker Biography

Naeem is a faculty member at the Haas Business School at the University of California Berkeley where he teaches Entrepreneurship and Innovation in the MBA program. Naeem founded Concordia Ventures and focuses on educating and advising entrepreneurs with all aspects of starting and running a company. Naeem has been with six startups and has extensive experience in mentoring and coaching founders and CEOs. He is now starting his next venture under the name of Institute for Service Organization Excellence (ISOE).

His last assignment was the president and CEO of Pyxis Technology Inc., a company specializing in advanced chip design software for nanometer technology. Naeem has been president and CEO of two other high-tech startups (Silicon Design Systems and Veridicom, a Bell Labs spin-off that invented the silicon fingerprint sensors today found on most laptops). Naeem has held senior marketing and engineering positions at several companies including Quickturn Design Systems that had an IPO in 1993 and grew to \$125M in revenues.

Naeem holds a Bachelor of Science degree in Electrical Engineering from Brown University (magna cum laude), Rhode Island, and a Masters degree in Electrical Engineering from the University of Minnesota. Naeem has been an IEEE member since 1979.

OCEN FUTURE MEETINGS:

November - dark

December - above

January - dark

February 7th - Tom Wien, “Marketing Hardball –Turning New Product Marketing into Sales and Profits”

March - Intellectual Property program, co-sponsored with the Orange County section of IEEE

Orange County Entrepreneurs' Network Presents
“BEYOND GOOGLE-
Innovative Tools and Strategies
For Researching Business & Technical Information”

Jane Bayer – [Factfinders](#)

Date & Time: Saturday, **October 4**, 2008.

- Networking - 8:30 AM
- Presentation – **Promptly at 9:00 AM**
- Q&A – 10:30 to 10:50 AM
- **Idea Forum: POSTPONED!** - until further notice.
- OCEN Steering Committee Meeting – 11:00 AM,

- o Future Program Planning

RSVP To: Dan.Noel@ieee.org by **Wednesday 10/1** in the evening to have your pre-printed badge.

COST: **Free**; coffee & some beverages provided.

LOCATION: [IEEE Computer Society Building](#), 10662 Los Vaqueros Cir, Los Alamitos, CA 90720. OCEN thanks the IEEE's Computer Society and its staff for hosting these events.

ABSTRACT: Isn't Google a **great resource** for information? But have you ever had difficulty finding what you were looking for? Could it be that Google misses some data? Indeed, Google contains **only about 2%** of the Internet's data; the rest being within the "deep or invisible web". Could advanced search strategies **maximize your hits** for better results? What if specialized search engines or subject directories gave you **quicker access** to what you want? If you are interested, join us for a presentation that will include:

- Advanced search strategies & useful Google tools
- Evaluating misinformation on the Internet
- Discover alternative subject specific search engines
- Meta search engines
- Locate competitors & competitive intelligence

SPEAKER BIOGRAPHY: Ms. **Jane Bayer** is the founder of [Factfinders](#), an international firm specializing in **technical, business and medical research**. For over 15 years, she has empowered her clients to make **accurate and informed decisions** through expert research techniques and highly reliable information resources.

Jane holds a B.S. degree in aerospace technology with a minor in business. Her corporate work experience includes over 10 years as an **aerospace engineer** in both manufacturing and flight test areas. In addition, Jane holds a **commercial pilot's** license with multi-engine and instrument ratings. She is an active member of **AIIP**, The Association of Independent Information Professionals.

CO-SPONSORS: Jointly supported by the LA Area & OC Consultants' Networks. The IEEE Computer Society & their staff graciously provide our meeting facility & support.

GENERAL INFORMATION:

- For more about the OCEN and it's New Business IDEA FORUMS, see www.occn.org/en, or write F.Forbath@ieee.org.
- To be included on the EN email list, write Dan.Noel@ieee.org
- For current and future program suggestions, please write stevechoo@gmail.com

PLEASE NOTE - MENUSWAP'S

Idea Forum Program - POSTPONED at speaker request!

STEERING COMMITTEE MEETING: 11-12 AM – Future Program planning.

I. Orange County Entrepreneurs' Network Event

July was dark, August shall sparkΣ
The Orange County Entrepreneurs' Network and
the OC and LA Area Consultant's Networks
Present...

"Commercializing Your Invention"

Presented by Jeff Greenberg, CEO Tech Coast Works

Do you know what it takes to transform your idea into a profitable business? In any new venture, the entrepreneur must navigate a series of transformations to successfully take a concept to market. Here are a few topics Mr. Greenberg will cover in his presentation:

PRODUCT TRANSFORMATION - Technology to product

MANAGEMENT TRANSFORMATION - Entrepreneur to seasoned management

STAFF TRANSFORMATION - Yourself to a professionally staffed team

OPERATIONAL TRANSFORMATION - Concept to operational business

FINANCIAL TRANSFORMATION - Out-of-pocket to deep pockets (VC)

Date and Time: Saturday, August 2, 2008 from 9:00 to 11:00 AM.

Location: IEEE Computer Society Building, 10662 Los Vaqueros Cir, Los Alamitos, CA 90720.

At the center of LA and Orange Counties! Easy access from the 605 freeway. From South on 605, take Katella exit, left at Bloomfield, right at Cerritos and right onto Los Vaqueros Circle.

From the North on 605, exit at Spring Street and make a left, continue on Cerritos Ave, and turn right at Los Vaqueros Circle.

Cost: Free! Coffee and some beverages will be available.

Please RSVP to: Dan.Noel@ieee.org so that we can prepare your badge.

Co-sponsors: Jointly supported by the LA Area & OC Consultants, Networks, and the OC IEEE Power Engineering Society/Industrial Application Society.

SPEAKER BIOGRAPHY

Mr. Jeff Greenberg is the founder and CEO of Tech Coast Works, one of the first incubators to be facilitated by the Orange County Business Incubation Network, a public benefit initiative of the University of California at Irvine. Tech Coast Works was established to commercialize the inventions of the faculty and researchers of UCI's Donald Bren School of Information and Computer Sciences and the Southern California hi tech community.

Greenberg is a seasoned executive with 25 years of experience in the technology

and consumer electronics fields. His background includes management roles at prestigious multinational corporations such as Toshiba, Compaq, Canon and the Storage Networking Industry Association, as well as smaller organizations such as LightSand, Westinghouse and Quarterdeck. Since 2000, he has focused his efforts on the startup sector, working as a founder, employee or consultant for multiple ventures. During that time he has used his unique expertise to help early-stage ventures implement scaled-down versions of corporate best practices that improve operational effectiveness without imposing classic corporate bureaucracy. Greenberg holds a B.S. in computer science from Rutgers University, an M.S. in computer science from U.C. Irvine and an MBA from Pepperdine University.

The Orange County Entrepreneurs' Network and the IEEE's OC and LA Area Consultant's Networks Present...

"Common Entrepreneur Mistakes"

by Bart Greenberg

Failures as a Success Strategy - Whose Failures?

"Success is built on failure" has long been an accepted proverb in business. We often hear that "You must fail in order to succeed," but perhaps those maxims are only being used to make the Entrepreneur feel better about messing up. So, what if you could learn from other people's mistakes? You know, skip that doom and gloom part and "Advance directly to Go!" In order to help you navigate these choppy waters, our speaker, Bart Greenberg, who has represented hundreds of start-ups, will share with you real-life examples where others have erred and what you can do to recognize and avoid these costly pitfalls. Date and Time: **Saturday, June 7, 2008** from 9:00 to 11:00 AM.

Location: **IEEE Computer Society Building, 10662 Los Vaqueros Cir, Los Alamitos, CA 90720.**

At the center of LA and Orange Counties! **Easy access from the 605 freeway.**

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>From the North on 605, exit at Spring Street and make a left, continue on Cerritos Ave, and turn right at Los Vaqueros Circle.

Cost: **Free!** Coffee and some beverages will be available.

Please RSVP to: Dan.Noel@ieee.org so we can pre-print you a **nice name tag**.

Co-sponsors: Jointly supported by the LA Area & OC Consultants' Networks, and the OC IEEE Power Engineering Society/Industrial Application Society.

Bart Greenberg SPEAKER BIOGRAPHY

Mr. Greenberg is a partner in the Orange County office of Manatt, Phelps & Phillips, LLP, where he practices **general corporate law** with an emphasis on mergers and acquisitions, debt and equity financings and the cost-effective representation of entrepreneurs, start-ups and emerging technology companies. Mr. Greenberg serves as Co-Chair of the firm's Venture Capital and Technology practice group.

Mr. Greenberg's expertise extends to **all types of general corporate matters**, essentially serving as outside general counsel to most of his clients. Such matters include, among others, mergers and acquisitions, with an emphasis on consolidations and roll-up strategies; private securities offerings, with an emphasis on those for **emerging technology companies**, including so-called "friends & family," **angel and venture capital offerings; debt offerings**, including senior credit facilities, as well as mezzanine, subordinated and vendor-facilitated debt facilities; the **formation of business entities**, such as corporations, partnerships, limited liability companies and joint ventures; shareholder and buy-sell agreements; employment and consulting agreements; employee compensation matters, with an emphasis on providing **equity incentives** to employees through the use of restricted stock, stock options and phantom stock plans; and intellectual property protection.

Mr. Greenberg is also a strong contributor to the community by his tireless support and active involvement in **many local technology organizations**, including, among others, Tech Coast Venture Network, where he currently serves as its Chairman, TechBiz Connection, where he currently serves on its Board, the Office of Technology Transfer & Commercialization, California State University, San Bernardino, where he currently serves as a reviewer and evaluator of grant applications, and the Digital Media Center in Santa Ana, California, where he currently serves on its Advisory Board.

The OC IEEE Consultants' & Entrepreneurs' Networks Present:

" CIVILIZATION WITHOUT OIL "

A futurist's perspective on alternative energy sources to replace our fossil fueled ones, as these resources are depleted. This venerable engineer has a very thought provoking talk with a happy ending. He includes some related business & technology development opportunities.

by Dr. Oliver Winn

Saturday, 5 April, '08, 9 - 11 AM

For more information, registration, and location (map), see the attached PDF flyer, or go to

www.occn.org/en.

New OC Entrepreneurs' Network (OCEN) Kick-Off Meeting



Saturday, **February 2, 2008** - 9:00 to 11:00 AM
Continental Breakfast & Registration at 9:00, Meeting at 9:30
Embassy Suites Hotel, La Jolla Room
Free parking
[1325 E Dyer Road](#), in Santa Ana
55 Freeway at Dyer Rd. exit, N.W. corner

Jointly Supported by IEEE Chapters - LA Area & OC Consultants' Networks,
OC Robotics & Automation Society, and OC Computer Society

PLEASE JOIN US TO: *hear our expert panel members discuss aspects of entrepreneurship; get answers for your pressing questions and network with attendees with similar interests.*

COST: Continental Breakfast - \$11:00, **discounted** to \$7.00 if RSVP by 4 p.m. Jan. 31; **free** without breakfast. Pay as you register.

RSVP: Please email Dan Noel at Dan.Noel@ieee.org, giving your **name**, **phone** number, and whether you wish to reserve our continental **breakfast**.

THE PROGRAM – An outstanding panel of **three experts** speaking on the following topics.

- ***“Intellectual Property & Business Law”*** - **Clement Cheng, JD** –
Mr Cheng will address Intellectual Property protection types (patent, trademark, trade secrets, copyrights, non-disclosure agreements, etc.), plus the options of timing, international protection, costs, search methods, etc.
- ***“The Decision to Market, Commercialization and Marketing of a Technical Product”*** – **Ken Hughes** –
Mr. Hughes has worked with several large health care firms, Eli Lilly and American Hospital Supply, as well as small medical device companies, mainly in business development and acquisitions. He is currently Vice-President of a privately owned biotechnology firm.
- ***“The Investor’s Perspective”*** – **Mark Nielsen**–
A 24 year veteran of software and wireless industries, Mr. Nielsen has run software companies for the past 19 years, and currently is Chairman of two of them. He is active in the investment community, including Tech Coast Angels. He brings expert insight into what potential investors look for in a business, a management team, and a business plan.

Each panel member will cover its topic in about 20 minutes, followed by Questions and Answers.

QUESTIONS? - For present or future program suggestions or questions, contact Ron Oglevie at RonOglevie@aol.com

- . To be included in the EN email list, contact Dan Noel at Dan.Noel@ieee.org.
- . For other information, contact Frank Forbath, Orange County EN Organizing Chair, f.forbath@ieee.org.
- . For information on future programs, look for upcoming announcements on www.OCCN.org/EN