

TUESDAY, OCTOBER 19, 2010
Registration 7:30AM, Program 8-11:30AM

IMPACT Sonoma

A BUSINESS JOURNAL EVENT
AT THE DOUBLETREE HOTEL, ROHNERT PARK

IMPACT Sonoma

THE GOOD NEWS: THE JOB CREATORS TELL THEIR STORIES

Hear from business leaders in technology, services and clean tech who know what it takes and the conditions that are needed to spur innovation and create jobs and wealth to support their communities.

SPECIAL GUEST

JAY ABBE

Former CEO,
Optical Coating
Laboratory;
Former President
& COO, JDS
Uniphase

A conversation with this seasoned veteran of the tech industry will focus on the key elements a community must develop to foster innovation and growth.



PANEL DISCUSSION

DAN RUSSO

Vice President of
Marketing and Com-
munications, Horizon



Air Having commercial air service in Santa Rosa is critical for attracting and maintaining high-paying jobs with major employers. Hear how Horizon's presence has impacted Sonoma County's job market and how this can translate to future opportunities.

JILL KINNEY

Managing Director,
Clubsourc Development Partners LLC;
Co-founder,
Club One Inc.



As a builder of private community centers in California, learn how Club One changed the landscape of a city center, providing not only a fitness venue but also community services municipalities are now hard-pressed to fulfill.

DOUGLAS CLARK

Chief Executive Of-
ficer, M&T



Santa Rosa's economic development team succeeded in wooing this fast-growing software company to expand with a branch office here. With plans to grow its staff, find out what factors made the difference in bringing those jobs to Sonoma County.

STEVEN HARRISON

Chief Financial Of-
ficer, TriVascular



With clinical trials underway, plans to add 100 jobs and the close of a recent \$60 million in funding, the second incarnation of this biotech company can share challenges it has overcome as well as key decisions it made to be able to succeed and grow in the North Bay.

ENPHASE ENERGY

This Petaluma startup was first to market with a system to maximize energy harvest and simplify solar projects, attracting \$44 million in funding in its first two years. The question now isn't how to keep growing, but how to grow fast enough.

BILL BEYER

Chief Operating Officer,
Raydiance



Ultrafast laser technology company Raydiance established a presence in the North Bay in 2005 and completed the transition of its headquarters to Petaluma in 2009. In light of the company's plans to double its local employee base in another year, Mr. Beyer will provide insight into Raydiance's strategies and partnerships targeted for this expansion.

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2010 IMPACT SONOMA, October 19, 2010, registration 7:30 am, program 8-11:30 am

Please reserve _____ seats at \$49 per person or _____ table(s) of 10 at \$510 (includes company name on table sign).

Enclosed is my check for \$ _____ or VISA, MC or AMEX # _____ Exp. date _____

Name(s) _____ Signature _____

Company _____ E-mail _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Mail or fax to: Linda Perkins, NORTH BAY BUSINESS JOURNAL, 427 Mendocino Ave., Santa Rosa, CA 95401; Fax: 707-521-5218; Phone: 707-521-5264. Seating is limited. No refunds. Registration deadline October 15, 2010. Price includes a subscription to the NORTH BAY BUSINESS JOURNAL (new subscribers only).

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