

# Strategies for Success in a Weak Economy

## A Program for Entrepreneurs and Emerging Businesses

*A complimentary program sponsored by:*



**Wednesday, May 5, 2010**

Program: 4:00 - 6:00 p.m.

Complimentary Dinner (catered by Kogi BBQ): 6:00 - 8:00 p.m.

Business Technology Center of Los Angeles County  
2400 North Lincoln Avenue  
Altadena, California 91001

The weak economy has made it difficult for many businesses. For some, it's a matter of trying to maintain the bottom line. For others, particularly start-ups and emerging businesses, it's a matter of survival. The manner in which a business reacts to the pressures of the challenging economy can have long-term implications – cut too many corners and the business could suffer irreparable harm.

Our panel of entrepreneurs and experts will discuss the effects of the current economic climate on new and emerging businesses and suggestions to achieve success. Topics to be discussed include:

- Strategies for managing the costs of growth
- Using social networking and public relations campaigns as cost-effective marketing tools
- Challenges and opportunities in raising capital
- Benefits and pitfalls in working with independent contractors
- Advantages and disadvantages of equity-based compensation
- The benefits of locating in a well-known business incubator

Highlights include the personal experiences of the founders of successful local start-ups Kogi and Yogurtland – and of course, the complimentary dinner catered by Kogi!

RSVP to Ingrid Goodman

[ingrid.goodman@lacdc.org](mailto:ingrid.goodman@lacdc.org)

T: 626-296-6302

## Speakers

**Mark Manguera and Caroline Shin-Manguera** – *Co-Founders, Kogi Group Corporation.* Born from late night hunger in December 2008 by Mark, Caroline and Chef Roy Choi, the Kogi trucks are traveling Los Angeles landmarks that deliver high-end food (especially Korean Mexican tacos) at street-level prices. Twitter is used to communicate truck locations and Chef Roy Choi's daily specials to well over 50,000 loyal followers. Currently Kogi operates four trucks and at the Alibi Room in Culver City.

**Phillip Chang** – *Founder, President and CEO, Yogurtland.* Founded in 2006 and now with over 74 corporate/franchise locations, Yogurtland's combination of premium quality products, superior service, attractive stores, and large selection of flavors and toppings in a self-service environment sets the company apart from other frozen yogurt concepts. Phillip also is the founder of BobaLoca, Inc., and in 2004 he was honored with the Minority Retail Firm of the Year award by the U.S. Department of Commerce/Minority Business Development Agency.

**Mark Burson** – *Managing Director, Burson-Marsteller, a leading global public relations and communications firm.* Mark, whose career in public relations spans nearly 30 years, also served as Executive Director of the Reagan Presidential Foundation.

**Dr. Mark Lieberman** – *Manager, Economic/Redevelopment Division, Business Technology Center of Los Angeles County, a project of the Community Development Commission.* The Business Technology Center is dedicated to the development of high technology firms through business management assistance, technical assistance, and the coordination of available financial resources. Mark also is a professor of entrepreneurship at the University of Southern California.

**Christopher J. Husa** – *Attorney, Locke Lord Bissell & Liddell LLP, a full-service, national law firm with offices in Atlanta, Austin, Chicago, Dallas, Houston, London, Los Angeles, New Orleans, New York, Sacramento, San Francisco and Washington, D.C.* Chris regularly represents entrepreneurs and emerging businesses in connection with organizational, capital raising and other activities.

**Cameron Wood** – *Principal, Kline Hawkes & Co., one of Los Angeles' most established venture firms.* With more than a decade of investment experience at Kline Hawkes & Co., Cameron has worked with over 40 companies spanning a broad range of industries and stages of development from start-ups to publicly listed billion dollar Internet innovators. Cameron plays an active role working with entrepreneurs and sourcing new investment opportunities, which has led to more than \$25 million in direct, private investments.

## Registration

RSVP to Ingrid Goodman at [ingrid.goodman@lacdc.org](mailto:ingrid.goodman@lacdc.org) or call 626-296-6302. There is no cost to attend but space is limited, so please reserve your place as soon as possible.

## Directions

Directions to the Los Angeles Business Technology Center: Exit the 210 freeway at Lincoln Avenue, then proceed north to 2400 North Lincoln Avenue.

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