

**Contacts:**

**Michael Newell, Executive Director**  
Sonoma Mountain Business Cluster  
(707) 794-1240

**Chris Lynch, Executive Vice-President**  
Santa Rosa Chamber of Commerce  
(707) 636-0515

**Nancy Manchester, Economic Development Specialist**  
City of Santa Rosa  
(707) 543-4339



SONOMA MOUNTAIN  
**BUSINESS CLUSTER**

## **Unprecedented Partnership Offers Entrepreneurs Increased Access to Financing and Other Development Resources**

**Sonoma County, California — April 7, 2009** — Organizers of the Sixth North Bay Growth & Innovation Forum are partnering with the organizers of the North Bay Investors Summit to create a two-stage process that will help identify and find funding for start-ups or existing companies seeking to implement innovative new business models.

The Sixth North Bay Growth & Innovation Forum (coordinated by the city of Santa Rosa, Santa Rosa Chamber of Commerce and North Bay Angels) will convene aspiring entrepreneurs for the purposes of networking, education and bringing to light those with the most promising business models. The North Bay Investor Summit (produced by the Sonoma Mountain Business Cluster, Keiretsu Forum and North Bay Angels), will help match pre-screened business proposals, including those determined to be “best in show” winners from the Growth & Innovation Forum, with qualified investors.

The Growth & Innovation Forum, scheduled for May 13, 2009, is seeking local companies that emphasize qualities of uniqueness, innovation, and growth potential and welcomes entrepreneurs that are in a start-up phase or may be planning for next-stage growth or expansion (where the company is past its start-up phase). The Forum targets presenting companies working in one of five core clusters: clean technology, biomedical/biotechnology, advanced technology, health/wellness, or food/wine product development.

The Investors Summit, scheduled for June 10, 2009, will offer participating companies the opportunity to “pitch” their businesses to more than 100 accredited Bay Area investors. Presenting companies will include portfolio companies from the North Bay Angels and Keiretsu Forum, “best in show” winners from the North Bay Growth & Innovation Forum, and current participants in the Business Cluster’s incubator program.

For more information on the Sixth North Bay Growth & Innovation Forum, to apply to present an entrepreneur pitch or a poster, or to register, visit [www.santarosachamber.com](http://www.santarosachamber.com).

Invitation to the North Bay Investors Summit is extended to accredited investors only. See definition of “accredited investor” at <http://www.sec.gov/answers/accred.htm>. Guest registration is online at [www.somobc.org](http://www.somobc.org).

For those companies that may not feel they are ready to present their business ideas or plans, the Seventh Growth & Innovation Forum is tentatively scheduled for October 14, 2009. Interested parties may also call Nancy Manchester (City of Santa Rosa) at (707) 543-4339 or Chris Lynch (Santa Rosa Chamber of Commerce) at (707) 636-0515.

**Sixth North Bay Growth & Innovation Forum**  
**May 13, 2009 • 12:30 PM • Hyatt Vineyard Creek, Santa Rosa**

**Overview of North Bay Growth & Innovation Forum**

- The North Bay Growth and Innovation Forum (NBGIF) is an award-winning series of events dedicated to supporting new business growth through networking and education. This program is designed to match angel or venture capital investors with aspiring entrepreneurs and/or existing businesses from start-up to mid-size.
- The half-day event supports the goal of creating jobs and promoting economic prosperity in the region, in particular within the Santa Rosa Corridor.

**Key Messages**

- There are many advantages to doing business or starting a business in the Santa Rosa Corridor, which offers a positive business environment to encourage and support both existing and emerging companies.
- The City of Santa Rosa, the Santa Rosa Chamber of Commerce, and the North Bay Angels are committed to helping business owners and entrepreneurs understand and access the wealth of local resources that can assist them with running and developing their organizations.
- Our existing businesses represent an important economic base for our community, and our emerging businesses will help ensure future expansion.

**Who Will Attend**

- Start-up entrepreneurs seeking capital
- Small to mid-size company owners and managers seeking new ideas to improve efficiency, develop new business, or position for immediate growth.
- Investors looking for opportunities in promising local companies

**Program Content**

- Expert speakers
- Rapid Roundtable Program - Participants move between tables and choose three of the four topics. Each session is 30 minutes:
  - Internet Marketing
  - Writing a Business Plan
  - Alternative Financing
  - Pitching to Investors
- Poster exhibition by presenting entrepreneurs and selected local companies
- Entrepreneur presentations - each company presents for 10 minutes followed by five minutes Q&A
- Reception and prizes for Best Entrepreneur Presentation and Best Poster Exhibitor

**Event History**

|                   |  |
|-------------------|--|
| October 18, 2006  | North Bay Growth, Innovation and Venture Forum             |
| May 16, 2007      | Entrepreneur's Guide to Angling for Angel and VC Investors |
| October 18, 2007  | North Bay Growth, Innovation and Venture Forum             |
| April 29-30, 2008 | Growth, Innovation and Venture Forum                       |
| November 13, 2008 | Fifth North Bay Growth & Innovation Forum                  |

**Sponsors**

This year's program will offer sponsorships at three levels: Gold (\$2,000), Silver (\$1,000), and Bronze (\$500). Previous sponsors include ABD Insurance & Financial Services; Agilent Technologies; Airport Business Park; Carle, Mackie, Power & Ross, LLP; Coddling Enterprises; Golden Capital Network; Goldman Sachs; Lanahan & Reilley, LLP; Medtronic; Moss-Adams LLP; Nelson Staffing; North Bay Angels; North Bay Business Journal; North Coast Bank; and SAFE-BIDCO.

**For Further Information**

City of Santa Rosa: Nancy Manchester (707) 543-4339 or [nmanchester@srcity.org](mailto:nmanchester@srcity.org)

Santa Rosa Chamber of Commerce: Chris Lynch (707) 636-0515 or [chrisl@santarosachamber.com](mailto:chrisl@santarosachamber.com)

North Bay Angels: David Hehman (707) 431-4201 or [david@spartina.com](mailto:david@spartina.com)

***First North Bay Investors Summit***  
***June 10, 2009 • 7:30AM • Sonoma Mountain Village Event Center, Rohnert Park***

**Overview of North Bay Investors Summit**

- The North Bay Investors Summit is a regional investment summit bringing technology entrepreneurs together with investors. The Summit will feature ten company presentations, exhibition booths for discussion, and anticipates having 150 accredited investors in attendance.

**Who Will Attend**

- Investors interested in learning about investment opportunities in some of the most exciting startup and early stage technology companies in the North Bay.
- Invitation is extended to accredited investors only.

**Program Content**

- Breakfast & Guest Speakers
- Exhibition booths for discussion and due diligence
- Presentations by Keiretsu Forum Portfolio Companies
- Presentations by North Bay Angels Portfolio Companies
- Presentations by “Best in Show” Winners of the North Bay Growth & Innovation Forum
- Announcement of Competition Results

**About the Sonoma Mountain Business Cluster**

- The Sonoma Mountain Business Cluster (SMBC) is a non-profit business incubator specializing in sustainable resources and socially relevant technologies. Its function is to assist entrepreneurs and startup companies in achieving success through provision of mentoring and coaching, a supportive service network, an intellectual and entrepreneurial environment, educational and networking events, contact to investment capital and an affordable full-featured physical infrastructure.

**About Keiretsu Forum**

- With over 750 accredited investor members throughout seventeen chapters on three continents, Keiretsu Forum is the world’s largest angel investor network. Keiretsu Forum membership is comprised of serious investors, venture capitalists, corporate/institutional investors and serial entrepreneurs that provide early-stage capital in the range of \$250k-\$2 million to high-quality, diverse investment opportunities in emerging technologies, healthcare/life sciences, real estate, consumer products and other industries with high growth opportunity. According to the San Francisco Business Times, in 2006, Keiretsu Forum was the most active angel group in the greater Bay Area with \$51 million invested in 30 ventures. Keiretsu Forum is not a fund and does not invest as an LLC. Members collaborate in the due diligence, but make individual investment decisions. For more information on Keiretsu Forum, please visit [www.keiretsuforum.com](http://www.keiretsuforum.com).

**About North Bay Angels**

- The North Bay Angels (NBA) was formed by a group of North Bay executives and professionals to fill a growing need to provide a forum for learning about and making early stage investment capital (seed capital) and advisory assistance (mentoring) available to entrepreneurial companies in the North Bay. For more information on North Bay Angels, please visit [www.northbayangels.com](http://www.northbayangels.com).

**For Further Information**

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