



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Digital Media Center Hosts Orange County Business Growth Forum on June 11 *Event Provides Entrepreneurs Tools for Survival and Business Development*

(*Santa Ana*)—The Digital Media Center (DMC) is hosting the Orange County Business Growth Forum on **Thursday, June 11**, from **11:00 a.m. to 5:30 p.m.** at 1300 S. Bristol, Santa Ana. Designed with digital media entrepreneurs in mind, the forum will offer insights, tools, and strategies to help business owners not only face the challenges of the current economic climate, but to also thrive in it.

The forum features a keynote presentation by Frank Peters, chairman emeritus of Tech Coast Angels and host of the Frank Peters Show. Peters started Plaid Brothers Software in Orange County, CA in 1983, creating portfolio management and contact management systems. For 15 years, he worked on the East Coast developing portfolio management systems for Wall Street firms. In 1998, he sold the company to Sungard Data Systems. Since that time, Peters has dedicated himself to volunteer projects in the arts both locally and in New York. He has published his dance photography in *Dreams of Grace, Images and Remembrances from the Dance Department at LaGuardia High School*. He is currently a member of the Dean's Leadership Council in the Claire Trevor School of the Arts at UC Irvine and serves on the advisory board for TriTech Consulting SBDC. In 1999, he was a founding member of Charlotte Angel Partners in North Carolina.

The Orange County Business Growth Forum includes the following panels and presentations:

- *Deal Review: Evaluating the Readiness of Companies for Investment* with a panel of Jim Butz, Keiretsu Forum, California Capital Partners, Resonnect; Bart Greenberg, Manatt, Phelps & Phillips; Don Kasle, Tech Coast Angels; Steve Mednick, Tech Coast Angels, USC Professor, Plenum Revenue Group; and Bill Waldo, Keiretsu Forum, Tech Coast Angels, Vantages. Peters will moderate this panel.
- *How to Use Technology as a Competitive Advantage* presented by Jack Bicer, Septium Corporation.

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- *Funding: How to Get Investor Ready* featuring moderator Mark Monaghan, The Markus Group. The panel includes Butz, Greenberg, Kasle and Waldo. .
- *Social Marketing 2.0: Empowering Your Personal and Business Brands to Drive New Business* presented by Ciaran Foley, entrepreneur, founder, and start-up specialist.
- *The Fine Art of Bootstrapping Your Business* presented by Steve Mednick, Plenum Revenue Group.
- *Intellectual Property Protection* presented by Doug Muelhauser, Knobbe Martens Olson & Bear LLP.

“We wanted to create a forum where digital media entrepreneurs could receive useful and strategic information from industry leaders to assist with current economic challenges,” said Gustavo Chamorro, interim director, DMC. “We have also purposely built in time for one-on-one connections during lunch and a networking reception.”

The forum is presented by the DMC in partnership with the Center for International Trade Development (CITD) and the TriTech Small Business Development Center. The DMC Business Incubator and the CITD are economic development programs of Rancho Santiago Community College District. If paid prior to June 11, registration is \$15 per session or \$35 all day. At the door, the cost is \$20 per session or \$45 all day. To reserve your space, visit www.dmc-works.com.

About the Digital Media Center

The [Digital Media Center](#) (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.

About the Rancho Santiago Community College District

The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.

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