



# BOOTCAMP

IT'S INTENSE



ONE DAY SEMINAR  
FOR ENTREPRENEURS

May 23, 2007

THE CONFERENCE CENTER AT  
THE NJ HOSPITAL ASSOCIATION  
760 ALEXANDER ROAD  
PRINCETON, NJ

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**NJTC BOOTCAMP** for emerging entrepreneurs from seed to early stage companies seeking practical advice about what it takes to start and grow a successful business.

8:00 a.m.  
Registration/Breakfast/Networking

8:30 a.m.  
Welcome  
Maxine Ballen, President & CEO, New Jersey Technology Council

**Keynote Speaker**  
Rick Kushel, Chairman & CEO, Archive Systems, Inc.

*Panel Discussions*  
**Financing Essentials for the Early Stage Venture**

*Moderated by:*  
Alan N. Wink, Director, Technology Group, Amper, Politziner & Mattia  
*Panelists:*  
Philip Chan, Partner, NJTC Venture Fund  
Kathleen Coviello, Program Manager - Technology & Life Science, NJ Economic Development Authority  
Ken Kay, Chairman and a Founding Member, Jumpstart NJ Angel Network

**Efficiently Operating Your Start Up**

*Moderated by:*  
Terry Williams, CEO, TWC Group  
*Panelists:*  
Christopher Doherty, VP Business Development, TWC Group  
Steve Mizrach, Partner in Charge, Iselin Office, Wiss & Company LLP  
Michael Leo, President & CEO, Operative  
Matt Townley, President & CEO, Miria Systems  
Johanna Zitto, CPT, President, JZ Consulting and Training Inc.

**Commercialization - When, Where, How and Why to Disclose**

*Moderated by:*  
Raymond P. Thek, Member of the Firm, Lowenstein Sandler PC  
*Panelists:*  
Yair Harel, Assoc. Director Ventures & Operations, Rutgers University  
Vincent A. Smeraglia, Director of Licensing, UMDNJ  
Matthew L. Wotiz, Paul Capital Partners

**Luncheon & CEO Success Stories**

*Moderated by:*  
Mary Hildebrand, Member, Tech Group, Lowenstein Sandler PC  
*Panelists:*  
Peter L. Levin, President, CEO and Founder DAFCA  
Whitney R. White, Ph.D., Co-Founder, CEO, Chromis Fiber Optics

*Presentation*

**10 Keys for a Fundable Pitch**  
**Speaker:** Steve Bowman, President, BizClarity

Rick Kushel, Chairman & CEO  
Archive Systems, Inc.



Rick Kushel is Chairman & CEO of Archive Systems, a leading on-demand document management company he co-founded in 1991. Kushel has successfully led the company since its inception, showing double digit revenue, and has grown the employee base to over 200 people. In 2005 & 2006 the company was recognized as "One of the Fastest Growing Technology Companies in NJ" by Deloitte & Touche and the "50 Fastest Growing Companies in NJ" by NJBIZ. Mr. Kushel holds a seat on the Board of Directors for Archive Systems, Franklin Realty, LLC, and the New Jersey Technology Council.

## The Entrepreneur's Toolkit

All conference attendees will receive a valuable resource manual, "The Entrepreneur's Toolkit" containing articles, white papers and information on such topics as: Structuring Your Entity: the Lingo of the Deal, an IP and Due Diligence checklist, HR Toolkit and listings of PA & NY Venture Funds and Angel Networks.

**VISIT - [www.njtc.org](http://www.njtc.org)**  
TO REGISTER & FOR ADDITIONAL INFORMATION

COST TO ATTEND: \$65.00 NJTC Members  
\$130.00 NonMembers  
\$40.00 Incubator & SBDC  
\$25.00 Students

*All attendees must have a paid registration to enter. Registrations are accepted up to 24 hours before an event; registrations received after this time are "walk-ins".*

*All cancellations must be made at least 72 hours in advance to qualify for a refund. No-shows will be billed.*

\*Times are approximate and subject to change.