

March 9, 2002

High Tech CEOs Converge on UCSB for Conference

'Creating Value in Turbulent Times'

anta Barbara, Calif.--How are heads of successful high tech companies responding to the choppy conditions created by the present market downturn? Eight of them are coming March 9 to the University of California at Santa Barbara (UCSB) to address the issue of "Creating Value in Turbulent Times." That is the subject of the third annual Entrepreneurship 101 conference presented by the UCSB Center for Entrepreneurship and Engineering Management (CEEM).

Said CEEM Director Tim Schwartz, "We have invited some of the top executives in the country to come together for provocative interchanges on strategic and operational issues they are forced to deal with in this climate."

Mark Turk, senior vice president at Silicon Valley Bank and member of CEEM's board of directors, added, "Not only do these speakers represent a cross-section of technology sectors, but each of their companies is in a different stage of development and maturation."

The first of two panel discussions will focus on "From the Trenches: Making the Tough Decisions." It will offer first-person answers to the question, "How has 'your' business been affected by the downturn?" The three panelists and CEOs are Eric Schmidt of Google (the still rapidly growing search-engine company), Charles Corbalis of Calient Networks (provider of photonic networking solutions), and Bob Deuster of Newport Corp. (manufacturer and distributor of components and systems for laser and optical technologies).

The second panel looks at ways to "Balance Profits and Growth." The trio manning the panel will discuss how companies are forging a path to profitability through short and long term tradeoffs now required by dim prospects for funding from, on the one hand, a weak climate for venture capital, and, on the other hand, weak IPO prospects.

Panelists include Mike Kourey, CFO of Polycom (broadband solution provider); John Dorman, CEO of Digital Insight Corp. (supplier of technology infrastructure enabling financial institutions to serve customers via the Internet); and Michael Ziering, CEO of Diagnostic Products (manufacturer and distributor of medical immuno-diagnostic test kits and related instrumentation).

Both panels will be moderated by Pete Mountanos, who has headed several high tech companies, notably VXtreme, FAST Multimedia Inc., and ABEKAS Video Systems.

The keynote speaker is Guy Kawasaki, currently CEO of Garage Technology Ventures (a venture capital investment bank that provides funding services for high tech startups). His subject is "Retrenching and Rebuilding." Instrumental in the founding of several personal computer companies, Kawasaki is one of the key individuals responsible for the success of the Macintosh computer. He is the author of seven books including "Rules for Revolutionaries," "How To Drive Your Competition Crazy," "Selling the Dream," and "The Macintosh Way."

Registration for the 9:00 a.m. to 1:30 p.m. event in Corwin Pavilion on the UCSB campus begins at 8:30. The fee including lunch is \$125 for the public, \$45 for UCSB faculty and staff, and \$20 for students. Register ahead of time on line at the conference web site. For UCSB students who register ahead of time with Jan Adelson at the CEEM office in Engineering 1, Room 1107, the fee will be halved to \$10.

Marquee Conference sponsors, with contributions of at least \$7,500, are Reicker, Pfau, Pyle, McRoy & Herman LLP; Silicon Valley Bank; and Stradling Yocca Carlson and Rauth Attorneys at Law.

Media Contact

Tony Rairden

trairden@engineering.ucsb.edu

805.893.4301
