

### In Search of the Midas Touch - Building Business Value in 2010

Columbia Center Building, San Diego  
02.19.2010

**In Search of the Midas Touch - Building Business Value in 2010**  
**Featuring Rob Slee, author of *Midas Marketing*, *Midas Managers* and *Private Capital Markets***

**February 19, 2010**

- Sign-in and refreshments begin at 9:30 AM PST
- Presentation from 10:00 AM – 12:00 PM PST

**Columbia Center Building**  
401 West A Street, Suite 370  
in the Terrace Conference Center  
San Diego, CA 92101

In coordination with:

- Sheppard, Mullin, Richter & Hampton LLP
- Gary L. Fitzgerald, CPA
- Pacific Western Bank
- Viewpoint Securities
- Wheeler Frost Associates
- PointeBreak Solutions, Inc.

MidasNation and San Diego Sponsors invite you to attend a special event, featuring Rob Slee, author of *Midas Marketing*, *Midas Managers* and *Private Capital Markets*. This Program shows owners, managers and advisors of privately held businesses how to dramatically increase the value of these businesses - even in terrible economic times. Attending will:

- Empower you to dramatically increase business revenues with minimal or no investment
- Show you how to become a Value Architect in your business, allowing you to leverage your expertise and increase your productivity tenfold
- Teach you how to become, and stay, financially independent in a risky business environment

Rob Slee is Founder of MidasNation, a community that is dedicated to helping business owners and managers increase the value of their firms.

Rob has owned equity positions in a variety of mid-sized private businesses. He has authored more than 150 articles, and his books are considered seminal works in finance and strategy for private companies. Rob is a Phi Beta Kappa graduate of Miami University, and holds a Masters degree from the University of Chicago and an MBA from Case Western Reserve University. However, Rob is best known as the father of Jen and Jessie Slee, his identical twins.

By Invitation Only: From Your Professional Advisor.

To RSVP, please click [here](#).

Register online by February 17 or contact Tim Rhine at: 858-380-5789.

Dress is business casual.

Attendees will receive a complimentary copy of *Midas Marketing*.