

Eliminating the Inefficiencies Within Sales & Strategic Marketing Efforts

Please join Holland & Hart and the CU Bard Center for Entrepreneurship on Wednesday, December 15, 2004 for an exciting opportunity to better understand your sales and strategic marketing efforts.



Ed McCarthy, President of Soaring Consulting (www.soarcon.com) will present the "DV7 Principle" methodology what will help you increase revenue and decrease cost of sales through optimal strategic marketing and sales execution.

Attendees will be forward thinking executives, venture capitalists, and private investors that want to identify and eliminate the inefficiencies within sales and strategic marketing operations. Soaring's clients are proof that the DV7 Principle will yield results that transcend revenue goals and increase shareholder value.

A proven leader in organizational management, operations, sales, and business development, Mr. McCarthy brings more than 16 years of experience to Soaring Consulting. As CEO, Mr. McCarthy successfully lead NetFenz Consulting, a leading security risk and IT consulting services firm that was acquired by Fuzion Software July 2001. Mr. McCarthy took over the role as CEO of Fuzion Software, an Enterprise Risk Management (ERM) and Corporate Compliance software and services company and orchestrated its acquisition to McAfee (Foundstone), June 2004. Previously, Mr. McCarthy was the number one performing Director of Global Sales for three years straight at ODS Networks, a sales consultant for Cisco Systems and a Strategic Technologies Advisor to senior management at Fidelity Investments.

Wednesday, December 15, 2004

7:30 - 7:55 a.m. – Breakfast & Networking

7:55 - 8:05 a.m. – Corporate Sponsor Introductions

8:05 - 8:45 a.m. – Soaring Consulting Presentation

8:45 - 9:00 a.m. – Q & A Session

The Bard Center for Entrepreneurship

535 16th Street, Suite 300 (Masonic Building), Denver, Colorado

Directions:

I-25 exit Speer south and proceed toward Downtown. Turn left on Lawrence. Right on 14th Street. Left on Welton. The Bard Center is on the northeast corner of 16th Street directly across 16th Street from the Pavilion's Virgin Megastore and one building west of the Paramount Theater Building.

Parking:

Parking is available in the underground structure of the Pavilions. You may enter this on Welton between 15th and 16th Street on the right hand side of the road. There is also a surface parking lot located on Welton between 15th and 16th Street on the left hand side of the road.

Breakfast will be provided. There is no charge to attend.

For additional information and to make reservations please contact: Jennifer Kummer at 303-295-8367 or jkummer@hollandhart.com.

Reservation Deadline: Friday, December 10, 2004



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