



SAO Corvallis  
Tech Pub



If you have questions,  
or comments contact  
Frank Hall, (541) 757-7194

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## SAO CORVALLIS -- ENTREPRENEURIAL FORUM

### HOW ENTREPRENEURS CAN SURVIVE AND THRIVE IN CHALLENGING TIMES

**Speaker: Mark O. Paul, author of The Entrepreneur's Survival Guide**

Thursday, February 19, 2004  
7:00-8:30 P.M.

#### NOTE SPECIAL VENUE:

257B SW Madison, downtown Corvallis  
(The former Statware offices, near 3rd and Madison)  
(Entrance is between Allbright & Raw Drugs and Coleman's Jewelers)

RSVP by Feb 18 to: Gloria Sica ([gloria@imtech-or.com](mailto:gloria@imtech-or.com)).

#### Program:

If the economy is turning up, how should your company respond? Crawl? Walk? Run? If you can't get financing for a market push, should you ask employees to give up some pay in exchange for equity and a bigger stake in the company's success? And if your employer asks you to do this, what should you do? What strategies are working today's challenging times that can grow your company, your career, and your financial prosperity?

Do you really have a great idea? Have you developed a new technology that everyone should buy? Are you looking for investment money to build a company? Are you looking for more customers? Better cash flow? Have you been struggling to get your company off the ground; or trouble building sales; or having difficulty transforming your dream into reality?

This month's SAO Entrepreneurial Forum is unique in a couple of ways. First, we are very privileged to give a big Corvallis welcome to our speaker Mark O. Paul, an experienced entrepreneur and author of "The Entrepreneur's Survival Guide" ([www.synergy-usa.com/esg2.htm](http://www.synergy-usa.com/esg2.htm) or at [amazon.com](http://amazon.com)). Mark will facilitate an interactive discussion to uncover the reasons why start-ups and companies fail, and what you can do about it! Please bring your questions and insights to share. Mark will be excerpting key learnings from his book to make specific points on how you can not only survive the current economic conditions but thrive beyond your own expectations!

Second, rather than at the Ramada we will meet in downtown Corvallis at the former offices of Statware (and Rogue Wave in its early days). Come

see the hidden high-tech "upstairs downtown" where part of Corvallis' high tech history was made and may be made in the future.

**Biography:**

Mark Paul has more than twenty years of executive level leadership experience in Start-up companies and Global 500 companies. His experiences range from bootstrapping start-ups as an entrepreneur to building a \$50 million business unit in two years at Northrop Corporation as an "intrapreneur." He has 14 years of interim executive and business leadership consulting as the president at Phoenix Management, Inc., and currently as a partner at Synergy Consulting Group, LLC. Mark has helped over a hundred clients increase their revenue, profitability and company value. Mark has served on boards of directors and advisors for various technology-based companies, and recently published the 2nd edition to The Entrepreneur's Survival Guide.

**Sponsors:**

We want to thank our sponsors, whose support for entrepreneurship has made this program possible: The Downtown Corvallis Association ([www.downtowncorvallis.org](http://www.downtowncorvallis.org)) Robert Best, CLTC, of Oregon Financial Services Group/Mass Mutual ([www.financeoregon.com](http://www.financeoregon.com))

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