



DARYA ALLEN-ATTAR, BROADS CIRCLE FOUNDER
PRESENTS

TITANS OF MEDIA TECH



February 22, 2011
Co-ed Cocktail Event
5:30-7:30 pm
UCLA Faculty Center
Los Angeles

PANELISTS:

Sandy Barger

Senior Lead at Fortune 100 Companies
including Walt Disney Studios

Hilary DeCesare

Co-Founder and Chief Executive Officer,
Everloop

Dana Settle

Partner,
Greycroft LLC

Andrea Belz

President and Chief Visionary,
Belz Consulting Group

Michele Martell

Chief Operating Officer,
Cinedigm Entertainment Group

Moderator and Event Producer:

Megan Jones

Director, Hadley Partners Inc.

Agenda

5:30-6:30 pm	Cocktails & Networking
6:30-7:15 pm	Panel Discussion
7:15-7:30 pm	Q&A and Closing Comments
8:00-9:30 pm	Premium Members Private Dinner <i>(by invitation only)</i>

Panelists



SANDY BARGER, Executive in Media and Entertainment
Senior Lead at Fortune 100 Companies including Walt Disney Studios

Sandy was most recently Senior Vice President Worldwide New Product Strategies and Development for Walt Disney Studios responsible for leading the company's strategic growth and development of key home entertainment product initiatives globally. This focused team dealt with key global business issues identifying product gaps and needs, driving innovations and optimizing all aspects of product strategies including product content, pricing, distribution, new technology applications and marketing strategies.

Prior to joining Disney, Barger was recognized as a leading female executive in the home entertainment market in 2009 by Home Media Magazine and Video Business Magazine respectively. She first joined WDSHE in 1996 as Manager Trade Marketing for WDSHE and Disney Interactive for North America and moved into WDSHE Brand Marketing in 1998 where she has lead the division across many lines of business at increased levels of responsibility.

Barger holds a master degree in Marketing and Finance from Northwestern University's Kellogg School of Business. She is active in several local and national charities and is on the Board of The Wonder of Reading, a leading organization in uniting Communities, Schools and Corporations to address the nation's Literacy Issue.



ANDREA BELZ
President and Chief Visionary, Belz Consulting Group

Andrea Belz is a thought leader and trusted advisor in technology management and effective leadership. She is the author of *The 36-Hour Course in Product Development*, to be published by McGraw-Hill in the fall of 2010. Andrea has collaborated with groups including the California Institute of Technology, NASA's Jet Propulsion Laboratory, General Electric, and many of the leading investment groups in Southern California. She has worked closely with management teams and boards in organizations of all sizes, providing guidance in finance and operations.

In addition to writing a monthly column that has been quoted by The Wall Street Journal blog, the USA Today blog, and many others, Andrea has been interviewed by CNN.com, Fund Strategy, and other groups in the media. Andrea speaks frequently on topics related to technology and innovation, as well as on best practices in product development. She has previously served as a lecturer at the California Institute of Technology and has spoken on technology management at the Pepperdine University Graziadio School of Business and at USC's Lloyd Greif Center for Entrepreneurial Studies.

Andrea earned a B.S. in physics from the University of Maryland at College Park, a Ph.D. in physics from Caltech, and an M.B.A. in finance from the Pepperdine University Graziadio School of Business. In addition to being a long-time member of the Pasadena Angels and the Caltech Alumni Association, Andrea also serves on the board of Weizmann Day School.

Panelists (continued)



HILARY DECESARE
Co-Founder and CEO, Everloop

Hilary DeCesare guides Everloop's business vision and day-to-day operations. She is an accomplished entrepreneur, experienced in all aspects of launching and growing a business. Hilary was recently selected by AlwaysOn as one of the Top 25 Women in Tech to Watch in 2010 at the 8th Annual AlwaysOn & STVP Summit at Stanford University. She has also been honored with the prestigious DEMOgod Award for social media at the 2010 DEMO Conference for emerging technologies.

Prior to Everloop, Hilary co-founded White Space Ink, a management-consulting firm that specializes in working with start-up technology companies. During her five-year tenure at White Space, Hilary counseled company executives on all areas of strategic planning and corporate development.

Hilary also spent 10 years working at Oracle Corporation in various sales management positions, winning over 100 sales awards. She garnered Top Worldwide Account Manager, Top Worldwide Sales Representative, Presidents Club, SWAT Team and was a Member of President Task Force and Review Committee.

Away from the office, Hilary uses her business savvy to teach kids about Internet safety, technology, free enterprise, business and economics. For three years, she served as chapter director for a Northern California chapter of Tweenangels, a division of WiredSafety that teaches kids how to teach other kids about Internet safety. Hilary also participates on panels about kids online interests and coaches entrepreneurs.

Hilary graduated from the University of Colorado, Boulder, with a BA in Psychology.



MICHELE MARTELL
COO, Cinedigm Entertainment Group

Michele Martell is the COO of CINEDIGM ENTERTAINMENT GROUP, the world leader in digital theatrical distribution of targeted entertainment. Cinedigm's Entertainment Group is the exclusive provider of LIVE 3D, digital, in-theatre events through their CineLive™ program and in the last 18 months has produced, distributed and marketed a variety of LIVE and RECORDED 3D theatrical including LIVE 3D BCS College Championship Game 2009, LIVE 3D NBA All Star Saturday Night 2009, Dave Matthews Band 3D feature, Phish 3D feature, and the recent LIVE 3D NCAA Final Four 2010.

Michele manages CEG's strategic partnerships with exhibitors, content producers, sponsors and technology partners, utilizing innovative marketing techniques made possible by digital cinema to connect brands with audiences.

Co-founder of The Bigger Picture, which was sold to Cinedigm in 2007, Michele developed and produces the long-running Kidtoon Films program, bringing G-rated entertainment for families to theatres around the country. As The Bigger Picture, Martell theatrically released films in partnership with Fox Faith targeted to Christian and urban audiences, Anime titles with FUNimation, a series of HD Operas with San Francisco Opera, as well as other independent films.

Prior to founding The Bigger Picture, Michele held executive positions with Sabella Dern Entertainment, The Jim Henson Company and Turner Network Television.

Panelists (continued)



DANA SETTLE
Partner, Greycroft LLC

Dana Settle is a Partner with Greycroft LLC, and she heads the firm's West Coast office. Prior to joining Greycroft, Dana spent several years as a venture capitalist and advisor to startup companies in the Bay Area, including six years at Mayfield, where she focused on early stage companies in the mobile communications and consumer Internet markets.

Dana currently serves or observes on the boards of Greycroft's investments in K2 Networks, MoVox, Sometrics, Sportgenic, United Sample, Vuze and WideOrbit. She also managed the firm's investments in Digisynd (sold to Disney) and ContentNext (sold to Guardian Media). Dana previously invested in and advised several companies, including Inphi, MobileStar (sold to T-Mobile), Revenue Science, Trigo (sold to IBM) and Truveo (sold to AOL).

Dana's additional experience includes investment banking at Lehman Brothers in the media and communications group and international business development at McCaw Cellular Communications.

Dana holds a BA in Finance and International Studies from the University of Washington and an MBA from Harvard Business School.

Moderator



MEGAN JONES
Director, Hadley Partners
Premium Member, Broads Circle

Megan Lisa Jones is an investment banker who works primarily with companies in the digital media, technology, gaming and other emerging industries. Her experience includes time with Lazard Freres, Needham & Company and Merrill Lynch.

Her investment banking blog is at www.ibla.us; and she released a novel, *Captive*, in late 2010.

Your Host



DARYA ALLEN-ATTAR
Founder, Broads Circle
Financial Advisor, Morgan Stanley Smith Barney

Darya founded Broads Circle in 2008 with the goal of creating an exclusive network of businesswomen and the professionals who work with them. The networking meetings began as invitation-only bimonthly breakfasts featuring guest speakers such as C-level women executives who shared their insights and lessons from the field. Since then, the membership has steadily grown and Broads Circle has added evening cocktail events featuring nationally recognized speakers.

With 22 years of experience in financial services, Darya's forte is strategic wealth management for families and foundations. She is a CPA and Personal Financial Specialist (PFS), and obtained her MBA from Fordham University. Darya has taught as an adjunct professor of Finance at New York University and has authored many financial planning articles.

Darya is married with three children, lives in Pacific Palisades, CA, and currently serves on the Board of the Westside YMCA, in addition to her position as Broads Circle Founder and Chairwoman.

Upcoming Events

Mar 16, 2011 – Break Through: Paving the Path to Defeat Cancer

12:00-1:30 pm at California NanoSystems Institute (CNSI) at UCLA, Los Angeles, CA

- **Carla Mann Woods**: Vice President, Strategic Planning & Program Development
Alfred E. Mann Foundation for Biomedical Engineering

Mar 24, 2011 – Women on Corporate Boards

5:30 PM - 7:30 PM at Luxe Hotel on Sunset Blvd, Los Angeles, CA (Private Premium Members Dinner to follow)

- **Margaret Dano**
Superior Industries: Lead Director, Chair of the Governance and Nominating Committee and Audit Committee member;
Anthony International: Lead Director and Chairman of the Compensation Committee
- **Linda M. Griego**
Griego Enterprises, Inc.: President and Chief Executive Officer; *CBS Corporation*: Director;
AECOM Technology Corporation: Director
- **Eileen Kamerick**
Houlihan Lokey: Managing Director and Chief Financial Officer; *Westell Technologies*: Director and Chair of the Audit Committee; *Associated Bancorp*: Director and Vice Chairman of the Nominating and Governance Committee and Member, Audit Committee
- **Linda Fayne Levinson**
NCR Corporation: Lead Independent Director and Chair, Compensation Committee and Member, Governance Committee;
Jacobs Engineering Group: Director and Chair, Nominating and Governance Committee; *DemandTec, Inc.*: Director and Chair, Compensation Committee; *Ingram Micro, Inc.*: Director and Chair, Compensation Committee and Member, Governance Committee; *The Western Union Company*: Director and Chair, Compensation Committee and Member, Audit Committee
- **Devra Shapiro**
IPC The Hospitalist Company, Inc.: Chief Financial Officer; *LTC Properties, Inc.*: Director

Moderator: **Robbin L. Itkin, Esq.**, Partner, Steptoe & Johnson LLP

Event Producer: **Angie Wilson**, Partner, Ernst & Young LLP; Broads Circle Premium Member

Event Co-producers: **Fay Feeney**, CEO, Risk for Good;

Amanda Massucci, Partner, Ernst & Young LLP;

Hermineh Pakhanians, Partner, Ernst & Young LLP

Many thanks to Ernst & Young, our exclusive annual corporate sponsor for this event.

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Mar 30, 2011 – Broads on Boards, Spring Quarter Lunch Event

Luxe Hotel on Sunset Blvd, Los Angeles, CA (Private Premium Members Lunch to follow)

11:00-12:15 PM – Panel discussion and Q&A

12:30-1:30 PM – Private Premium Members Lunch with the Panelists

- **James A. Collins**, Chairman Emeritus, Sizzler International, Inc.
- **Edward B. Merino**, CEO and Founder, Office of the Chairman
- **James R. Parks**, Shareholder, Mayer Hoffman McCann P.C.

Moderator: **Shelley Ilene Smith**, President and General Counsel, GrayShell Consulting

Apr 19, 2011 - Health Care Convergence³: The Business of Research, Product & Delivery

5:30-7:30 pm at California NanoSystems Institute (CNSI) at UCLA, Los Angeles, CA (Private Premium Members Dinner to follow)

- **AnnaMarie Daniels**, Vice President, Mentor Biologics
- **Kathleen Hurtado**, Chief Executive Officer, Health Research Association of USC
- **Mona Patel**, Vice President, Neuromodulation Marketing, Boston Scientific Corporation
- **Lannie Tonnu**, Senior Vice President, Finance and Chief Financial Officer, Children's Hospital Los Angeles
- **Anna Wu**, Professor, Department of Molecular and Medical Pharmacology, UCLA

Moderator: **Angie Wilson**, Partner, Assurance & Advisory Business Services, Health Sciences, Ernst & Young LLP

Event Producers: **Tracy Olmstead Williams**, President & CEO, Olmstead Williams Communications

and **Jennifer Marcus**, Director of Marketing and Communications, California NanoSystems Institute

Visit our web site at www.BroadsCircle.com to view details and register for upcoming events.

Broads Circle is seeking annual corporate sponsors for its programming, focused on money and power issues for women (driving revenue and growing capital). As an organization dedicated to fostering leadership and high achievement for women in business, we seek to partner with corporations which value leadership diversity and are committed to providing opportunities for high achievement for women. If you are interested in annual corporate sponsorship of Broads Circle, please contact kim@broads circle.com.

Special thanks to Broads Circle annual corporate sponsors for supporting women's initiatives. Their generous contributions help make our events possible:



About Broads Circle

Broads Circle is a Los Angeles-based executive level women's networking group with a focus on MONEY and POWER for women. We organize events that provide a venue for established, successful women to make high quality revenue connections. A "Broad" in our circle is a dynamic, smart, successful woman responsible for driving revenue and growing capital. We are focused on taking women to the next and highest level in business by bringing together women in a variety of industries who share the same career and personal drivers to generate revenue and assume leadership positions. We draw from a wide range of industries, and in fact make a point of holding events which highlight women who lead in all the industries that are well represented in Los Angeles. To our delight, over the last two years connections made at Broads Circle events have resulted in significant business for our members.

We are accepting applications for Premium Membership to Broads Circle. The criteria for membership approval are based on professional achievements and the ability and willingness to help drive revenue and grow capital for other members. Please visit us online at www.BroadsCircle.com to learn more about membership. Questions? Contact kim@broads circle.com for assistance.



www.broadscircle.com