

Conference to Detail Alternative Funding

Across the country, businesses are strapped for cash and leery of investing in the uncertain economy. But paradoxically, that makes it the perfect time for companies to grow revenues, profits and market share while competitors stand back and eye the economic indicators.

But building a plan of attack, finding the right people to execute it and securing the financial resources to make it happen are a challenge in the best of times. So how do you do it now? Start by joining *Building Indiana News* October 1 at Radisson at Star Plaza in Merrillville for a hands-on, results-driven workshop which will lay out funding, staffing and growth strategies for any economic climate.

Nationally recognized author and funding expert Stefania Aulicino will headline the event, bringing her knowledge of alternate capital funding avenues to northern Indiana's top executives. Aulicino has addressed such blue-chip forums

as The Inc. 500 Conference, The Council of Growing Companies Annual Conference and the Young Entrepreneurs' Organization. She is a frequently quoted source in the business press, including *Crain's* and *The Financial Times*. Aulicino is also the

Fund It. Staff It. Grow It. Workshop

October 1, 2009

Radisson Star Plaza, Merrillville, IN

Featuring:



Stefania Aulicino



Tony Hutti



Eric Doden

author of the widely praised book, *Cash and Control – You Can Have Both*.

Attendees routinely laud Aulicino's engagements. "I recommend this program

to anybody who wants to keep control of their company, yet wants to take it to the next level and grow in a way that they can eliminate risk," said Steven Andras, President and founder of Massachusetts-based Grate Products. Adds Geneca President Mark Hattas, "[t]his seminar has been absolutely fantastic because we focused on all the core ingredients of what's needed to get the company to the next level."

The conference will also feature short presentations from planning expert Tony Hutti of Gazelles International Coaching Services, and Eric Doden of Ambassador Family Enterprises, a private equity firm based in South Bend, IN, who will share his insights on finding and securing top talent to build your organization. The conference will be followed by a short networking reception.

For more information and to register for the conference, visit our web site, www.buildingindiananews.com. Seating is limited and will be available on a first-come, first-served basis. ♦