



10th Annual Fall Finance Forum
November 11, 2003 - Marriott Hotel City Center
12:30 – 8:00 p.m.

Energizing the Economy

Some of the past speakers at RVC events

- Sam Addoms - President and CEO Frontier Airlines
- Frank Carney - Co-Founder of Pizza Hut and President of Papa John's Franchises
- John Elway - Colorado's Entrepreneur of the Year
- H. Wayne Huizenga - CEO Blockbuster and Director Auto Nation
- Jon Nordmark - CEO eBags
- Gary E. Rieschel - Executive Director of SOFTBANK Technology Ventures
- James Crowe - CEO Level 3

Attendees: Metro Denver-based entrepreneurs, senior executives of emerging and SMB companies, financial managers, professional service providers, the financial and investment communities, and management and business consultants.

Expected attendance: Approximately 400 RVC members and guests, the general public and local media.

Event Profile

1. One of the largest entrepreneurial expos in the Rocky Mountain Region, featuring exhibits from entrepreneurs seeking financing, service professionals, and capital sources
2. Two afternoon tracks
 - Finance
 - "Guerilla Financing",
 - "Partnering for Financial Growth"
 - "VC Financing"
 - Sales & Marketing
 - "Strategic Planning,"
 - "Identifying and Building Channels"
 - "Competitive Advantages"
3. Networking, dinner and keynote presentation.

Dinner Program

Energizing the Economy

Panelists: **Mayor John Hickenlooper** (will also receive *the Duane Pearsall Entrepreneurial Award*, see below)

Jim Conboy, Partner, Wolf Ventures, and Chairman, Colorado Venture Capital Association

Art Zeile, CEO, InFlow

The Duane Pearsall Entrepreneurial Award

BACKGROUND

The Duane Pearsall Entrepreneurial Award was established by the Rockies Venture Club in 1993, upon Mr. Pearsall's formal retirement from Columbine Venture Funds (see attached biographical sketch). Throughout his life, Pearsall has been an active member of the Denver venture capital community and an avid support of the entrepreneurial spirit. The Duane Pearsall Award will be given periodically – for outstanding service or achievement on behalf of the entrepreneurial community in Colorado.

CRITERIA

A successful entrepreneur, defined as a person who has started or turned-around a company which has received generally acknowledged success. This may be a publicly acclaimed sell-out, acquisition, or merger with a larger company. It may also be a company which has gone public and achieved a loosely defined sustained market value.

A person, team or organization that has achieved generally acknowledged acclaim for their contribution to, and support of, the entrepreneurial cause - whether locally, regionally or nationally.

PAST RECIPIENTS

Duane Pearsall (1993)
Governor Roy Romer (1996)
John Elway (1998)
Bill Daniels (2000)

BIOGRAPHICAL SKETCH

Duane D. Pearsall, Ph.D.

Raised in Michigan, Duane Pearsall had just completed his sophomore year at General Motors Institute when WWII interrupted his college. He served as a Navy pilot for three years, coming to Denver where he received a BSBA degree from the University of Denver in 1947.

After seven years with Honeywell, he started Pearsall Co., which provided manufacturer's representative services. Then, in 1963, Pearsall founded Statitrol Corp. which made static control devices using ionization. His discovery that ions are absorbed by particles of combustion led to the development of the first ionization smoke detector made in the U.S. This was followed three years later by the introduction of the first battery-powered home smoke detector in 1970. Statitrol grew to 1,000 employees and was merged into Emerson Electric in 1977.

Pearsall credits a venture capital loan for his company's survival, and the advice and counsel of the venture capitalist was even more important. He didn't forget the lesson, and in 1979, Pearsall invested in an early venture capital fund, and in 1983, became a founding general partner of Columbine Venture Funds.

Most significant awards include:

National Small Business Person of the Year, SBA, 1976
Fire Protection Man of the Year, National Society of Fire Protection Engineers, 1980
Duane Pearsall Entrepreneurial Award, established and awarded in 1993
Honorary Doctor of Science, Worcester Polytechnic Institute, 1996



1805 S. Bellaire, Suite 480
 Denver CO 80222
 phone: 303/831.4174
 fax: 303/758-3885
www.rockiesventureclub.org

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Anton Collins Mitchell LLP

October 3, 2003

Duane Pearsall
 PO Box 1588
 Dillon CO 80435

Dear Duane:

I am so pleased to be writing to invite you to attend the 10th Annual Fall Finance Expo dinner on November 11, 2003. The Rockies Venture Club has selected the fourth Duane Pearsall Entrepreneurial Award winner – Mayor John Hickenlooper.

The event will take place at the Marriott City Center, 1701 California Street in downtown Denver. The networking and cash bar portion of the afternoon / evening is from 5 to 6 PM, dinner, award and program begins at 6. It's my understanding from Art Harrison that you have agreed to attend the dinner, and hopefully bring your wife Marge. We'd like both of you to be our guests.

Would you be kind enough to provide me current phone and email contact for you? As we get closer to the event, I'd like to provide a more complete afternoon / evening program for you to have. If you prefer fax to email, just give me a fax number to use. You may either fax me this info at 303-758-3885, or email maita@amanagementgroup.com.

I'm hoping this letter find you well, and I look forward to seeing you and your wife at the dinner. I've enclosed a brief Fact Sheet of the Fall Finance Expo and the award named in your honor. In the meantime, if I can answer any questions or be of assistance in any way, please feel free to call on me.

Warm regards,


 Maita Lester
 Executive Director
 Rockies Venture Club



THE ROCKIES VENTURE CLUB

Is Proud To Honor

DUANE PEARSALL

For His Dedication And Commitment
To The
Venture Capital Community

September 1993