



Join Us for a Special Expert Panel Presentation!

# "Strategic Approaches to Financing: From the Experts"

Tuesday, August 17, 11:00am - 12:00pm  
at the Southern California Investor Conference  
The Island Hotel-Newport Beach, CA

**Sources of secondary financing have been hard to predict during the downturn in the market. Many observers believe that the landscape for financing has been forever altered. What is a CFO to do? THINK AND ACT STRATEGICALLY!**

For businesses, regular market sources of capital and funding for have dwindled significantly since 2007. Contemporary sources such as hedge funds, commercial banks and private equity firms have seen dramatically altered operating models that have led to diminished funding and higher debt and equity financing costs. The recent bounce in the stock market has prompted many companies to take advantage of existing opportunities to raise capital though, in many cases, at highly dilutive levels. Being prepared to look at alternatives and being ready to act quickly is a strategic imperative for financial executives today and one that will likely dictate the fortunes of shareholders well into the future.

### So - what's a CFO to do?

Providing insight into these questions about what types of financing may be available and how to access them is an expert panel assembled specifically for a special presentation at this year's Southern California Investor Conference. We are privileged to have three leading experts each with a clear understanding of the challenges companies face and with specific strategies on finding capital in the current environment.

**Join us on August 17 for an insightful look into the current state of corporate financing!**

To attend the conference or for more information visit:  
[www.CaliforniaStocks.com](http://www.CaliforniaStocks.com) or  
phone 866.928.2600

### Panelists:

**Todd Wyche - Managing Director, Brinson Patrick Securities Corporation**  
Todd Wyche is a co-founder and Managing Director of Brinson Patrick. Mr. Wyche has more than 17 years of capital markets experience including a leadership role at the trading firm Fletcher Capital. He holds a degree in Economics from Yale University.

**C. Fred Toney, Managing Director, Healthcare Investment Banking, Global Hunter Securities, LLC**  
Fred Toney heads the GHS healthcare investment banking division. He has 19 years of Wall Street and corporate experience having completed 66 investment banking transactions raising \$1.5 billion in capital funding and executed 24 M&A transactions,

**Andy Pelletier, Senior Relationship Manager, Silicon Valley Bank**  
Andy Pelletier is Senior Relationship Manager and co-head of the SVB's San Diego commercial banking group. He is responsible for leading SVB's new business development focused on early and late stage emerging companies in the technology and life science industries.

### Moderator:

**Jack Florio - Senior Vice President, Brinson Patrick Securities Corporation**  
Jack Florio has worked in the Life Sciences since 1973 beginning with a 30 year career with Eli Lilly.

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*Brinson Patrick Securities is an investment banking boutique serving the equity capital raising needs of publicly traded companies and is the creator of the DOCS financing facility.*