

## **Media Advisory – May 8, 2009**

**Contact: Christopher Schwarzen**

Office: 425-388-3883

Email: Christopher.Schwarzen@snoco.org

### **Reardon engages entrepreneurs, venture capitalists** *County Executive hosts summit for “next-generation” businesses*

Snohomish County Executive Aaron Reardon invites the public to join nine of the state’s top entrepreneurs for an important discussion on competing for and winning the world’s next, most valued businesses and industries.

To be held from 8 to 11:15 a.m. Wednesday, May 13, at the Lynnwood Convention Center, the free event is part of an ongoing Global Competitiveness Summit series designed to identify what and where our state’s top innovators, business entrepreneurs, venture capital firms and lenders are investing their time and money.

“Competing and winning the next-generation businesses that will provide our world with new cures, clean water, nutritious and organic foods and renewable energies is important to our local economy,” Reardon said.

Businesses large and small know that to profit, they must be better, smarter, faster and more cost efficient than their competition. These same rules apply to cities, states and countries competing to secure such businesses.

Wednesday’s panelists will provide valuable information about the health of our current business environment and provide insight into the most problematic factors for doing business in Washington state. This information will be used as a guideline for developing strategies to improve our county and region’s global competitiveness.

This is the second in a series of free summits Reardon is hosting during 2009 to improve the state’s global competitiveness. The focus of these summits is primarily on jobs, housing and healthcare.

In February, Reardon brought together more than 200 builders, industry analysts, developers and legislators to discuss economic factors hindering new residential and commercial construction.

For more information or to RSVP, contact Wendy Becker at 425-388-3186 or [wendy.becker@snoco.org](mailto:wendy.becker@snoco.org).

###



## GLOBAL COMPETITIVENESS BUSINESS SUMMIT

Wednesday, May 13

Lynnwood Convention Center  
3711 196th St. SW., Lynnwood

### GROWING OUR NEXT GENERATION INDUSTRIES

- 8am **SIGN-IN & REFRESHMENTS**
- 8:30am **WELCOME**  
*Aaron Reardon, Snohomish County Executive*
- 8:40am **“PUT YOUR \$ WHERE YOUR HOME IS” (WARREN BUFFET)**  
*Jim Hebert, Founder and Chief Executive Officer,  
Hebert Research, Bellevue*
- 9-10:30am **ENTREPRENEURS, ANGELS and BUSINESS LEADERS**
- Moderator:** **Luke Timmerman,**  
*National Biotechnology Editor, Xconomy*
- Panelists:** **Larry Becker, NESCO Group, Bellevue**  
**Samuel Cha, Pacific International Bank, Seattle**  
**R. Lee Cheatham, Washington Technology Center,  
Seattle**  
**Eric Dobmeier, Seattle Genetics, Inc., Bothell**  
**Brent Frei, SmartSheet.com, Bellevue**  
**John Kaestle, HaloSource, Bothell**  
**Byron McCann, Ascent Partners Group, Seattle**  
**Dave Markle, Sea20 Inc., Bellevue**  
**Carolyn Sherwood, Solar Pie, Seattle**
- 10:30am **BREAK**
- 10:40am **AUDIENCE QUESTIONS**
- 11:15am **CLOSE - NEXT STEPS**  
*Aaron Reardon*