



presents

# "In Search of the Midas Touch - Building Business Value in 2010"

Featuring Rob Slee, author of *Midas Marketing*, *Midas Managers* and *Private Capital Markets*

In coordination with:



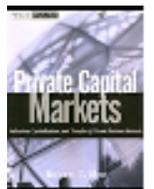
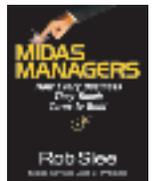
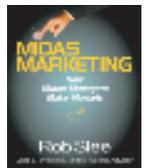
**PointeBreak Solutions, Inc.**  
Your Strategic Profit Partner

MidasNation and San Diego Sponsors invite you to attend a special event, featuring Rob Slee, author of *Midas Marketing*, *Midas Managers* and *Private Capital Markets*. This Program shows owners, managers and advisors of privately held businesses how to dramatically increase the value of these businesses - even in terrible economic times. Attending will:

- ◆ Empower you to dramatically increase business revenues with minimal or no investment
- ◆ Show you how to become a Value Architect in your business, allowing you to leverage your expertise and increase your productivity tenfold
- ◆ Teach you how to become, and stay, financially independent in a risky business environment

Rob Slee is Founder of MidasNation, a community that is dedicated to helping business owners and managers increase the value of their firms.

Rob has owned equity positions in a variety of mid-sized private businesses. He has authored more than 150 articles, and his books are considered seminal works in finance and strategy for private companies. Rob is a Phi Beta Kappa graduate of Miami University, and holds a Masters degree from the University of Chicago and an MBA from Case Western Reserve University. However, Rob is best known as the father of Jen and Jessie Slee, his identical twins.



## Event Details

**When:** February 19, 2010  
Sign-in and refreshments begin at 9:30 AM PST  
Presentation from 10:00 AM – 12:00 PM PST

**By Invitation Only:** From Your Professional Advisor

**Location:** Columbia Center Building  
401 West A Street, Suite 370  
in the Terrace Conference Center  
San Diego, CA 92101

**RSVP and More Information:**  
Register online by February 17 or contact  
Tim Rhine at: 858-380-5789 (Direct)

**Reservation Required:** <https://midasnation.com/index.php?content=register&eventId=10>

Dress is business casual.

Attendees will receive a complimentary copy of *Midas Marketing*.