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High Tech Direct 2008

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LAST CHANCE TO REGISTER for the 13th annual High Tech Direct conference on **Thursday, December 4 from 4:00 - 7:30 p.m. at the Radisson Hotel Sacramento.**

Wireless technology advances are changing the way we do business. Hear about the latest trends and innovations from the following mobility experts on our first roundtable discussion.



Sponsors:






Greg Bell, Director of Wireless/Telecom Practice, Terry M. Purvis Co.: Greg is a 25-year veteran of the wireless and telecom industry, holding a variety of senior level positions with AT&T, McCaw Cellular One, Comcast and Clearwire during his career.

Cooper Lee, CEO, WiFi Rail Inc.: Wireless Rail Network (WiFi Rail) is a high-speed broadband wireless provider with a focus on commuter rail lines. The company was founded in late 2005 in response to the demand by commuters for real-time connections.

Peter Shankel, Director of Marketing, AT&T Northern California/Reno: Peter is responsible for all aspects of product marketing, including pricing, handsets, distribution, advertising, product messaging and all media mix.

Layton Wedgeworth, Co-Founder and CEO, BeenUp2.com: BeenUp2, a photo-centric social utility, uses camera-enabled cell phones to provide a fun and easy way for people to stay in touch with their friends, family and fans. Layton has been developing Web applications since 1999.

This panel will be moderated by Ron Trujillo, Editor, Sacramento Business Journal.

In our annual local roundtable, you'll also hear about the challenges, accomplishments and hopes of these local companies:

Lee Harrison, CEO, PlanarMag: Lee is the former COO of KeyEye, Level One and former General Manager of Intel's Ethernet business unit. PlanarMag applies advanced design and process technology to develop innovative solutions for wired and wireless communications.

Steve Oldham, President and CEO, SureWest Communications: Steve has led the efforts at SureWest to respond to profound change in the telecommunications industry driven by newly intense competition and the changing ways customers use services.

Jonna Ward, President and CEO, Visionary Integration Professionals: Jonna founded VIP in 1996. Through her strategic, operational and financial leadership, the company grew from one employee (herself) to a global consulting firm with 900+ staff and a backlog of revenue through 2012.

Moderated by Scott Lenet, Managing Director, DFJ Frontier. DFJ Frontier is an early stage technology venture capital fund focused on investments on the West Coast. At Frontier, Scott leads fund management, fundraising and portfolio management efforts.

PLUS extensive networking and a dinner buffet sponsored by Intel.

HIGH TECH DIRECT 2008

When: Thursday, December 4, 2008 4:30pm - 7:30pm

Where: Radisson Hotel Sacramento, 500 Leisure Lane, Sacramento, CA 95815

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