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## Running a Public Company in Santa Barbara: The Deckers Outdoor Story

*Featuring*

**Zohar Ziv, COO &  
Tom Hillebrandt, CFO**  
**Deckers Outdoor Corporation**

**Thursday, July 17, 2008**

**12:00-1:30PM**

**Canary Hotel**

Phone: 805-884-0300

Park in public lot located behind the Hotel on Chapala Street.

### Zohar Ziv, COO Deckers Outdoor Corporation



Mr. Ziv has been with Deckers Outdoor Corporation since joining the management team in 2006 as their Chief Financial Officer and Executive Vice President of Finance and Administration. In January of 2008, Mr. Ziv was promoted to COO to oversee global expansion initiatives. Prior to joining Deckers, he served as Chief Financial Officer with EMAK Worldwide, Inc., a leading global marketing services firm and as Chief Financial Officer of Stravina Operating Company, LLC, a privately held company and the largest supplier of personalized novelty items in North America. Mr. Ziv received his M.B.A in International Management from American Graduate School of International Management and his B.S. in Accounting from California State University Northridge.

### Tom Hillebrandt, CFO Deckers Outdoor Corporation



Mr. Hillebrandt joined Deckers in April of this year as their Chief Financial Officer. Prior to this, he was Corporate Controller and Chief Accounting Officer of K2 Inc., a global sporting goods manufacturer with over \$1 billion in annual sales that was acquired by Jarden Corporation in August 2007. Mr. Hillebrandt also served as Chief Financial Officer of Fotoball USA, Inc., a publicly held souvenir and promotional products company, prior to its acquisition by K2 Inc. in January of 2004. In addition, Mr. Hillebrandt served as Chief Financial Officer for several privately held internet and technology firms. He began his career at KPMG where he became a Certified Public Accountant and received a Bachelor of Business Administration and M.S. in Accounting from the University of Wisconsin.

### LUNCH CHOICES\*

#### **Grilled Salmon**

With Mimosa Sauce, dill potatoes and market vegetables.

#### **Chopped Salad**

Grilled chicken, chopped seasonal vegetables with a tangy vinaigrette dressing

#### **Six Cheese Ravioli**

With spicy tomato-basil sauce and market vegetables.

*\*Lunch includes bread, ice tea, coffee and dessert.*

### Continuing Education

#### **CPA/Attorneys: 1.0 Hr CPE/MCLE**

This activity has been approved for Minimum Continuing Legal Credit by the State Bar in the amount of 1.0 hour. SBCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the state bar of California governing MCLE. Additionally, this organization follows the CE requirements, specified in the California Board of Accountancy Regulations.

### *Reservations and Cost*

The cost of the luncheon is \$35 for non-members and \$25 for members.

Please email your reservations and lunch selection to [cpalawsb@bpw.com](mailto:cpalawsb@bpw.com).

**RSVP by Friday, July 11, 2008.**

Please make checks payable to CPA/Law Society and remit upon luncheon reservation. Or, mail payments to: **Tina Benavides; 1123 Chapala Street; Santa Barbara, CA 93101.** Reservations are considered firm by July 11<sup>th</sup> and you will be billed for last minute cancellations/"no shows".