



# CPA • LAW SOCIETY OF VENTURA COUNTY



## THE EAST VENTURA COUNTY CHAPTER

PRESENTS:

### “Battling Big Box: How Nimble Niche Companies Can Outmaneuver Giant Competitors?”

Presented by  
**Henry Dubroff**

**January 23, 2009, Friday, 12:00 - 1:30 p.m.**  
**Westlake Village Inn**

**31943 Agoura Road, Westlake Village, CA 91361**  
**818.889.0230, www.westlakevillageinn.com**

PLEASE RSVP

**CONTINUING  
EDUCATION**



#### SPEAKER

Henry Dubroff is founder and editor of Pacific Coast Business Times. Despite operating in the shadow of the region’s big-box competition in Los Angeles, Dubroff’s publication reached break- even just 18 months after launch and continues to maintain double-digit growth rates.

Previously, Dubroff was editor of the Denver Business Journal and business editor at the Denver Post, where he won numerous national awards for excellence in journalism. Dubroff is a columnist for Arizona State University’s Reynolds Center for Financial Journalism and was a 2008 media fellow at the Hoover Institution at Stanford University. He has lectured at the University of California Santa Barbara, California State University-Channel Islands and the University of Colorado at Denver. He was the visiting journalist at the University of Wisconsin in 1994.

He serves on the boards of United Way, Ventura County Economic Development Association, and is a member of the advisory committees for the M.B.A. CSU-CI’s Martin V. Smith School and California Lutheran University. He has moderated political debates in Santa Paula, Oxnard, San Luis Obispo and Goleta. His entrepreneurial accomplishments have been recognized by the U.S. Chamber of Commerce, the U.S. Small Business Administration, and the California Legislature.

**CPAs/Attorneys:  
1.0 Hr CPE/MCLE**

This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 1.0 hour. VCBA certifies that this activity conforms to the standards for approved educational 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.

#### PRESENTATION

Turning any small business into a success is tough. Yet America’s 26 million small business owners continue to fight. Many thousands lose every year. Why? Because they fail to capitalize on the agility their small size affords them. Small businesses must adapt virtually every day if they are to battle – and beat – the Big Box and chain competition.

Come join us as Henry Dubroff takes you inside the minds of successful entrepreneurs as they fend off corporate giants. He will share the insights of these small business owners – from the ordinary guy who owns the corner café to the extraordinary entrepreneur who creates a world-dominant corporation on the five keys to building and sustaining a successful niche company.

This is an event you will not want to miss as you will walk away with tools to help yourself and your clients build a company, develop a strategic team, and then keep the business energized enough to battle and beat Big Box.

#### LUNCH CHOICES

**Blackened Chicken Caesar Salad**

Seared Chicken Breast served atop our tossed Caesar Salad

**Westlake Club Sandwich**

Oven-Roasted Turkey, Smoked Bacon, Avocado, Lettuce, Tomato and Mayonnaise on a Traditional or Toasted Whole Wheat Roll

**Vegetarian Alternative:**  
House Choice

**(PLEASE SELECT ONE)**

#### RESERVATIONS

Price includes Lunch, Coffee/Tea, Dessert and 1 hour of MCLE/CPE credit. The cost is \$35 for members of the CPA/Law Society and \$45 for non-members. Please make checks payable to “CPA/Law Society of Ventura County” and mail to Hemming Morse, Inc., 31365 Oak Crest Drive, Suite 250, Westlake Village, CA 91361. **Please make your reservations and lunch selection** by email to cpalaw@hemming.com by January 21, 2009. Please call Sheila Ingram at 213 228-8180 if you have any questions.