



BUYNAK LAW FIRM

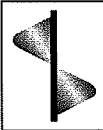


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*Featuring:*  
**Eric Greenspan, Co-Founder, CEO**  
**Make It Work, Inc.**

**Starting & Growing a Successful Tech Company in**  
**Santa Barbara**  
**Thursday, July 22, 2010**  
**12:00-1:30PM**

**Canary Hotel**  
**Park in public lot located behind the Hotel on Chapala Street**

**Topics to be discussed:**



Eric Greenspan, CEO  
Make It Work, Inc.

Eric Greenspan is a serial entrepreneur with 24 years of experience in the computer services industry. Mr. Greenspan began his career at IBM, as an education marketing representative, and was one of the youngest IBMers in history. He started his first company in 1995, also called "Make It Work". The company grew to become one of the largest Citrix partners in the world, and was awarded with the distinguished status of "Platinum" in 1999. After selling the company in 2000, he then created a new company called Push, Inc. which was named top CRM Application Service Provider (ASP) in the nation by PC/Magazine. In 2001, Mr. Greenspan formed Make It Work LLC, now known as Make It Work, Inc., the Neighborhood Computer Support company™. Currently Make It Work serves all of Southern California, with plans to expand nationwide.

Mr. Greenspan has been profiled by numerous publications including the Wall Street Journal, Windows2000 Magazine, Montecito Journal, Santa Barbara News Press, Pacific Coast Business Times and others. Mr. Greenspan was named a Who's Who in Technology, made the 40 Under 40 list in the Pacific Coast Business Times and has made semi and finalist in the Entrepreneur of the Year categories for Ernst & Young, PriceWaterhouse Entretch and the Technology Council of Southern California. Mr. Greenspan is on the board of the Teddy Bear Cancer Foundation and the Technology Council of Southern California and is a member of the Business Leaders Council of the Santa Barbara Chamber of Commerce.

**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 Tuesday, July 20, 2010.**

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.**

**LUNCH CHOICES\***

**Short Rib Sandwich**

Open faced short rib, caramelized onion and avocado sandwich with mixed greens

**Shrimp Pasta**

Rock shrimp and roasted tomato bucatini pasta

**Caesar Salad**

Topped with parmesan cheese, avocado and tomato

*\*Lunch includes bread and butter, 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. VCBA 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.

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