

*Featuring:*  
**Mike Sheldon, President & CEO**  
**Network Hardware Resale**  
*Running a Successful Tech Company in Santa Barbara*

**Canary Hotel, Thursday, May 26, 2011**  
**12:00-1:30PM**  
**Park in public lot located behind the Hotel on Chapala Street**

**The Forster Group at**  
**Morgan Stanley**  
**Smith Barney**

**Topics of Discussion: Running a Tech Company in Santa Barbara: NHR model vs. Competitors, Biggest Struggles, Cloud Based Software and how this has changed the sales environment**

**Mike Sheldon, President & CEO**  
**Network Hardware Resale**



**Mike Sheldon** is President and Chief Executive Officer of Network Hardware Resale and provides leadership and strategic direction for this growing global reseller of networking equipment. Under Mr. Sheldon's guidance, NHR continues to post record revenues and expand its operations. The company currently employs more than 200 people in the United States, Europe and Asia-Pacific.

Mr. Sheldon joined the company in 2001 as Vice President of Sales and was named CEO in January 2006. Prior to joining NHR, Sheldon had a successful career in investment banking with UBS and Barclays Capital in New York and London. Upon joining NHR, he applied his knowledge of investment management to NHR's supply chain and sales processes to create a data-driven procurement and sales organization that is among the most knowledgeable and agile in the secondary market.

Mike Sheldon holds a bachelor's degree in philosophy from MIT where he also studied mathematics. He is a founding member and president of the Used Network Equipment Dealer Association (UNEDA), a professional association of secondary market dealers focused on ensuring integrity and fighting counterfeit in the secondary market. Mr. Sheldon resides in Santa Barbara, California with his wife and three children.

**LUNCH CHOICES\***

**Grilled Salmon**  
With Mimosa Sauce, dill potatoes and market vegetables.

**Chopped Salad**  
Grilled chicken, tuscan vegetables and red wine vinaigrette dressing

**Cheese Angolotti**  
With spicy tomato-basil sauce and market vegetables.

*\*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. 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.

© 2011 Investment products and services are offered to you through Morgan Stanley Smith Barney LLC, member SIPC, and your account is carried by Citigroup Global Markets Inc., member SIPC. In general, references to Smith Barney or the Smith Barney division of Citigroup Global Markets Inc. should be read as Morgan Stanley Smith Barney LLC. However, some services will still be available to you through Citi or Citigroup Global Markets Inc. Phone: 805-963-3381.

***Reservations and Cost***

The cost of the luncheon is \$40 for non-members and \$30 for members. Please email your reservations and lunch selection to [cpalawsb@bpw.com](mailto:cpalawsb@bpw.com).

**RSVP by Tuesday, May 24, 2011.**

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.**