



## Seminar for Business Journalists: Wharton West, San Francisco

**January 28, 2008**

The Wharton Seminars for Business Journalists is pleased to present a special one-day seminar for business reporters in San Francisco on January 28, 2008. This seminar will allow local and regional business journalists to improve their reporting skills and gain valuable insights into current financial management practices from Mary Ellen Carter, Assistant Professor of Accounting, The Wharton School, University of Pennsylvania. The event will take place at the Wharton West Campus. All journalists are invited to register. The sessions are complimentary and space is limited. Please apply at [www.wharton.upenn.edu/journalists](http://www.wharton.upenn.edu/journalists)

### **Agenda**

- Date: Monday, January 28, 2008
- Location: Wharton West Campus  
101 Howard Street, San Francisco, CA
- Schedule of Events:

Time	Activity	Room Name
8:30 am – 9:15 am	Registration & Continental Breakfast - 5 <sup>th</sup> floor	
9:00 am – 9:15 am	Introductory Remarks – Room 529	
9:15 am – 10:30 am	“Fundamentals of Accounting” – Room 529 <a href="#">Prof. Mary Ellen Carter</a>	
10:30 am – 10:45 am	Break	
10:45 am – 11:45 am	“Fundamentals of Accounting” continued Prof. Mary Ellen Carter	
11:45 am – 1:00 pm	Lunch – 5 <sup>th</sup> Floor Dining Room	
1:00 pm – 2:15 pm	“Financial Statements” Prof. Mary Ellen Carter – Room 529	
2:15 pm – 2:30 pm	Break	
2:30 pm – 3:15 pm	“Financial Statements” continued – Room 529 Prof. Mary Ellen Carter	
3:15 pm – 3:30 pm	Certificate Ceremony & Closing Remarks – Room 529	
3:30 pm – 4:30 pm	“Venture Capital Today: An Industry in Transition”: panel discussion with <a href="#">Prof. Raffi Amit</a> , <a href="#">Doug Collom</a> (Wilson Sonsini Goodrich & Rosati) and <a href="#">Rob Coneybeer</a> (Shasta Ventures) – Room 529	
4:30 pm – 5:30 pm	Reception – 5 <sup>th</sup> Floor Dining Room	

### **For more information:**

- Web: [www.wharton.upenn.edu/journalists](http://www.wharton.upenn.edu/journalists)
- Email: [mediarelations@wharton.upenn.edu](mailto:mediarelations@wharton.upenn.edu)
- Contacts: Peter Winicov / Joanne Spigonardo
- Phone: 215-573-8599