



## Seminar for Business Journalists: Wharton | *San Francisco*

**January 11, 2010**

The Wharton Seminars for Business Journalists is pleased to present a special one-day seminar for business reporters on January 11, 2010.

The event will take place at the Wharton | *San Francisco* campus. This seminar will allow West Coast based journalists to improve their reporting skills and gain valuable insights into current financial management practices. John Percival, Adjunct Professor of Finance, the Wharton School, University of Pennsylvania, will lead the seminar.

All journalists are invited to register. The sessions are complimentary but space is limited. Please apply at [www.wharton.upenn.edu/journalists](http://www.wharton.upenn.edu/journalists)

### **AGENDA**

- Date: Monday, January 11, 2010
- Location: Wharton | *San Francisco*  
101 Howard Street, San Francisco, CA
- Schedule of Events:

Time	Activity
8:30 a.m. – 9:00 a.m.	Registration & Continental Breakfast
9:00 a.m. – 9:15 a.m.	Introductory Remarks
9:15 a.m. – 10:30 a.m.	“Understanding Financial Statements” Professor John Percival
10:30 a.m. – 10:45 a.m.	Break
10:45 a.m. – 11:45 a.m.	“Understanding Financial Statements” continued Professor John Percival
11:45 a.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:15 p.m.	“Understanding Financial Statements” continued Professor John Percival
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:15 p.m.	“Understanding Financial Statements” continued Professor John Percival
3:15 p.m. – 3:30 p.m.	Certificate Ceremony & Closing Remarks
3:30 p.m. – 4:30 p.m.	“Venture Capital Today”: Panel Discussion with <a href="#">Rob Coneybeer</a> , Managing Director, Shasta Ventures; <a href="#">Robert Brass</a> , Executive Director, Head of West Coast Corporate Finance Execution, Morgan Stanley   Investment Banking Division; and <a href="#">Douglas Collom</a> Executive Director, Wharton   <i>San Francisco</i> ; Partner, Wilson Sonsini Goodrich & Rosati

#### For more information:

- Web: [www.wharton.upenn.edu/journalists](http://www.wharton.upenn.edu/journalists)
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