

**Wharton Seminar for Business Journalists:
 Wharton | *San Francisco*
June 22, 2011**

The Wharton Seminars for Business Journalists is pleased to present a special free one-day seminar for business reporters on June 22, 2011.

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. Wharton faculty scheduled to present include Profs. Kent Smetters, Leonard Lodish, Raffi Amit and Wharton | *San Francisco* Vice Dean Doug Collom.

Journalists are invited to register. The sessions are complimentary but space is limited. Please apply at www.wharton.upenn.edu/journalists

AGENDA

- Date: Wednesday, June 22, 2011
- 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.	“The Economy”- Prof. Kent Smetters
10:30 a.m. – 10:45 a.m.	Break
10:45 a.m. – 11:45 a.m.	“The Economy”- continued Prof. Kent Smetters
11:45 a.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:15 p.m.	“Entrepreneurial Marketing”- Prof. Leonard Lodish
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:15 p.m.	“Entrepreneurial Marketing”-continued Prof. Leonard Lodish
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 Rob Coneybeer , Managing Director, Shasta Ventures; Aydin Senkut , Founder and Managing Director of Felicis Ventures; Prof. Raphael (Raffi) Amit , and Douglas Collom , Vice Dean, Wharton <i>San Francisco</i> ; Partner, Wilson Sonsini Goodrich & Rosati

For more information:

- Web: www.wharton.upenn.edu/journalists
- Email: communications@wharton.upenn.edu
- Contacts: Peter Winicov /Connie Sellers
- Phone: +1-215-746-6471 or 1-215-746-2826