

NYCWOMEN.CONNECT

November 14, 2012

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5 - 9 p.m.

The Offices of Hodgson Russ LLP
1540 Broadway, 24th Floor, New York, NY
(Entrance on 45th Street, East of Broadway)

NYCwomen.connect is an intimate forum and networking series designed to showcase female entrepreneurs from an array of industries before an audience of 100 to 150 male and female investors, business leaders, and other service professionals committed to promoting and supporting women in business.

Our keynote speaker is **Erica Duignan Minnihan**, executive director of **STAR Angel Network** and a partner in STAR Industries. STAR Angel Network is a membership organization for professional athletes and celebrities that enables them to make investments in high-growth-potential, early-stage private companies. STAR Industries is its parent company, which provides a variety of educational and financial management products designed for professional athletes and celebrities. Prior to this, Erica was the executive director of Golden Seeds, an early-stage investor group with offices in New York City, Boston, and San Francisco. She is also an entrepreneur, having founded a beverage company that produces products for mothers focused on healthy lifestyles. The company was subsequently sold to an investment group. Erica is a regular on-air contributor to MSNBC's "Your Business" as a financial and small-business expert.

Presenting Companies:

- **Go Try It On** - is a social networking application that's all about style and is designed to answer the age-old question "what should I wear?" Financed by Index Ventures and SPA Investments, Go Try It On's mobile app offers members a unique opportunity to connect with friends, bloggers, and brands they love for conversations and photos about fashion and style and to discover new products they will love.
- **WeatherMob** - is a free, entertaining, and easy way to share, discover, and discuss weather on your iPhone with people around the world. With just a few taps of the finger, you can be part of a friendly global community of weather reporters who log on to express themselves, be inspired, plan vacations, and live vicariously. Discover weather from across the globe or from your friends and neighbors.
- **Advantages** - is a communication strategy company that helps brands get noticed by telling authentic stories through purposeful marketing. Our expertise lies in print and digital integration, branding, awareness creation, and memorability through consulting, speaking, and workshops. Using CEO and strategist Fran Biderman-Gross's proprietary, in-depth discovery process, she and her team have helped hundreds of companies get noticed.

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Agenda:

5 - 5:30 p.m. - Registration

5:30 - 6:15 p.m. - Cocktail and networking reception

6:15 - 6:25 p.m. - Introduction

Cathy A. Fleming, event moderator and partner, Hodgson Russ LLP

6:25 - 7 p.m. - Keynote speaker

Erica Duignan Minnihan, executive director of STAR Angel Network

7 - 7:45 p.m. - Presenting companies

Go Try It On, Marissa Evans

WeatherMob, Julia LeStage

Advantages, Fran Biderman-Gross

7:45 - 9 p.m. - Networking

This program is complimentary. Space is limited. Register today!

Sponsored by Hodgson Russ LLP, J.H. Cohn LLP, Cato Capital, and Saddlerock Advisors

Registration subject to verification of credentials. We do not accept registrations from individuals or companies that we deem to offer competitive services.