

# NYCWOMEN.CONNECT

## Seminar

The Offices of Hodgson Russ LLP, 1540 Broadway, New York, NY  
September 11, 2013

**Wednesday, September 11, 2013 5 - 9 p.m.**

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(Entrance on 45th Street, East of Broadway)  
5 - 9 p.m.

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 **Heather Myers**. Heather has spent her career helping businesses grow. Whether working with start-ups or Fortune 100 companies, Heather believes that business growth depends on smart, strategic business design informed by market feedback - a philosophy she puts to the test daily as founder and strategic lead of Spark No. 9, a provider of start-up services to businesses of all sizes.

Prior to founding Spark No. 9, Heather supported divisional turnarounds, led corporate development, and managed resource allocation as the senior vice president of strategic planning and business development at Scholastic, a \$2B leader in K-12 educational technology and children's book publishing and distribution. Prior to Scholastic, Heather managed the \$12 billion merger of Polygram and Universal; created a digital music division for the Universal Music Group; and led strategy and business development efforts for Universal Studios' television, motion picture, theme park, and music businesses. She received her M.B.A. from Harvard and her B.A. from Dartmouth.

## Presenting Companies:

**Open Assembly** is an education technology company committed to solving today's problems in the education space by creating tools for educators to develop affordable, engaging, interactive courses for their digital-native students. The company's cloud-based platform enables instructors to easily assemble courses using open and proprietary resources, text, and rich media content in order to create great e-learning experiences. The platform includes a universal library for high-quality content vetted by educators, an interface for assembling courses, and a software application for students to access on tablets, smartphones, and laptops in any classroom setting.

**PayPerks** is building a web-based financial services company for low- and middle-income consumers. The company's first product, the PayPerks Rewards Platform, is a sweepstakes-based rewards program that drives behavior changes that are positive for consumers and profitable for the financial institutions, specifically prepaid card issuers, that serve them. PayPerks was named a "Best Newcomer in Payments" by PYMNTS.com, the "Next Big Thing in Prepaid" at the Prepaid Expo, the "Company to Watch" by Paybefore and the "The Most Promising Idea for the Emerging Middle Class" at the

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Core Innovation Challenge.

**Agenda**

5 - 5:30 p.m. Registration

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

6:15 - 6:25 p.m. Introduction by Cathy Fleming, Partner, Hodgson Russ LLP

Moderated by Stephanie O'Rourke, Senior Manager, CohnReznick, LLP

6:25 - 7 p.m. Keynote speaker: Heather Myers, Founder & Strategic Lead, Spark No. 9

7 - 7:45 p.m. Presentations by:

\* Domi Enders, Co-Founder & CEO, Open Assembly

\* Arlyn Davich, Founder & CEO, PayPerks

7:45 - 9 p.m. Networking

