

INVEST LOCAL WEEK

September 17-21, 2012

**INVEST
LOCAL**

Sonoma County

www.golocal.coop

*What local investing solutions currently exist, and what's on the horizon?
How can we increase the capital that stays in our local economy?*

Learn about and help develop local investing solutions in Sonoma County.

- Take tours of business incubators throughout the region.
- Share in a host of new ideas from experts in local financing.
- Participate in a daylong Invest Local Conference.

INVEST LOCAL TOURS - Monday-Thursday, September 17-20

Choose from seven scheduled events during the week, including:

- **Tours and discussions** at local business incubators: Sebastopol Entrepreneurs Project, North Bay Innovation Hub, the Share Exchange, and the Science & Technology Incubation Center
- **Educational sessions** by *Locavesting* author Amy Cortese and California Stock Exchange founder Howard Leonhardt
- **Round-table discussion** at The Boys and Girls Clubs of Greater Santa Rosa with local business and nonprofits about creatively leveraging existing local resources to strengthen community

Get tour details at golocal.coop/investlocal

INVEST LOCAL CONFERENCE - Friday, September 21

Financial professionals, investors, business owners, and community leaders are invited to learn about options and new alternatives in investing locally, and coalesce into an inspired network to put local investing into practice for our region.

8:45am-4pm at The Flamingo Hotel, Santa Rosa

\$40 pre-registration/\$60 at door/\$100 Locavestor sponsorship. Lunch included.

- **Morning:** Presentations by *Locavesting* author Amy Cortese, California Stock Exchange founder Howard Leonhardt, and Cutting Edge Capital CEO Jenny Kassan. Panel discussion on local banking with Community First Credit Union and Summit State Bank, and local financial advisors.
- **Afternoon:** Facilitated breakout sessions on Near-Term/Existing Solutions, On the Horizon Solutions, and Creative Long Term Solutions

Register for the conference at investlocal.eventbrite.com

Organized by The Leadership Institute for Ecology and the Economy, Sonoma County GoLocal Cooperative, Boys and Girls Club of Greater Santa Rosa, Colgnite, and other community members.

golocal.coop/investlocal

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Schedule of Events

Open to the public and free unless noted.

Tour and share ideas with other community entrepreneurs and innovators.



INVEST LOCAL WEEK TOURS

Details at golocal.coop/investlocal

Monday, September 17, 6-8pm at the Sebastopol Entrepreneurs Project

500 North Main Street, Sebastopol, CA 95472 * 707-861-3390 * sebastopolentrepreneurs.org

Tour & discussion at the Sebastopol Entrepreneurs Project with Howard Leonhardt, where business incubation program supports emerging and existing businesses in the Sebastopol area.

Tuesday, September 18, 12-1:30pm at the Flamingo Hotel

2777 4th Street, Santa Rosa, CA, 95405 * RSVP to Andy Schexnaydre at (707) 575-6932. \$20 luncheon cost.

Award-winning journalist and "Locavesting" author Amy Cortese speaks at Rotary Club lunchtime meeting.

Tuesday, September 18, 6-8pm at the Share Exchange

531 5th Street, Santa Rosa, CA 95401 * 707-331-6850 * shareexchange.coop. \$5 suggested donation.

Tour & discussion at the Share Exchange with Howard Leonhardt, founder of the California Stock Exchange, and David Rose with Unified Field Corporation, a model for sustainable community partnership banking.

Wednesday, September 19, 5-6:30pm at the Boys and Girls Clubs of Greater Santa Rosa, Inc.

1101 Hahman Drive, Santa Rosa, CA 95405 * 707-542-3249 * santarosaboysandgirlsclub.com

Tour and discussion at the Boys and Girls Club with Howard Leonhardt. Join other innovative nonprofits and entrepreneurs to brainstorm ways to leverage resources right around us to strengthen our community and economy.

Wednesday, September 19, 7-8pm at Copperfield's Books, Montgomery Village

775 Village Court, Santa Rosa, CA 95405 * 707-538-8938 * copperfieldsbooks.com

Award-winning journalist Amy Cortese talks about her book 'Locavesting: The Revolution in Local Investing and How to Profit From it', generates discussion about possibilities for our community, and offers a book signing.

Thursday, September 20, 11-12 at Science & Technology Incubation Center at University of Northern California

1304 Southpoint Blvd, Suite 101, Petaluma, CA 94954 * 707-331-1110 * uncm.edu/STIC.php

Tour & discussion at the STIC with Howard Leonhardt. STIC actively promotes the transformation of original faculty and student research into practical and marketable devices to benefit the healthcare community.

Thursday, September 20, 2-3pm at the North Bay Innovation Hub at SoMo Village

1300 Valley House Drive Suite 100, Rohnert Park, CA 94928 * 707-794-1240 * northbayihub.org

Tour & discussion at the North Bay Innovation Hub (iHub), a regional economic development collaborative, with Howard Leonhardt.

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Friday, September 21, 8:45am-4pm at Flamingo Hotel

\$40 pre-registration/\$60 at door/\$100 Locavestor sponsorship. Lunch included.

8-8:45am Registration and coffee

8:45am-12pm: Speakers Howard Leonhardt, Amy Cortese, and Jenny Kassan. Local Banking Panel featuring Summit State Bank and Community First Credit Union.

12-1pm: Lunch onsite (included in conference fee)

1-4pm: Three facilitated breakout groups co-facilitated by the morning speakers, covering:

- Near-Term / Existing Solutions (with Local financial institutions and advisors)
- On the Horizon Solutions (with Amy Cortese)
- Creative Long Term Solutions (with Howard Leonhardt)