



**Southern California Monte Jade**

**Presents**

**2007 Entrepreneur Workshop**

***How to Pick and Build a Billion  
Dollar Business***

**Time:** Nov 10<sup>th</sup>, 2007 10:00AM – 2:30PM

**Location:** Almansor Court, Alhambra, CA

**Sponsors :** Prudential Financial, Caltech Entrepreneur Club

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# **Southern California Monte Jade Science and Technology Association (SCMJ)**

## **Overview**

SCMJ is a chapter under Monte Jade. SCMJ membership consists of professionals from the Southern California area in the United States. SCMJ's activities include monthly professional mixers with guest speakers, annual entrepreneur apprenticeship program, venture capital forums and social gatherings.

The main objectives: Expand the learning experience about current high-tech developments worldwide. Provide a unique opportunity to meet top-level executives of high-tech companies and top government policy makers in the global high-tech industry.

The first Monte Jade Science and Technology Association was founded in February 1990 in Silicon Valley. The organization, subsequently known as Monte Jade West Coast, became the model for other regional organizations bearing the name "Monte Jade," including East Coast formed in the Metropolitan New York Area on March 30, 1991; Mid-America formed in Chicago on April 6, 1991; Greater Washington Area formed in Washington D.C. on November 23, 1991; New England formed on May 22, 1992; Greater Pittsburgh formed on November 21, 1992; Southeastern U.S. formed in Atlanta on January 16, 1993; and Greater Philadelphia formed on October 24, 1993. "Monte Jade" is the highest mountain on Taiwan, its peak covered in glistening snow year round. The Profile of Monte Jade towering over neighboring peaks has long been viewed by the residents on the subtropical island as a spiritual inspiration for their pursuit of brilliance, continuity, and integrity. The founders of the Monte Jade Associations aspire to achieve the same ideals.

On February 21, 1993, representatives of the Monte Jade Associations gathered, fittingly, in Silicon Valley and formally forged the union of their organizations. The union was named, naturally, "Monte Jade Science and Technology Association." [Dr. Owen Wu](#) and several others established the Southern California Monte Jade Science and Technology Association on Feb. 23, 2002.

## **The Mission of the SCMJSTA**

To network the Southern California professionals in establishing a common forum for the businesses which are based on advanced science and Technology; to serve as a business information channel to the growing Asia Pacific and emerging marketplaces; and to promote the entrepreneurship among all members.

## Schedule

<b>10:00-10:30</b>	<b>Registration</b>	
<b>10:30-10:40</b>	Moderator- Dr. Owen Wu	
<b>10:40-11:10</b>	Stan Tomsic, Partner of Acoda Technology & Investment, LLC	Threading the Needle of Becoming a Successful Software & Technology Entrepreneur
<b>11:10-11:40</b>	Dr. Kevin Scanlon, Founder & CEO of International Bioscience	The Commercialization of Medical Products
<b>11:40-12:10</b>	Michael Beeuwsaert, President & CEO of Numira Biosciences, Inc	Preparing for and Obtaining Your First Round of Finance
<b>12:10-12:30</b>	Benson Su, Managing Director, Prudential Financial	Becoming an Entrepreneur in the Insurance and Financial Service Industry
<b>12:30-1:30</b>	Luncheon	
<b>1:30-2:30</b>	Panel Discussion Moderator – Dr. Jay Min	Panel Members : Stan Tomsic, Michael Beeuwsaert, Ben Su, Dr. Kevin Scanlon, Dr. Stephen Liu

# **"How to Pick and Build a Billion Dollar Business"**

## **Introduction**

Technological revolutions have made a wide impact across all dimensions of life : social, economic, political and personal. Continual revolution in semiconductor, IT, bioscience, energy, environmental and material technologies will be developed at explosive speed and integrated in different shapes and forms from consumer level to national defense. For instance, biotech enabled us to better identify, understand, manipulate, and control living organisms and subsequently improve quality of our life. Smarts material, agile manufacturing and nanotech will change the way we produce products while expanding their capabilities. Intelligent devices make we live, travel and communicate faster, safer and more convenient. One can be sure that technologies will find ways that totally change how we live our lives in the future beyond our imagination just a generation ago.

The fast pace of these emerging technological development and breakthroughs makes the playing field extremely competitive and murky to predict the final outcome. Globalization makes innovations spread and rewarded faster. But globalization also exposes innovators under tremendous pressure to compete for innovation, resources and time-to-market. Therefore this unequivocal trend presents high risk but also enormous potential for entrepreneurs, investors and futurists. SCMJ is pleased to announce its November Entrepreneur Workshop titled "How to Pick and Build a Billion Dollars Business" to help listeners better understand current biotech and information technology trends. Several prominent panelists will share their insights from both investor and entrepreneur perspectives: what to look for? who will be the next Amgen or Google? what is the next star industry? how important is the management team and credential?

## Speaker Bio

**Stan P. Tomsic, Jr., Pasadena, CA ♦ Tel 626-796-9065 ♦ Fax 626-796-9075**

[stomsic@ix.netcom.com](mailto:stomsic@ix.netcom.com)

Stan Tomsic is a partner of ACODA Technology & Investments, LLC, which specializes in strategic assistance to technology, software and services companies by providing management, funding, marketing guidance, mergers and acquisitions and business expertise to help companies attain their highest success goals.

Prior to ACODA, Stan held executive and management positions with Candle Corp., MVS Software, Inc., Goal Systems International, Inc., Arkhon Technologies, Inc. and Sentryl Software, Inc.

Stan has a BS degree in Economics from the University of California, Santa Barbara. His experience in the software industry spans almost thirty years. During his career, Stan has produced record revenues for several companies which earned him numerous achievement awards including ICP Million Dollar Sales awards for eleven consecutive years.

In 1988 Stan co-founded MVS Software, Inc. and helped make the company the leader in automated operation products. Later in 1992 Stan founded Arkhon Technologies, Inc. which developed cutting edge software products for the automated network and systems management market. As Founder and CEO, he negotiated fourteen alliance and partnership arrangements with such companies as Hewlett Packard, Oracle, Inference, RSA Data Security and Security Dynamics.

In 1996 Stan was recruited by the venture firm Wies, Peck and Greer to join Sentryl Software as Executive Vice-President, where he was instrumental in bringing the company to profitability and in its subsequent acquisition by Fujitsu Corp.

Stan specializes in helping companies increase their revenue flow, obtain funding and position their organizations and products to achieve their corporate strategic objectives.

Stan serves as a member of the board of directors and advisor for several technology and software companies, is a member of the Caltech/MIT Enterprise Forum Executive Committee, and is an active member in the Technology Council of Southern California, Entretec and Japan Exchange Trade Organization (JETRO).

**Michael Beeuwsaert, President & CEO, Co-Founder, Irvine, CA**  
[mbeeuwsaert@numirabio.com](mailto:mbeeuwsaert@numirabio.com)

Michael has over 15 years of health care experience with firms ranging from Fortune 500 to start-ups. Prior to forming Numira, he served from April 2002 to November 2005 as President & CEO of Alerion Biomedical Inc., a company developing several imaging agent technologies for clinical and pre-clinical applications. He led the company through the commercialization of Fenestra™, a microCT imaging agent for the pharmaceutical and academic research markets. From June 1999 to April 2001, he served as President & CEO of LXN Corporation, a venture capital backed medical device company focused on innovative measuring devices for the control of diabetes. He led the company through the successful commercialization of three 510(k) approved devices (Duet™, InCharge™, ExpressView™) for both physicians and patients, establishing multiple channels of professional and retail distribution, reimbursement, and market acceptance. After filing a registration statement for an IPO, he led the Company to a successful sale to an industry leader. Prior to his role as CEO, he was LXN's CFO from August 1996 to June 1999. From December 1998 until joining LXN, he was with Ansys Diagnostics Inc., a medical diagnostic company acquired through a management-led buyout from Marion Merrill Dow, a Fortune 500 pharmaceutical company, serving as Vice President of Finance. Mr. Beeuwsaert received a BA from California State University, Fullerton and a MBA from Pepperdine University.

## **Keven Scanlon, Founder and CEO of International Bioscience, Pasadena, CA**

[www.internationalbioscience.com](http://www.internationalbioscience.com)

Dr. Kevin J. Scanlon has thirty years of experience and expertise enhancing the relationships among the Life Science Community. Currently, he is mentoring and supporting entrepreneurs through the venture capital community as a member of the Pasadena Angels and the Tech Coast Angels of Los Angeles. These organizations support entrepreneurs with seed round investments for their novel technology. Dr. Scanlon's background includes: academic medicine, pharmaceutical industry management and a faculty educator for graduate students combining science and business. During his unique career, he has facilitated scientific concepts through the pharmaceutical pipeline into medical products. Also, he has authored over 120 original scientific articles, has seven US issued patents, was a lead investigator on government and foundation grants and has been a member of federal grant review committees. As a Pharmaceutical Industry-Vice President, he was responsible for an international cancer research program in the US, Europe and Asia. As an educator for graduate students, he has developed a course combining creative science with business strategies to enhance the understanding of the Biotechnology Industry. He has been a guest lecture in the Entrepreneurial Programs of several national and international universities. He has been consulting for international governments in Europe and Asia that are developing Centers of Excellence in Bioscience.

## **Ben Su, Managing Director of Prudential Financials**

Ben graduated from Gonzaga University with a BS degree in Personnel Industrial Relations and MS degree in Business Administration.

He obtained many securities and insurance licenses; an experienced Financial Planner and passionate about recruiting and development of managers for financial services. He is past president of NAIFA-Seattle 2004-2005. Current member of NAIFA Pasadena. Board Member of California Asian Insurance and Financial Professional Association and Member of Association of Latino Professionals for Finance and Accounting.



## **Additional Panelist**

### **Stephen Liu, MD and MPH; Chairman/CEO/President of TomatoBank**

Stephen graduated from UCLA with BS degrees in Biology and Psychology. He obtained his MD degree from USC in 1986 and completed his Orthopedic Surgery and Sports Medicine Fellowship in 1991 and 1992 from USC. In addition, he completed Physician Executive Program at UCLA Anderson School in 1998 and MPH in 2000.

He is the Chairman/CEO/President of TomatoBank and Board Director of World Affair Council. He is the Chairman/CEO TFC holding company, Bank holding company for TomatoBank and Tomato Card Services. (Established in 2007), He was the Chairman of Chinese American Bankers Association in 2004-2005. He is an Asst. Clinical Professor at UCLA School Medicine and was Asst. Professor of UCLA School of Medicine, Dept of Orthopedic Surgery and Associate Team Physician, UCLA Athletics.



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