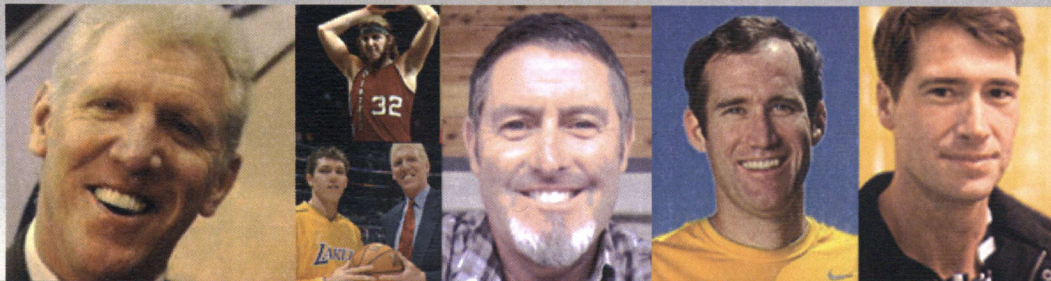


CEO DREAM TEAM LUNCHEON SERIES

PRESENTED BY

SECURITY BUSINESS BANK
OF SAN DIEGO

A PANEL DISCUSSION OF SPORTS BUSINESS LEADERS



Monday, August 15, 12-2pm Challenged Athletes Foundation 9591 Waples St., San Diego, CA 92121

Agenda:

12:00 pm - Registration and Networking

12:30 pm - Welcome

Steve Espino, Executive VP, Security Business Bank

Virginia Tinley, Executive Director,
Challenged Athletes Foundation

Bill Walton, Executive Chairman, SDSI

12:45 pm - Table Introductions

1:00 pm - Lunch and Introduction to panelists

Paul Rodeno, President & CEO, Security Business Bank

Moderator:

Bill Walton, Executive Chairman, SDSI

Panelists:

Jeff Kelley, Founder, Sanuk

Bryan Pate, Co-Founder & Co-President, ElliptiGO

Kevin Flanagan, CEO, The People's Movement

1:45 pm - Q & A

2:00 pm - Adjourn and optional tour of CAF facility

ABOUT

About CEO Dream Team Luncheon Series

This series creates a unique opportunity for CEOs to share successes, challenges, confidential business strategies and management techniques to overcome obstacles and accelerate growth. This August 15 event at the Challenged Athletes Foundation brings together a panel of industry leaders representing sports businesses in various stages of development - from start-up to acquisition - to discuss from hard-knocks what it takes to build a leading sports business.

***Save the date for future CEO Dream Team Luncheon Nov. 9, 2011 with Jeff Moorad, president & owner of the San Diego Padres.**



Inspiring sports innovation through connections, networking, mentoring, education and access to capital. SD Sport Innovators (SDSI) is a non-profit, business accelerating, trade organization that connects and drives the growth of Southern California's vibrant sports economy by offering innovative programs and services for start-ups, mature companies and service providers.

www.sdsportinnovators.org

SECURITY BUSINESS BANK
OF SAN DIEGO

Security Business Bank has built a reputation for providing its small and mid-sized business customers with financial innovation, access to management and superior client service. A top-lending partner among local banks, Security Business Bank is dedicated to helping sports-related businesses grow.

www.securitybusinessbank.com