

Give Back

Innovate

Fastest-Growing

Learn

Refocus

Interact

Design

Inspire

Celebrate

Interact

Create

Network

Inc5000conference.com

September 22-24, 2011, Washington, D.C.

**REGISTER BY
AUGUST 8TH AND
SAVE \$400**

8/8/11
**SAVE
\$400**

**Your Conference.
Your Celebration.**

You are cordially invited to the Inc. 500|5000 Conference & Awards Ceremony, the must-attend event for the nation's leading entrepreneurs. Join your colleagues and peers for three days of unparalleled networking and learning from the leaders of America's fastest-growing companies.



Nearly 2,000 of the nation's brightest entrepreneurial stars will gather in Washington, D.C., for this phenomenal event.



**You
belong
here.**



Schedule at a Glance

THURSDAY, SEPTEMBER 22

- 8 a.m. Inc. 500|5000 Golf Tournament
- Noon Inc.'s Entrepreneur Mentoring Fair for Service Personnel, Veterans, and Their Families
- 1 p.m. Washington, D.C., sightseeing tour
- 1 p.m. Registration opens
- 6 p.m. Welcome Reception

FRIDAY, SEPTEMBER 23

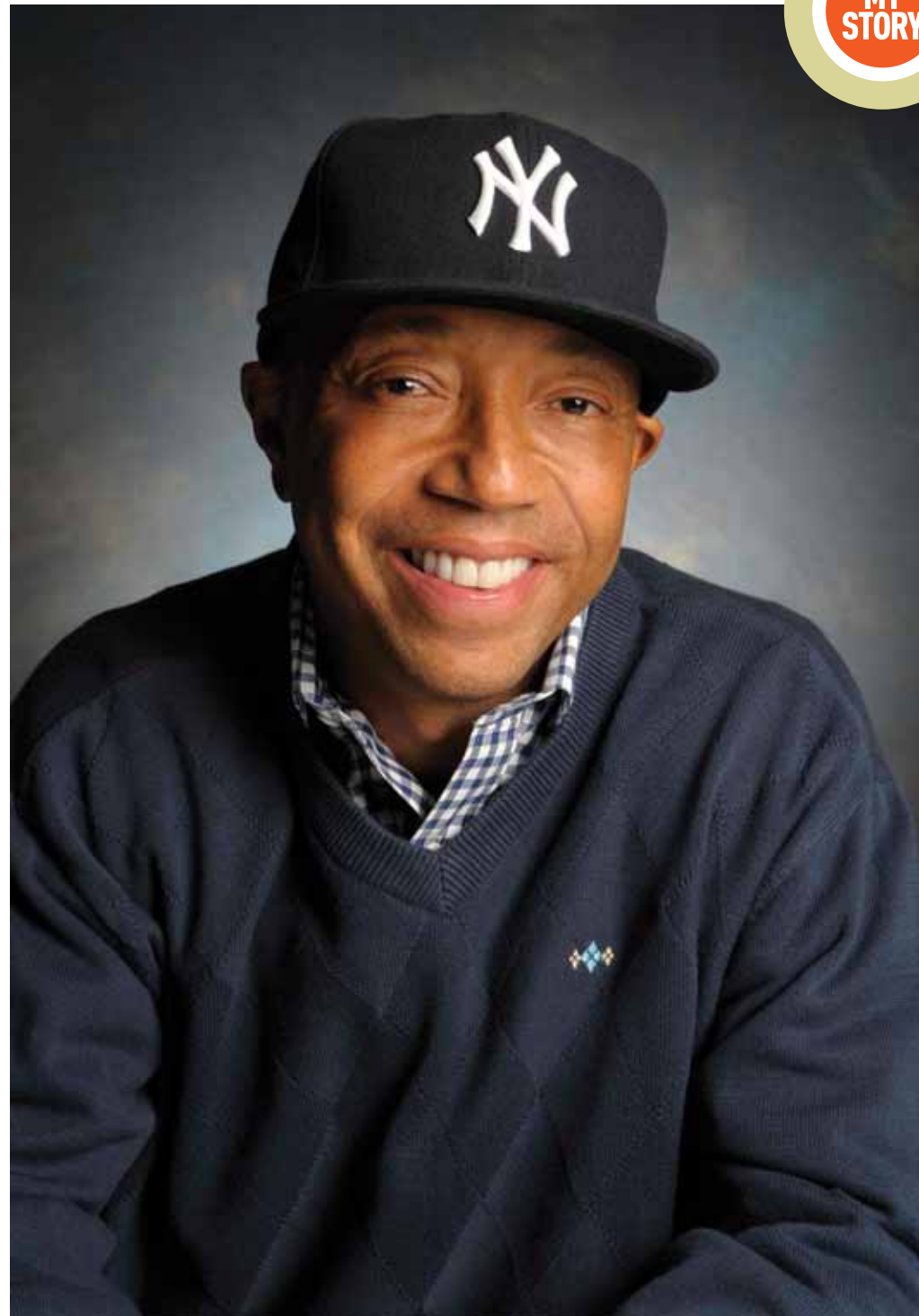
- 7:30 a.m. Registration and continental breakfast
- 8 a.m. Breakfast With Meg Hirshberg
- 9 a.m. General Session
- 10:15 a.m. Marketplace break and book signing
- 10:45 a.m. General Sessions
- 12:30 p.m. Networking lunch
- 1:30 p.m. Dessert in the Marketplace and book signing
- 2 p.m. Concurrent Sessions
- 3:15 p.m. General Sessions
- 4:45 p.m. Book signing
- 5 p.m. Program closes for the day
- 7 p.m. Conference Party

SATURDAY, SEPTEMBER 24

- 7:30 a.m. Registration and continental breakfast
- 8:30 a.m. General Sessions
- 10 a.m. Marketplace break and book signing
- 10:30 a.m. General Sessions
- 12:30 p.m. Networking lunch
- 1:30 p.m. Dessert in the Marketplace
- 2:15 p.m. Concurrent Sessions
- 6 p.m. Champagne Reception
- 7 p.m. Black-Tie Gala and Awards Ceremony

“I attended the conference and was overwhelmed by the energy, support, and encouragement I received from every podium and my fellow attendees/honorees. I have my calendar marked and hope to be there again this year.”

—Laurie Mosier
Harkcon, #298 on Inc.500 in 2010



Russell Simmons
Hip-hop business mogul and philanthropist; author, *Do You! 12 Laws to Access the Power in You to Achieve Happiness and Success* and *Super Rich: A Guide to Having It All*



Thursday, September 22

Inc. 500|5000 Golf Tournament

The Inc. 500|5000 Conference tees off bright and early with an exciting golf tournament at the Lake Presidential Golf Club, one of the finest courses in the mid-Atlantic region. Play on 1,200 lush acres of sloping, forested land, striped with streams and in view of a pristine lake. Participation is limited, and reservations are taken on a first-come, first-served basis. There is an additional fee to participate.

Inc.'s Entrepreneur Mentoring Fair for Service Personnel, Veterans, and Their Families

Join Inc. as it hosts an entrepreneur mentoring fair designed uniquely for service personnel—active and veterans—as well as military spouses. Conference attendees are welcome to participate as mentors for the day, to share experiences with and provide insights to servicemen and -women on how to build a successful business as well as answer questions about expanding a business or just getting started.

Washington, D.C., sightseeing tour

There is lots to do and much to see in our nation's magnificent capital. But just how you take in the inspiring sights of Washington, D.C., is up to you. You'll have two options: hop on a bus or ride a bike.

Welcome Reception

Grab a bite, enjoy a cocktail, and mingle with colleagues and hundreds of your peers during this fun and casual soiree. See you there!

Friday, September 23

General Sessions

HIRER'S REMORSE? WHY 80 PERCENT OF BUSINESS IS CHOOSING THE RIGHT PEOPLE

As chairman of two companies, a board member for several for-profits and nonprofits, and the father of three, Kevin Ryan says there is one thing he won't delegate: bringing on people to whom he can delegate. Using his experiences as a base, the founder and CEO of Gilt Groupe will explain the importance of building a cohesive team and why recruiting is an ongoing process you should heavily invest in.

Speaker: **Kevin Ryan**, founder and CEO, Gilt Groupe

ALL SYSTEMS DOWN? BUILDING A HEALTHY ORGANIZATION

To achieve success, an organization must meet two requirements: be smart and be healthy. Focusing on the latter offers the greatest opportunity for a competitive advantage. So, how strong are your organization's vital signs? Patrick Lencioni, best-selling business author of *The Five Dysfunctions of a Team*, shares how to diagnose internal deficiencies, strengthen teams, and enhance productivity as well as what it really takes to overcome those dysfunctions that can lead to team failure.

Speaker: **Patrick Lencioni**, founder and president, The Table Group

THE LONG AND BLURB OF IT

What would you do if you had a venture that targeted an unsuspecting audience and that vendors shunned and investors laughed at? Eileen Gittins, founder and CEO of Blurb, found a need and filled it—with a business contrary to market trends. Gittins explains how she managed to turn skeptics into investors

Highlighted Speakers



General Stanley McChrystal
Former commander, U.S. and international forces in Afghanistan



Tim O'Shaughnessy
Co-founder and CEO, LivingSocial



Barbara Corcoran
Real estate expert; star of the ABC television show *Shark Tank*; author, *Shark Tales: How I Turned \$1,000 into a Billion Dollar Business*



Ted Leonsis
Founder, chairman, and majority owner, Monumental Sports & Entertainment; vice chairman emeritus, AOL; founder, SnagFilms

and critics into supporters while remaining committed to her vision. We all know taking an idea from creative concept to elaborate execution isn't for the meek or weary. Learn how trusting your gut and focusing on the unconventional can lead to unbounded results.

Speaker: **Eileen Gittins**, founder and CEO, Blurb

HOW TO LIVE A LIFE AND BUILD A BUSINESS WITH NO REGRETS

Ted Leonsis has just about done it all, but the *über*-successful businessman doesn't hesitate to say that more work remains. The best-selling author of *The Business of Happiness* teaches us his double-bottom-line business model. Learn from Leonsis why change must be visible and how to encourage engagement, empathy, and collective wisdom, not just inside your organization but also outward.

Speaker: **Ted Leonsis**, founder, chairman, and majority owner, Monumental Sports & Entertainment; vice chairman emeritus, AOL; founder, SnagFilms

SWIMMING WITH A SHARK

Having gone from billion-dollar-business owner to providing venture capital and angel funding on ABC's hit TV show *Shark Tank*, Barbara Corcoran is well versed in negotiating, identifying opportunities, and getting what she wants. Hear about her entrepreneurial journey, and learn from this savvy "shark" how to position your company to sell, secure capital, or just stay afloat.

Speaker: **Barbara Corcoran**, real estate expert; star of ABC TV show *Shark Tank*; author, *Shark Tales*

RESERVE YOUR PLACE TODAY!

Truly, there is no other business conference quite like it.

“Attending the *Inc.* conference literally changed my life. The ideas, the inspiration, and the peer-to-peer interfacing was beyond my wildest dreams.”

—Ava Seavey
President, Avalanche Creative Services, No. 2,964 on the 2010 Inc. 5000

Highlighted Speakers



Gary Vaynerchuk
Founder and CEO, Wine Library;
author, *The Thank You Economy*



Kevin Ryan
Founder and CEO, Gilt Groupe



Patrick Lencioni
Founder and president, The Table Group



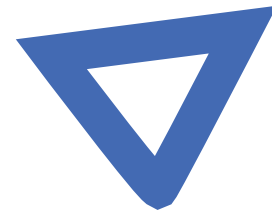
Eileen Gittins
Founder, president, and CEO, Blurb



Seth Goldman
Co-founder, president, and TeaEO,
Honest Tea



Scott Harrison
Founder and CEO, charity: water



Saturday, September 24

General Sessions

ON HIS GRIND: A CONVERSATION WITH RUSSELL SIMMONS

Just like hip-hop, business does not stop. And no one merges these two entities as eloquently as Russell Simmons does. From music (Run-DMC, Def Jam Recordings) to clothing (Phat Farm, Baby Phat, and Run Athletics) to television (*Def Comedy Jam*, *Run's House*, *Running Russell Simmons*) to online (GlobalGrind.com), Simmons is a pioneer in the hip-hop industry and a quintessential businessman. Experience firsthand how this best-selling author and yoga enthusiast is one of the most influential entrepreneurs in the nation. Learn how Simmons is remixing the rules of business and how you can do the same to achieve happiness and success.
Speaker: **Russell Simmons**, hip-hop business mogul and philanthropist; author, *Do You! 12 Laws to Access the Power in You to Achieve Happiness and Success* and *Super Rich: A Guide to Having It All*

PLYWOOD LEADERSHIP: LESSONS FROM THE BATTLEFIELD, POLITICAL ARENA, AND CLASSROOM

Modern warfare, business, and politics all demand no-nonsense leadership that goes beyond just talk—implementation is paramount. General Stanley McChrystal reveals the power of culture, communication, and relationships. No matter your mission or goal, learn from the retired four-star U.S. general the power of transparency, inclusion, and shared ownership; how to have relentless focus; and the difference between evolutionary change and revolutionary change.
Speaker: **General Stanley McChrystal**, former commander, U.S. and international forces in Afghanistan

THE DAILY SHOW: WHAT YOU CAN LEARN FROM LIVINGSOCIAL TO KEEP YOUR BUSINESS RELEVANT

Much of what we do now is a remake of what's been done before, just bigger and (we hope) better. Of course, no company can afford to rest on its laurels or operate in a vacuum. Culling innovation from what is already present in the business landscape requires ingenuity, not to mention nerve. Tim O'Shaughnessy, CEO and co-founder of LivingSocial, knows firsthand that this is a deal many accept yet few deliver on. Here, he opens up about what makes LivingSocial one of the fastest-growing companies in the e-commerce space. Learn what it takes to lure customers and

small-business owners alike and how a level of commitment from your entire team is necessary to best your competition in creating a feasible strategic plan. So, who's ready to buy in?

Speaker: **Tim O'Shaughnessy**, co-founder and CEO, LivingSocial

THE VIEW FROM SEAT 1A

If you knew you would die tomorrow, what would you do differently today? Ric Elias, co-founder and CEO of Red Ventures, faced a similar reality in January 2009 as he sat helpless on doomed US Airways Flight 1549. The aircraft miraculously landed in the Hudson River with all 155 people aboard safe; the experience changed Elias forever. Learn how a brush with death is often a reminder about life.

Speaker: **Ric Elias**, co-founder and CEO, Red Ventures

THIRSTY FOR CHANGE

Social responsibility is something many companies tout yet few truly understand or practice. Honest Tea doesn't claim to be perfect in its business efforts. But the company is pretty damn close. Learn how its socially responsible business practices—from using all-natural, organic ingredients to sourcing sustainable materials to how it bottles its beverages—and \$40 million in revenue make doing good and being profitable a refreshing business combination.

Speaker: **Seth Goldman**, co-founder, president, and TeaEO, Honest Tea

THE CURIOUS CASE OF CHARITY: WATER

charity: water is a nonprofit organization that brings clean, safe drinking water to people in developing nations. For founder Scott Harrison, it's more than a mission. Hear what led him to pursue this initiative and how it's changing lives in the U.S. and abroad.
Speaker: **Scott Harrison**, founder and CEO, charity: water

Champagne Reception and Black-Tie Gala & Awards Ceremony

Here's to the 2011 Inc. 500|5000 honorees! Enjoy an evening of celebration, complete with cocktails, a memorable presentation, and a four-course gourmet meal. A representative from each honored company will accept an award onstage. A live band and dancing will follow.

Friday, continued

General Sessions

BALANCE IS THE NEW BUSINESS

Is your life your work or is your work your life? A flexible work structure allows companies like Jessica Herrin's Stella & Dot to thrive. More than 10,000 stylists—all kinds of women, with different needs—direct sell the company's custom jewelry and accessories. Listen as Herrin shares how past entrepreneurial efforts and a shift in her priorities reset her business standard. She also explains that while work-life balance is not a myth and doesn't hinder your company's bottom line, it also isn't guaranteed.

Speaker: **Jessica Herrin**, founder and CEO, Stella & Dot

GUY GONE WILD: GARY V. UNLEASHED

Gary Vaynerchuk, the wine guy and social media guru, offers us a revealing, unabridged, no-holds-barred look at his "thank-you" economy. Vaynerchuk, who has nearly 900,000 Twitter followers and an unrelenting mission to purchase the New York Jets one day, believes we're living through the biggest cultural shift ever. Learn where social media, mobile technology, and marketing are headed, and how the business landscape is changing (whether we like it or not). And, if you want your company to survive, why you need to stop talking and start caring.

Speaker: **Gary Vaynerchuk**, founder and CEO, Wine Library; author, *The Thank You Economy*

Conference Party

Does running a fast-growing company sometimes feel like running a circus? This is your chance to celebrate the often hectic life of an Inc. 500|5000 CEO. Welcome to the *Inc.* Carnival! Enjoy an evening filled with fun and games, great prizes, showstopping entertainment, and lots of yummy food. Come one, come all!



Jessica Herrin
Founder and CEO, Stella & Dot

Hotel Information

The official 2011 Inc. 500|5000 Conference & Awards Ceremony hotel is at the **Gaylord National Hotel & Convention Center**, located in National Harbor, Maryland, just minutes from the nation's capital. *Inc.* has secured a block of rooms for a special rate of \$259 per night. To make a hotel reservation, please call the Gaylord National Hotel directly at 301.965.4000 and refer to the Inc. 500|5000 Conference to secure the special group rate.

Stay Connected

Use hashtag: **#inc500** Follow **@incevents** and **@incmagazine**

Registration Information

To register, visit inc5000conference.com or call **866-901-3205**

Registration Options

1. Individual Conference Registrations

Registration for Inc. 500|5000 applicants, honorees, alumni, and other entrepreneurial leaders includes admission to:

- All the educational programming and keynotes
- Thursday's Welcome Reception
- Friday night's party
- Two networking lunches
- Saturday's Black-Tie Gala & Awards Ceremony.
- **Early Bird (until August 8): \$1,295**
- Regular fee: \$1,695

2. VIP Group Registration

Bring those who got you there! Group registration secures discounts and priority seating for a table of 10 at the Black-Tie Gala & Awards Ceremony. Includes full conference admission for all in the party.

- **Early Bird (until August 8): \$1,095 per attendee**
- Regular fee: \$1,295 per attendee

3. Spouse and Guest Registration

A special registration for spouses and guests of honorees to attend evening events. Highlights include: Thursday's Welcome Reception, Friday night's party, and the Black-Tie Gala & Awards Ceremony.

- Fee: \$1,095

4. Black-Tie Gala & Awards Ceremony

Registration that includes the Black-Tie Gala & Awards Ceremony only.

- Fee: \$795

5. Additional conference activities (please make sure to specify when registering)

[Inc. 500|5000 Golf Tournament, Thursday, September 22](#)

- Fee: \$175 per player

[Washington, D.C., sightseeing tour, Thursday, September 22](#)

- Fee: \$85

[Day of Service: Inc.'s Entrepreneur Mentoring Fair, Thursday, September 22](#)

- Volunteer activity—Fee included in registration

**EARLY BIRD
SAVE \$400**

**SPACE IS
LIMITED.
REGISTER
TODAY!**

Presenting



The power to do more

Gold



Silver



Exhibiting

careerbuilder®

GREY GOOSE
World's Best Tasting Vodka



IWC
INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868