



You and your colleagues are invited to a complimentary program

## IPO readiness: Are You on Track?

Based on findings from the recent BDO IPO Outlook study, capital markets executives at leading investment banks are optimistic on the U.S. initial public offering market for 2010, with more than two-thirds predicting IPO activity to increase. Already this year, IPO activity is well ahead of last year's pace, but investors have been very discerning as critical factors keep "irrational exuberance" in check. If an IPO is part of your business goals, you need to be sure you've taken all the steps necessary to address investor concerns.

**Friday, April 30, 2010**  
**The Tower Club**  
**Tysons Corner, VA**

**RSVP:** Blushel Ocbina / bocbina@bdo.com / 301-634-4926

### Featured Panelists

➤ **TALES FROM THE TRENCHES: HOW TWO COMPANIES SUCCESSFULLY NAVIGATED THE IPO PROCESS**

*Moderator:* **Wayne Berson**, Partner, **BDO Seidman, LLP**

*Panel:* **Tom McMillen**, Chairman & CEO, **Homeland Security Capital Corporation**  
**Keith Haas**, Senior Vice President **K12 Inc.**  
**Rick Rudman**, Chief Executive Officer, **Vocus, Inc.**

➤ **PREPARING FOR AN IPO: TIMETABLE, COMPLIANCE, DISCLOSURE, CORPORATE HOUSECLEANING.**

*Moderator:* **Mark Ellenbogen**, Partner, **BDO Seidman, LLP**

*Panel:* **Wendy Hambleton**, Partner, **BDO Seidman LLP**  
**Mark Wishner**, Co-Managing Shareholder, **Greenberg Traurig, LLP**  
**Chris Mann**, Managing Director, **MorganFranklin**  
**William Slattery**, Vice President-Listing Qualifications, **NASDAQ**

➤ **MEET THE INVESTMENT BANKERS: AN HONEST ASSESSMENT OF THE IPO MARKET**

*Moderator:* **Jeff Houle**, Co-Managing Shareholder, **Greenberg Traurig, LLP**

*Panel:* **Bill Tyson**, Sr. Managing Director – Co-Head of Equity Investment Banking, **BB&T Capital Markets**  
**Jack Maier**, Sr. Managing Director, **FBR Capital Markets**  
**Dan Muse**, Director-Investment Banking, **Stifel, Nicolaus & Company, Incorporated**



## The Event

Join our candid panel and meaningful discussions as thought leaders cover the steps and considerations in the going-public process, and provide an honest assessment of this year's IPO market outlook.

**Friday, April 30, 2010**

**The Tower Club Tysons Corner  
8000 Towers Crescent Drive  
Vienna, VA 22182**

**7:30 a.m. to 8:00 a.m. / Registration & Breakfast  
8:00 a.m. to 10:00 a.m. / Panel Discussion**

CPE: 2 hours in the Field of Specialized Knowledge and Applications  
**CONTACT:** Blushel Ocbina / bocbina@bdo.com / 301-634-4926

**BDO** is the brand name for BDO Seidman, LLP, a U.S. professional services firm providing assurance, tax, financial advisory and consulting services to a wide range of publicly traded and privately held companies. For 100 years, BDO has provided quality service through the active involvement of experienced and committed professionals. The firm serves clients through 37 offices and more than 400 independent alliance firm locations nationwide. As an independent Member Firm of BDO International Limited, BDO serves multi-national clients through a global network of 1,138 offices in 115 countries.

BDO Seidman, LLP, a New York limited liability partnership, is the U.S. member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms. BDO is the brand name for the BDO network and for each of the BDO Member Firms.

For more information please visit: [www.bdo.com](http://www.bdo.com).

**BDO**  
**7101 Wisconsin Avenue, Suite 800**  
**Bethesda, MD 20814**  
**301-654-4900 / [www.bdo.com](http://www.bdo.com)**

**Greenberg Traurig** provides integrated, business focused legal services for clients worldwide. An international law firm with 1,775 attorneys and governmental affairs professionals in more than 30 commercial and government centers, GT offers local knowledge and experience, supported by global resources and reach.

For more information, please visit [www.gtlaw.com](http://www.gtlaw.com).

