

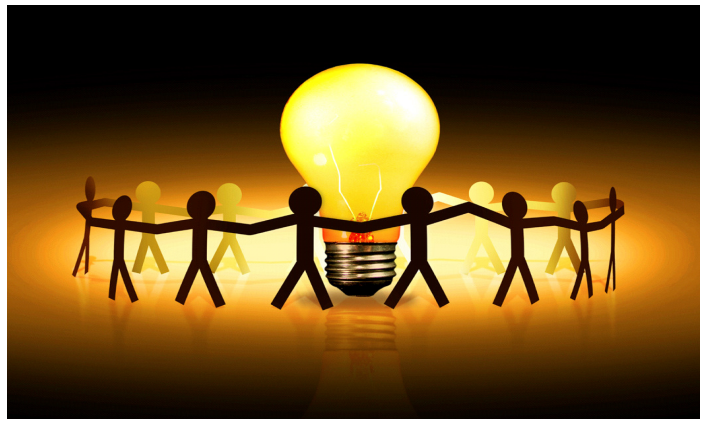
Risk management is a topic not often adequately addressed by busy start-ups – until it's too late. This seminar will provide you with the core tools you need to manage your risks and legal obligations from the start and save a great deal of money – or even your business itself – in the long run.

We will discuss how to identify, analyze, control and finance the risks facing your organization across four primary categories: personnel, liability, property, and net income. Specific topics also include how to structure contractual allocations of risk (with insurance companies and in other business relationships), and more.

Ms. Burson will be donating 1 hour free individual consultation on risk management and safety issues to all attendees of this event.



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## You're Invited to Attend Business Essentials Series & Brown Bag Lunch

**Date:** Tuesday, November 10, 2009

**Time:** 12 noon – 1:30 p.m.

**Location:** SMBC Conf Room B

**Topic:** Risk Management 101: It's not just insurance anymore

**Speakers:** Betsy Burson. Ms. Burson is an Associate in Risk Management and holds an MS degree from the Safety and Systems Management Department of USC. She has been a safety professional for over 20 years, with clients including Sony Metreon, JC Penney, Chevy's, 24 Hr Fitness, as well as innumerable startups. From her work as a Products Liability Specialist with CIGNA, serving manufacturers of "high hazard" products, she has extensive experience working with novel and thus difficult to insure start-up projects. She well understands both the regulatory environment and the insurance world, and enjoys helping clients build on their strengths to build their businesses, safely.

**Fee:** \$20 at the door (free to SMBC tenants and sponsors)

**RSVP:** [KariZ@somobc.org](mailto:KariZ@somobc.org)  
707-664-6200