

March 20

LIVE

LUCKY NAPKIN



Where Great Ideas Launch

\$129*
Purchase Your Full Event Pass By Feb 15 at LuckyNapkin.com
*Early Registration Price

JOIN US AT LUCKY NAPKIN LIVE

and we'll show you what entrepreneurship feels like from the inside. Meet the team behind Lucky Napkin and some of the "rock stars" of entrepreneurship.

DYNAMIC SPEAKERS

and original topics delivered in an interactive forum to give you the information you need and the opportunity to get your idea and voice heard.

GET A FIRST HAND CHANCE

to hear the stories, gather the insight, rub elbows, get your questions answered create an elevator pitch and maybe even make your great ideas come true. Join Us.

MARCH 20, 2008

The Picturesque JW Marriott-Desert Ridge, Phoenix, AZ
Experience The Ultimate Entrepreneurial Thrill Ride



Lucky Napkin LIVE is the birthplace of big ideas. A fully loaded all day entrepreneurial jam session with successful, dynamic and influential business building authorities at your side. A one of a kind congregation of leading experts opening up their play books to show you how to take your raw ideas from mind to market and your business from creation to cash flow. You won't just sit and take notes; you will be rubbing elbows with the history makers who have done it themselves. They know what works and have the means and access to capital to get it done. Stop sitting on the sidelines of life while YOUR great idea gathers dust. Buy your tickets now to get the education, inspiration, tools and connections you need to get started on your own entrepreneurial journey.

All Day Event -Program Highlights

- **Movers and Shakers- Power Networking Mixer**
- How Do I Know If I Really Have a Great Idea?
- Imaginative Conception- How to Birth a Great Idea
- “Re-imaginering”- Breathing New Life Into Old Ideas and Making Them Your Own
- Creative Cash- Exploiting Traditional and Unorthodox Methods of Finding Money for Your Idea
- The Golden Rolodex- Your Millions are Hiding in Your Phone Book
- **KEYNOTE: Amilya Antonetti- One Idea Can Change The World**
- I Want To Be on QVC- Harnessing the Power of TV Shopping For Your Great Idea
- Millions by Mistake- How Everyday People Invent Extraordinary Things
- Dream it, Build it, Grow it, Sell it- The Experts Steps to Cashing in Your Great Idea
- **The Expert Forum- Open Mic to Ask The Experts Anything You Want**
- “Salescology” 101- Getting Customers to Buy Into Your Great Idea
- Protect What You Own- Patents, Trademarks, Copy-writes and Trade Secrets
- Where Do I Get Started? - Starting Small, Planning Big, Business Basics
- **The Launch Pad- 2 Minutes to Pitch Your Great Idea**
- Small Business, Big Ideas- Visualizing the Bigger Picture in Your Business
- **Hob Nob Alley- Meet & Greet the Critical Service Vendors You Need for Your Great Idea**
- From Business to Brand- “Storycrafting” Your Great Idea From Inspiration to Icon

THE LUCKY NAPKIN COMPANY

assists people of all levels of experience in taking their ideas from Mind to Market.

We are an entrepreneurial catapult in the business of launching great ideas. We are your closest friend on your journey toward the American dream.

FOUNDED BY 4 OF THE COUNTRY'S TOP

self-made entrepreneurs, we roll up our sleeves, open our rolodexes, and map out the road for great ideas and great people who have what it takes to be successful.

Not another “invention company” or small business advisors- We help you launch.

WE ARE IN THE BUSINESS OF

launching great ideas. We are real entrepreneurs with first hand knowledge, contacts and access to capital to get great ideas to market and breathe business life into visionary concepts.

Dynamic Experts & Breakthrough Topics



Amilya Antonetti

CEO-AMA Productions
 Founder, Soapworks
 Best Selling Author
 Featured Expert -CNBC-
 The Big Idea with Donny Deutsch

If you haven't heard Amilya's story you owe it to yourself to. This amazing woman is regarded as one of the most inspirational female entrepreneurs of the 20th century. She's the Mom who was determined to help her ailing son and in the process took on the world's largest corporations, ushered in the green and human friendly movement and changed the way the world looks at cleaning products forever. Amilya is a guerilla marketing guru and lifestyle product expert and truly an inspiration for all entrepreneurs to emulate.

Defying the experts, Anthony woke up one day and took on the giants of cosmetics and leaders of the TV shopping industries. In a little more than a year, Bella Bronze®, the premier brand from Solarceuticals® broke onto QVC, erasing records and outpacing sales of established brands. Countless awards, media and celebrity accolades later you'll find Anthony's products in stores such as 'Fred Segal' of Beverly Hills right along side the big boys. Anthony is a brilliant strategic marketing and branding wizard addressing audiences worldwide for over 15 years.

Anthony Tesoriero

CEO Solarceuticals
 Chairman YNOT Holdings
 Creator of Bella Bronze
 QVC On Air Expert



Bill Kilburg

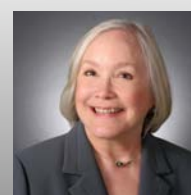
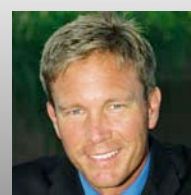
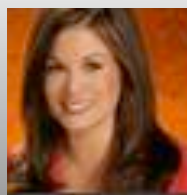
Chairman & CEO
 Hospitality Performance
 Network
 Founder Epix Hotels

Bill is a 2007 *Inc. Magazine*- Entrepreneur of the Year finalist, the owner of Epix Hotels and co-founder of Hospitality Performance Network (HPN), the fastest growing site selection and meeting procurement company in the United States. Since opening in 2002, HPN has grown by over 227 percent and expanded from two full time employees to a network of 80 sales associates. This year HPN anticipates placing \$90 million in booked room revenue with about 2,500 meetings planned throughout the country for global market leading companies. Bill is a CPA and a finance genius, his uncanny ability with numbers allows him to spot opportunity where others only see red ink.

Tom's built over 1500 homes, in 25 different communities and in the face of the worst housing market of the last quarter century nonetheless, Canterra keeps on building and Tom keeps going. In fact the entrepreneur bug has infected Tom so deep he refused to be satisfied just building homes, he was a founding member of an insurance company, started a mortgage brokerage and even started a bank to go along with it. As he does with homes, Tom is a master builder of companies, laying solid foundations from which they can grow and designing sustainable organizational cultures from which they thrive.

Tom Rietz

Founder & President,
 Canterra Homes
 Chairman, Pinnacle
 Bank



A small sample of the hundreds of media outlet appearances of The Lucky Napkin founders, experts and their products. Speakers and agenda subject to change. Please see the website luckynapkin.com for a complete up to date agenda

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Where Great Ideas Launch



Be a Part of History

Lucky Napkin LIVE is the premiere entrepreneurial gathering featuring some of today's most talked about and successful big idea gurus. For the first time assembled together to help other aspiring and active business owners birth, grow and make money with their great ideas.

We're hunting for great ideas and great people in all stages of the entrepreneurial journey and we're offering virtually everything you might need to get it rolling. From education, expertise, money, contacts, management, marketing, design, infrastructure, or just a swift kick in your proverbial butt, to let you know we too believe in you and what you're capable of.

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The Lucky Napkin Founders, Board of Experts and their businesses are celebrated entrepreneurial triumphs. They and their businesses have been featured on **Oprah, The Big Idea with Donny Deutsch, QVC, CBS This Morning, and Fox News**. Written about in renowned magazines such as **Time, Inc, Entrepreneur, People and Working Woman** and lauded in best selling books such as **Chicken Soup for The Entrepreneurial Soul, Do As I Say Not As I Do** and countless other international radio, web and new media. They have each achieved grand entrepreneurial accomplishments and they are ready to share their success with you and your business. Buy your tickets now and be a part of history.



A a very special thanks to our Premiere and Gold sponsors who support Arizona entrepreneurship and are doing their part to change the world. Speakers and agenda subject to change. See the website luckynapkinlive.com for a complete up to date agenda