



The Secret to My Success Live Auction Charity Event

Georgie Bellin - Owner/Broker; The Group Real Estate Brokers

Auction Offering: Spend the day with Chico's past Mayor and currently one of the leading real estate brokers and project developers. Learn about past developments and future growth of the Chico Urban Area. You will have the opportunity to look first-hand at projects in the planning stages, under construction and finished complexes. Learn how the numbers really work. Lunch included!

Debra Cannon - Owner; LuLu's and GiGi

Auction Offering: "Share a Day in the Life of a Retail Store Owner". During that day I will impart important information pertaining to starting up and running a retail business, explaining what I do, have done, and what I have learned along the way. It will include time spent at both LuLu's and GiGi and lunch at a downtown restaurant.

Bill Fishkin - CEO; The Synthesis, InsideOut, Upstate Business Journal

Auction Offering: Your afternoon includes office tour, lunch and a game of pool. Learn how to stay organized in a business about deadlines; understand how social networks and marketing can be incorporated into your business; delegate effectively; and work regionally while expanding nationally.

Burke Franklin - Founder and CEO; Jian Software

Auction Offering: Business Plan Software + Review consultation

Michelle Hallsten

Corporate, Securities & Technology Attorney; Partner of Pillsbury Winthrop Shaw Pitman LLP

Auction Offering: Hosted lunch at Il Fornaio in Sacramento for up to four members of your management team; an hour to review the executive summary of your business plan; two hours to meet with you to discuss your corporate organization questions, fund raising objectives/questions, equity incentives for employees/consultants; one hour to meet with an intellectual property attorney; a set of forms of certain basic contracts.

Maisie Jane Hurtado - Owner; Maisie Jane's California Sunshine Products

Auction Offering: Tour of the company from start to finish – from the almond orchards to the roasting, flavoring and packaging. Includes a fabulous gourmet lunch at Maisie Jane's storefront on Dayton Road where you can ask any business question you desire. If you're nuts for entrepreneurship and local business then this will be a spectacular day for you!

Philip LaRocca - President; LaRocca Vineyards

Auction Offering: Lunch and wine tasting with the winemaker.

Bob Linscheid - General Manager; Chico Outlaws Baseball Team

Auction Offering: A night at the Ball Park in the Best Seat in the house for 6 during the 2006 season. Includes food and drinks. Requires 2 weeks advance notice.

Grant Lundberg - CEO; Lundberg Family Farms

Auction Offering: Tour of the Lundberg operations, overview of our firm and hosted lunch.

Steve Michaels - Program Director, Morning Personality Oldies 102.1

Auction Offering: Spend a day with Steve during his morning show ON THE AIR at Oldies 102.1! Steve will show you the "magic" behind the microphone and even let you try your hand at being a radio announcer! Find out what is involved in programming the number one FM station in Chico!

Mary Mooney - President; Mooney Farms

Auction Offering: An Italian lunch at Mooney Farms featuring our Premium Sun Dried Tomatoes, California Extra Virgin Olive Oil, Pesto, Pasta Sauce and Risotto! The story of Mooney Farms, a family that banded together to achieve the "American Dream" and a complete plant tour and Italian gift basket to take home.

Michael Murdock - CEO; DocMurdock

Auction Offering: 2 winners will receive the benefit of 5 hours each of internet consulting services via phone and email.

May 3, 2006 • 6pm-9pm • Sierra Nevada's Big Room • 343-6091
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Richard O'Sullivan - Executive VP; Tri Counties Bank

Auction Offering: Round of golf and lunch at Butte Creek Country Club.

Bonnie Peracca - President; Rush Personnel Services

Auction Offering: Three hours of consulting on human resource management, running a business, and technical services with lunch included at Sierra Nevada Brewing Co.

Valerie Reddemann - Owner; GreenFeet

Auction Offering: Bootstrap Marketing 101. With 9 years experience as a bricks and clicks retailer (internet and storefront), I have learned how to market and get national attention with little to no budget. We'll discuss what works, what doesn't and explore options where to best put your marketing dollars. You don't need a million dollar budget to get noticed – just some creativity and out-of-the-box thinking. Your three hours will include lively discussion and brainstorming and lunch at a Chico restaurant you enjoy.

Maria Simone - CEO; DreamScout

Auction Offering: I am a Business Development and Sequencing expert. I'm offering 2 hours to review an existing business or business concept to make sure everything is sequenced properly and that there are enough resources to help move it to its next level of success. We do a review of profit centers for ongoing sustainability & wealth creation, look at all human & financial capital needs to make sure there are enough of each and also review ways to build more value in the organization to attract clients, team, and more.

Judy Sitton - Retired Executive VP of SunGard Bi-Tech, Currently President, Natural History Museum

Auction Offering: Your full day will include half day of initial work in your areas of choice (how to give effective presentations, organizing a help desk, project management, role of recognition in your company...), hosted lunch plus a subsequent half day of follow up for additional suggestions, consultation, Q & A and a binder of materials summarizing our visit.

Elana Sunseri - Wellness Counselor, Reiki Master Teacher

Auction Offering: Spend a 4 hour session with me entitled ClearMindBodySpirit : Begins with an Aqua Chi Foot Bath and Infrared Sauna. Followed by a Young Living Essential Oil Raindrop Treatment. Finishes with a hands on Reiki Treatment. Includes Brain Sync Audio Programs and LifeWave Energy Patches. All in an environment conducive to de-stressing, deep rest, and rejuvenation.

Kathleen Friend-White - Owner; Friendly Farm Alpacas

Auction Offering: "A Day in the Life of an Alpaca Breeder". I sell an industry that provides a lifestyle change and offers people a business they can do as a family or as individuals. Your day will be spent hands on at the farm and includes; ways to get started in the alpaca business and what to do to get you up and running and utilize the tax benefits of raising alpacas; how to do the things it takes to keep the alpacas healthy (including a day of shearing); how to promote and advertise your business and breeding program to gain respect in an industry full of very successful businessmen and women, as well as create a Farm Store offering finished alpaca products. We'll end the day with a nice dinner at a local restaurant of your choice.

Lance Wirtanen - Serial Entrepreneur

Auction Offering: As a serial entrepreneur I have developed and designed products that were sold through all major retail stores and sold on all major shopping networks (QVC ect). I am offering 4 hours of coaching and contacts for – manufacturing/channels of distribution, business/marketing strategies, evaluation of revenues streams, developing of language for raising capital and potential for strategic alliances. In addition, if you have a product or service you would like to sell on a shopping network – I will help you with prepping, packaging and presentation.

Marcia Zimmerman - Nutritionist, international author and speaker

Auction Offering: 30-day plan to reduce belly fat. Includes 2 one-hour sessions of my consulting time with one person receiving personalized instruction and a kit of necessary dietary supplements, copies of two of my books: 7-Color Cuisine (contains shopping lists, menu plans and recipes for 30 days) and 7-Syndrome Healing (contains supplements for eliminating belly fat by reducing cortisol and controlling carbs).

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