

## Panel Discussion

Capital & Financial Club  
September 20, 2003, 5:30-9:00pm  
MIT E25/117

Why should banks and venture capitalists give you the money? Why should people listen to you? How can you get the attention you deserve? Why should people buy your ideas or anything from you? We organized this panel discussion to address these questions. We invited four individuals:

- ▶ Julie Foley, Consultant of Style, is a corporate and personal image coach, personal shopper and featured speaker. In the process of helping her clients look the best, she analyzes personal colors, style and body type. Balancing lifestyle and personal style, she organizes and plans the perfect wardrobe for her clients. Julie has been featured in Vogue Magazine, Woman's World and Women's Business as well as local newspapers. She is a frequent speaker at local businesses and networking groups. Julie has been an image consultant since 1995 as is a CIP member of the prestigious Association of Image Consultants International. She is also a proud member of NEWBO, the New England Women's Business Owners and the SSWBN, the South Shore Women's Business network. After earning a Bachelor of Science Degree in Clothing and Textiles from Framingham State College, Julie has worked in the retail industry for over 20 years, most recently at Macy's By Appointment, a personal shopping service.
- ▶ Harvy Simkovits, CMC, P. Eng, is the Founder and President of Business Wisdom and has worked with owner-managed companies for 20 years. He particularly enjoys working with ambitious business owners who want to win at the games of business, and to be their best in the service of a meaningful and worthwhile company mission. Harvy is an educator, author, certified management consultant, certified executive coach, and previous business owner/manager. He has written a business-development manual "Shepherding Business to Your Door," and has presented his simple and profound ideas to a myriad of business and professional associations, including Inc. Conferences and SBANE.
- ▶ Phil Holberton is the President of Holberton Consulting and has more than two decades of experience in financial management, strategic planning, business development, operations, leadership development, and executive coaching for senior executives. He has served as chief financial officer for a number of private and public companies including Cambridge NeuroScience, Biosphere Medical, Inc. (formerly BioSeptra, Inc.) and Genome Therapeutics Corp., and he has held financial and operating management positions at Becton Dickinson including responsibility for all external reporting, annual report preparation and audit responsibilities. Mr. Holberton was the lead company representative for Becton's \$389 million exchangeable bond offering.

Mr. Holberton's academic interests include appointments at Brandeis University (Leadership), Babson College (Presentation Skills), and Suffolk University (Financial Leadership). He is vice chair of the Executive Board

of the MIT Enterprise Forum of Cambridge. He is a past president of the Financial Executives Institute's Boston Chapter of 1,000 financial officers. Holberton also serves on the Board of Directors for Barbour Stockwell. In 2001, Phil received his 1st degree black belt in American Kenpo Karate with his 10-year-old son, Tod.

