

# RAIN<sup>®</sup> Makers Conference

1600 University Avenue West  
Suite 401  
Saint Paul, MN  
55104

The 5th Annual

# RAIN<sup>®</sup> Makers Conference

Conference Brochure

LET'S MAKE A DEAL!

REAL Companies.  
REAL Deals.  
REAL Investment Commitments.

Open   
for Full Conference  
Agenda & Overview



## 4 Easy Ways to Register: Call, Fax, Mail or Online

LET'S MAKE A DEAL!

**What:** The 5<sup>th</sup> Annual RAIN<sup>®</sup> Makers Conference

**When:** October 22-24, 2008

**Where:** Holiday Inn - Sioux Falls, SD – City Centre

Prefix \_\_\_\_\_ First Name \_\_\_\_\_ Last Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
RAIN<sup>®</sup> Fund: \_\_\_\_\_ (if applicable)  
Title: \_\_\_\_\_ Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

The RAIN Makers Conference is only open to RAIN Fund members, as well as angel investors who are interested in learning more about the RAIN Funds or forming a fund.

Fees and optional events: Conference Registration fee includes: all education seminars; kick off reception and 10th Anniversary Celebration, breakfast and lunch.

\*\*\*All attendees are responsible for their own lodging and any optional events such as the pheasant hunt on Friday afternoon. Guests must be registered separately in advance.

### Choose registration type:

- Fund Member: \$195 Early Bird until September 1, 2008     Fund Member \$250 – September 2-October 22, 2008  
 Non-Fund Member: \$295     Portfolio Company Attendee (to attend full conference & sessions): \$250

If you are not a member, are you interested in joining or forming a RAIN Fund?  Yes  No

Payment:  Check  Credit Card

### Enter Credit Card information here:

Type of card: \_\_\_\_\_ Number: \_\_\_\_\_  
CVV code \_\_\_\_\_ (3 digit security code on back of card) Expiration Date: \_\_\_\_\_  
Mailing address of cardholder: \_\_\_\_\_

### Hotel Lodging:





- All conference attendees are responsible for their own lodging.
- A special conference rate for hotel rooms has been made at the Holiday Inn City Centre- Sioux Falls for \$79 for single or double room
- All reservations must be made by October 1, 2008 to guarantee our group rate. All reservations made after that point will be based on availability at the hotel.

Holiday Inn Sioux Falls City Centre

100 West 8th Street – Sioux Falls, SD 57104

Call: 605-339-2000 and reference "RAIN Source - RAIN Makers Conference" to get the group rate.

### 4 Easy Ways to Register

-  Call: Dawn at 651.632.2140
-  Fax this form to: 651.632.2145
-  Online: <http://www.rainsourcecapital.com>
-  Mail to: **RAIN Makers Conference**  
attn: Dawn Lundquist  
1600 University Avenue West, Suite 401  
Saint Paul, MN 55104

## LET'S MAKE A DEAL!

2008 RAIN Maker Conference  
October 23 & 24, 2008  
Holiday Inn - Sioux Falls, SD  
City Centre

REAL Companies.  
REAL Deals.  
REAL Investment Commitments.

This year's conference is taking a new turn – this will be a highly interactive, engaging format where the conference attendees look at actual deals and go through the entire process from due diligence to valuation & terms to syndication. We will spend time learning about best practices and get access to tools and templates to assist in the process along the way. Then the attendees will be divided into groups to look at four hand-picked companies to assess the potential for investment. At the end of this conference, investors will indicate their interest in investing in the deals presented at the conference.

### { WEDNESDAY, OCTOBER 22, 2008 }

All day - RAIN Makers Guests are welcome to attend Innovation Expo at the Convention Center  
Separate event registration required to attend the Innovation Expo for full day. Visit <http://www.sdei.org/> to register.

12:00 p.m.: RAIN Makers Guest Check-in opens in Hotel Lobby  
Guests may also pick up a badge for the Innovation Expo Cocktail Reception.

4:30 p.m.-7:00 p.m.: Joint Cocktail Reception at the Innovation Expo Conference

### { THURSDAY, OCTOBER 23 }

7:30 a.m.: Registration Desk Opens

8:00-9:00 a.m. Networking Breakfast in Showcase Hall

9:00-9:45 a.m. Angel and VC Investing Trends

Steve Mercil, President & CEO, RAIN Source Capital  
Invited, Representative, National Venture Capital Association

This session will kick off the conference with an overview on the landscape of the Angel and Venture Capital Industry and trends in the past year.

9:45-10:30 a.m. RAIN Syndication Best Practices

This general session topic will focus on how we can work together as RAIN Funds – sharing deals and co-investing. This is an important component of this conference because ultimately some of the groups may end up investing in one or more of the four showcase company deals presented at the conference.

Joan Wurzer, Executive Vice President, RAIN Source Capital  
Co-facilitator: John Cosgriff, Invest Northwest

10:30-10:45 a.m. Refreshment Break in Showcase Hall

10:45 a.m.-12:15 p.m. Showcase of Four Investment Opportunities

Four companies will present for 20 minutes in preparation for actual due diligence and deal negotiation activities throughout the conference.

12:15-1:15 p.m. Networking Lunch

Ruvelson Fellowship Announcements: Mary Tiedeman

1:15-2:00 p.m. Due Diligence Best Practices

This general session will discuss the importance of Due Diligence and the risk. This brief overview will show some of the best practices on researching marketing intelligence, "feet on the street", and provide templates and tools for your group breakouts and to use going forward with your RAIN Fund groups.

Brian Johnson, Executive Vice President, RAIN Source Capital  
Co-facilitator: Gene McGowan,  
McGowan Group & Prairie Winds Capital

2:00-3:30 p.m. Group Breakouts: Meeting of Due Diligence Teams with Showcase Companies

This is the first of the working sessions where the four groups will meet individually to work through the review process of the showcase investment deal they are assigned to. We will walk through the due diligence process and analyze the investment deal using the tools provided.

3:30-3:45 p.m. Refreshment Break in Showcase Hall

3:45-4:15 p.m. Valuation and Terms Best Practices

Valuation is an art, not a science. This general session will help get the RAIN members comfortable with valuing companies. We will focus on key valuation methods to use with the deals your RAIN Fund is considering.

### { THURSDAY, OCTOBER 23 (CONT.) }

Steve Mercil, President & CEO, RAIN Source Capital  
Co-facilitator: Mike Jerstad, Prairie Gold

4:15-5:30 p.m. Group Breakouts:

Meeting with Showcase Companies - Valuation and Terms

In this working session, the groups will work together using the tools provided to look at the valuation of the deal they are screening.

5:30-6:30 p.m. Break

### { FRIDAY, OCTOBER 24 }

8:00-9:00 a.m. Breakfast and RAIN Member Meeting  
(RAIN Fund Members ONLY)

The members-only meeting will be an open discussion for RAIN Fund members – sharing new strategies for success and to discuss the issues that are important to the groups.

9:00-10:00 a.m. Group Breakouts: Complete Due Diligence Terms and Write Recommendation

In this final group working session, members will prepare their presentations for the large group where they will present their recommendations on terms and conditions for the company they have been looking at.

10:00-10:15 a.m. Refreshment Break in Showcase Hall

10:15-12:15 p.m. Final Investment Recommendations and Voting

6:30-8:30 p.m. Reception, RAIN Source Capital 10<sup>th</sup> Anniversary Celebration in Showcase Hall

The reception will be a celebration of RAIN Source Capital's 10th Anniversary and a time to network with fellow RAIN Fund members. We will have live music, fun food and drink stations and a special tribute to all of the important people involved in RAIN Source's growth over the years. Over 50 companies have received funding by Minnesota Investment Network/RAIN Source Capital over the years!

8:30 p.m. More Networking

Each group will have 25 minutes to present to the large group and will share their final recommendations on the deal they have been researching. Attendees will vote on whether to move each deal to an investment recommendation for their RAIN Fund. If any funds have quorum present they could actually vote to invest in any of the four companies at the RAIN Makers Conference.

Presentations will be made by the RAIN Fund Group leader appointed by each small working group.

12:15-1:45 p.m. Closing Luncheon and Keynote Speaker

Speaker: TBA

Conference Concludes



### Pheasant Hunting Outing on Friday Afternoon, October 24

*After you have bagged a deal, bag a bird!*

RAIN Source has set up a special pheasant hunting outing on Friday after the conference for anyone who is interested.

Where: Al's Dream – Flandreau, SD

Cost: \$175 per person

Time: 4 pm-8 pm

Includes: 3 Birds

Cleaning and packaging of the birds

Meal

Refreshments

\*\*\*Each hunter is responsible for getting their own license in advance and we recommend to do that online at <http://www.sdgifp.info>. Please check website for current resident and non-resident fees.

If you plan to stay the night, you can extend your reservation at the Holiday Inn or look into lodging at the nearby Casino & Hotel in Flandreau.

RSVP for the hunting outing by September 19<sup>th</sup> so we can reserve your space. To sign up, please email [dlundquist@rainsourcecapital.com](mailto:dlundquist@rainsourcecapital.com)