

THE ASSOCIATION FOR CORPORATE GROWTH

and

PRICE WATERHOUSE

ECONOMIC OUTLOOK FORUM: 1994

with

ROUNDTABLE DISCUSSIONS

March 31, 1994

**PARC 55 HOTEL
55 CYRIL MAGNIN
SAN FRANCISCO, CALIFORNIA**

ECONOMIC OUTLOOK FORUM: 1994

The San Francisco Chapter of the Association for Corporate Growth and Price Waterhouse are proud to present an annual economic outlook forum. Is the U.S. economy finally on the road to recovery? If so, what sectors are leading the recovery and is it sustainable? What are realistic expectations for interest rates, employment, capital investment and consumer spending? How do these elements affect the California economy? What benefits might we expect from the new international trade pacts? Our panel of distinguished economists will offer their insights and invite questions that relate to your business and industry.

TIME	SUBJECT	SPEAKERS
12:00 pm	Registration and Networking	
1:00 pm	Opening Remarks	<i>Joe Meissner</i> , President S.F. Chapter, Association for Corporate Growth <i>James Coriston</i> , Managing Partner Price Waterhouse
	Introduction of Program	<i>Mario Petrocco</i> , Vice President, Programs S.F. Chapter, Association for Corporate Growth
1:15 pm	Panel Discussion: Economic Outlook Panel	Moderator - <i>Franz von Bradsky</i> President, Green Tree Capital <i>Jack Beebe</i> , Ph.D., SVP and Chief Economist, Federal Reserve Bank of San Francisco <i>Frederick Cannon</i> , Ph.D. SVP and Chief Economist, Bank of America <i>Joseph Wahed</i> , SVP and Chief Economist Wells Fargo Bank
2:15	Questions and Answers	Panelists
2:45	Coffee Break	
3:00	First Roundtable Session	See table topics and speakers on the next page
3:45	Second Roundtable Session	
4:30	Third Roundtable Session	
5:15	Reception	
6:00	Adjourn	

ROUNDTABLE TOPICS AND FACILITATORS

Following the panel discussion, we will shift into roundtable discussions. Ten discussion tables, each focused on a different topic, will be facilitated by a noted expert in the field. You will have an opportunity to attend three 40-minute roundtable discussions, where groups of up to ten participants will share information about a topic. The facilitators will set the tone and monitor the discussion, but many ideas will come from you and other contributors at the table. The following is a list of the topics and facilitators for each table.

MERGERS & ACQUISITIONS	STRATEGIC PARTNERSHIPS
1. "The Middle Market M&A Climate" <i>James Coriston, Managing Partner</i> Price Waterhouse	2. "Partnering in the International Arena" <i>Michael Moyle, Partner</i> Graham & James
STRATEGIC GROWTH	MARKETING
3. "Strategic Growth in a Changing Climate" <i>Lauren Tanny, VP of Sales</i> Krames Communications	4. "Marketing Strategies for the 90s" <i>Marshall Perry, Principal</i> Perry Lawson Associates
VENTURE CAPITAL	CORPORATE WORKOUTS
5. "Venture Capital Trends in 1994" <i>George McCown, Managing Partner</i> McCown De Leeuw & Co.	6. "Workout Strategies that Work!" <i>Randy Sugarman, Principal</i> Sugarman & Company
TRADE AGREEMENTS	INITIAL PUBLIC OFFERINGS
7. "Free Trade -- The Business Opportunities" <i>Klaus Burmeister, Partner</i> Baker & McKenzie	8. "Tapping the IPO Market" <i>Richard Cadenasso, Principal</i> Montgomery Securities
REAL ESTATE	BUSINESS REENGINEERING
9. "Will California Real Estate Rebound?" <i>Corrie Anders, Real Estate Editor</i> San Francisco Examiner	10. "Re-Inventing the Enterprise" <i>Mary Clubb, Partner</i> Andersen Consulting

FORUM SPONSORS

PRICE WATERHOUSE

Price Waterhouse is committed to providing the ideas, information and advice that will help their clients make smarter business decisions. Through a global network of firms practicing in 117 countries and territories, Price Waterhouse professionals work together to provide accounting, auditing, tax planning and compliance, management and technology consulting, litigation support and business advisory services. For more information contact: James Coriston, Managing Partner, at (415) 393-8500.

ASSOCIATION FOR CORPORATE GROWTH

The Association for Corporate Growth (ACG) is a senior executives' association dedicated to promoting corporate growth through education and networking in the areas of strategic planning, product expansion, mergers and acquisitions, divestitures, turnaround management, joint ventures, corporate partnerships and related activities.

ACG's membership is about evenly composed of: (1) senior corporate executives (in operating management, corporate development and finance); (2) capital providers (investment bankers and venture capitalists); brokers and consultants (in M&A, executive search, strategic and turnaround management, accounting, valuations, outplacement and similar fields). ACG currently has 26 chapters nationwide, totaling 3,000 members from 1,800 companies.

ACG members represent leading firms, hold positions of high responsibility (either CEO or reporting directly to the CEO). Membership is obtained by meeting the above qualifications and through sponsorship by two current members and approval by the Chapter's board. Monthly luncheon meetings of the San Francisco Chapter are usually held on the third Thursday at the Banker's Club in San Francisco. For membership information call (415) 592-4480.

To register for the Economic Outlook Forum, return the enclosed registration form with your check
AGG Member \$95, Non-Members \$125
The Association for Corporate Growth, P.O. Box 1082, San Carlos, CA 94070-1082
Tel: (415) 592-4480

FORUM PROGRAM WILL START AT 1:00 P.M. SHARP ON 3/31/94

The Parc 55 is located a block from the Powell Street cable car line between Market and Ellis
Powell Street BART...Parking is available at the hotel