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Expedia President to Keynote First Chairmen's RoundTable Executive Mentorship Series Event in Partnership with Cal State San Marcos College of Business Administration

– Executive Panel Will Tackle Topic of “Doing Business in Tough Times” –

- ***Paul Brown, President of Expedia North America, will keynote event***
- ***Event is being presented by the Chairmen's RoundTable in partnership with CSUSM College of Business Administration***
- ***Local businesses are invited to attend at NO CHARGE; seating is limited and reservations are recommended***
- ***Topic to be discussed: Doing Business in Tough Times***
- ***Panelists: Holly Green, Bill Lofft, Bob McRann, and Marty Gannon; Moderator: Jeff Campbell***
- ***Event to be held on Friday, October 24 from 7:30 a.m. – 9:30 a.m. in Markstein Hall, Room 125, on the CSUSM campus***
- ***Reservations can be made by e-mailing cobaevents@csusm.edu***

San Diego, CA – September 30, 2008 – The Chairmen's RoundTable (CRT), a San Diego-based, non profit volunteer organization that provides gratis mentoring and business advice to CEOs and presidents of local, private businesses, today announced that it will be hosting the first CRT Executive Mentorship Series Event featuring Paul Brown, President of Expedia North America, as its keynote speaker. The event, being presented in partnership with Cal State San Marcos College of Business Administration, will focus on the topic of “Doing Business in Tough Times.”

“The CRT's mission is to strengthen San Diego by providing executive mentoring to the local business community,” said Hus Tigli, Chairman of the CRT. “We were looking for a way to provide a broader outreach - to extend our assistance beyond the one-on-one mentoring that we have been successfully providing over the past decade. And this led to the creation of the Executive Mentorship Series. It is our hope that this inaugural event will be a first of many more to come. We thank CSUSM College of Business Administration for partnering with us to bring this important information to our local business community in a time when we feel it may be needed most.”

“We are excited to partner with the Chairmen's RoundTable on this event,” said Dennis Guseman, Dean of CSUSM College of Business Administration. “We share the CRT's passion for supporting the local business community. Not only are we graduating the business leaders of tomorrow, but we are educating and supporting local businesses through our Senior Experience Program and by hosting lectures and special events such as the CRT's Executive Mentorship Series.”

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Paul Brown Bio

Paul Brown leads both Expedia Partner Services Group (PSG) and Expedia North America. As the president of PSG, Brown is responsible for managing airline, hotel, car and tour-operator supplier relationships across all global points of sale for Expedia, Inc. As the head of Expedia North America, Brown is responsible for the Expedia points of sale in North America, as well as overseeing Worldwide Travel Exchange®, Destination Services, and the Expedia business operations group.

Prior to Expedia, Brown was a partner at McKinsey & Company. Based in London, Brown was a leader of the global travel and hospitality practice group where he served clients in all sectors of the travel and hospitality industry. Previously, Brown served as senior vice president of strategic services with Intercontinental Hotels Group and as a manager with The Boston Consulting Group.

Brown holds an MBA from the Kellogg Graduate School of Management, a master's degree of science in engineering management from the McCormick School of Engineering and Applied Science at Northwestern University, and a bachelor of science degree in management from Georgia Tech.

Panelists Bios

Holly Green is the chief executive officer and managing director of The Human Factor, Inc., a full-service organizational and management consulting firm. She has over 20 years of experience developing strategic plans and comprehensive business strategies for FORTUNE 100, entrepreneurial, and management consulting organizations. Green is also a highly rated speaker for Vistage and provides mentorship as a CRT member. Previously, Green served as president of The Ken Blanchard Companies, a global consulting and training organization, and the biotech firm LumMed, Inc. Her current book, More Than a Minute: How to Be an Effective Leader & Manager in Today's Changing World has just been released. Green earned her Bachelors degree in behavioral sciences and her Master of Science degree in organization development from American University in Washington, D.C. She is currently on the staff at Webster University.

Bill Lofft is the chief executive officer of ZuumCraft, Inc. which designs and manufactures very-light electric vehicles to provide environmentally sensitive last mile transportation. He has over 30 years of executive and financial management experience. Lofft has founded, owned, operated, financed, served on the board of directors, and been an executive for a broad array of media and technology businesses including: electronic media measurement of cable TV, print media, broadband cable and satellite television distribution technology, the San Diego Super Computer Center, and nuclear power. He is currently a member of the US Bank Regional Board and a member of the CRT. Lofft received his Bachelors of Art from the University of California, Santa Barbara in Economics, and his MBA in Finance from San Diego State University.

Bob McRann is the principal of RGM Consulting, Inc., a consulting practice specializing in strategic planning, finance, marketing and operations. He has 18 years experience in the telecommunications industry serving as: chief operating officer of A-2000, the Netherlands, and managing director of Austar, both divisions of United International Holdings; San Diego senior vice president and general manager of Cox Cable, chief executive officer of Cablenet; and vice president and general manager of Oak Industries, Cable Television Equipment Division. Prior to his telecom days, McRann was the general manager for Gibson Guitar Company. He also spent 18 years in manufacturing and materials management. He has been an active member of the CRT since 1998 and served as its Chairman from 2002-2004. McRann earned his Bachelor of Science from Los Angeles State College and is a graduate of the UCLA Executive Management Development Program.

Martin J. Gannon (Ph.D., Graduate School of Business, Columbia University) is Professor of International Management and Business Strategy at CSUSM. Prior to joining CSUSM, he was Professor of Management and Founding Director of the Center for Global Business, the Robert H. Smith School of Business, University of Maryland at College Park. Professor Gannon has been a Senior Research Fulbright Fellow in West Germany and the John F. Kennedy Foundation/ Fulbright Professor at Thammasat University, Bangkok, Thailand. He has also been a visiting professor at the London Business School, Bocconi University (Italy), University College - Dublin, the University of Lodz (Poland), and the University of Kassel and Tuebingen University in Germany. At the Smith School of Business he has been the Acting Associate Dean for Academic Affairs, Chairperson of the Faculty of Management and Organization, Co-founder and Co-director of the Small Business Development Center, and the Founding Director of the College Park Scholars Program in Business, Society, and the Economy, University of Maryland at College Park (an undergraduate living-learning community).

About Chairmen's RoundTable

The Chairmen's RoundTable is a non-profit volunteer organization comprised of 45 current and former Chief Executive Officers with extensive board of directors experience and diverse industry backgrounds. CRT mentors provide businesses in San Diego County priceless business advice and mentorship without compensation, as a way of giving back to the community. CRT's well-defined mentoring program is ideal for small to mid-sized companies at a strategic crossroads that are looking to gain an outside perspective on key business issues. To date, over 200 local companies have benefited from CRT's mentorship. For more information and to read about past client successes, please visit www.chairmensroundtable.com.

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