



FOLTZ MARTIN
PROBLEM SOLVED



Presents

2010: Strategies for a Recovering Economy
A breakfast roundtable 4 part series

Tuesday, November 16, 2010, 8:00AM – 9:15AM

**Series 4: Know Thyself: The Efficiency and Cost-
Effectiveness Benefits of Performance Metrics and a Solid
Data Management Infrastructure**

Today, over 95% of all content created is digital. The cost to acquire digital storage continues to drop, but unregulated content presents an underutilized asset, as well as significant risks for today's organizations as they wrestle with a host of regulatory rules, compliance issues, industry standards, integration concerns, and litigation exposure. How can you access and utilize your internal data to develop appropriate performance metrics, make more effective business decisions and increase profitability, decrease response time, and better take control of your operation? How do organizations reconcile the low cost to acquire storage with the high cost of mismanaging it? How can companies safely address this source of risk? How does a company arrive at the solution that is right-sized for its particular business model?

Join Foltz Martin, LLC and leaders of Atlanta's business community as we discuss how to identify the risks and opportunities facing business today; what role policy, procedure, training, and technology play; and how best to tailor a program to address those risks and take advantage of opportunities.

Tuesday, November 16, 2010
Breakfast and Networking
will begin at 7:30 a.m.
8:00 a.m. – 9:15 a.m.

3535 Piedmont Road, NE
Building Fourteen
Conference Center
Atlanta, Georgia 30305

Our panelists will be:

David P. Adams, III, Adams Capital, Inc.
Kevin Cranman, Americas General Counsel, Ericsson Television, Inc.
Halsey G. Knapp, Jr., Partner, Foltz Martin, LLC
Johnny Lee, Director, Grant Thornton LLP
Andy Starnes, Partner, Moore Colson

Moderator:

Jeff Cunningham, Partner, Foltz Martin, LLC

Audience participation is greatly encouraged.

Please take to time to join us in this enriching experience. We look forward to sharing our morning with you.

Please RSVP to Cindy Landreau at (404) 231-9397 or clandreau@foltzmartin.com by Friday, November 12, 2010.