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12th VPA National Convention

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www.myvpa.org

Sheraton Baltimore City Center Hotel, July 1-3, 2011

Hosted by:

VPA-East (Vokkaligara Parishath of America)

ವಿಪಿಎ-ಪೂರ್ವ (ಒಕ್ಕಲಿಗರ ಪರಿಷತ್ ಆಫ್ ಅಮೇರಿಕ)



Agenda for Business Forum

Saturday Breakout Session

Theme: Learn, Share, Network

About This Year's Theme: Learn, Share, Network

This year, the Business Committee wanted to provide an opportunity for our VPA members who are both involved in business, and more importantly, those that are thinking about business – whether in retail, industry, software, or asset investments – to learn something new, to share something they know in their fields, and meet with like-minded people who are in the same boat as they are. As such, the Business Committee has arranged for short informational sessions on topics that we think will be of interest to our members. In addition, members can listen to perspectives from members and friends who have succeeded in their endeavors in business and industry.

Session 01:

Times	Agenda	Presentation/Moderator
3 minutes	Welcome and Introductions	Sandesh Gowda
15 minutes	Social Media for your Business	Ramesh Gowda
15 minutes	Contracting with the Federal Government	Nagaraj Reddi
15 minutes	Sustainable HiTech Innovation for a LowTech Rural Workforce	MP Diwakar

BREAK - ~ 10 min.

Session 02:

Times	Agenda	Presentation/Moderator
15 minutes	Investing in Rental Real Estate for Income and Asset Building	Sandesh Gowda
15 minutes	Alternate investments for your IRA in Real Estate and Others	Srini Gowda
3 minutes	Closing Notes	Sandesh Gowda
30 minutes	Networking time	All

Exploiting Social Media for your Business

Evidenced by the success of Facebook and Twitter, social media will play a significant role in peoples' daily lives. Where people spend time, businesses need to follow. How do we exploit the emerging social media opportunity to access and gain customers? How can these social media instruments help businesses not just acquire customers, but keep them and service them?

Ramesh Gowda is a Michigan resident, and Founder/CEO of SMGi. SMGi provides end-to-end IT solutions to small and mid-size companies. Ramesh worked at General Motors as an IT Manager for more than 20 years before founding SMGi. Ramesh has a BS in Mechanical Engineering from University Vishveswaraiah College of Engineering, MS Computer Science from Wayne State University, Masters in Engineering Science from RPI, and MBA from CMU.

Ramesh is currently VP of VPA. Previously, he was the president of AKKA 2007-08, Secretary, VPA 2002-05, Convention Chair, 9th VPA Convention, and is the architect of VPA & AKKA websites. Ramesh enjoys Golf, Tennis, Skiing and runs Marathons.

Contracting with the Federal Government

The US Federal Government is one of the largest buyers of goods and services of all kinds, and a large portion of its procurement dollars are spent in the Mid-Atlantic region. Get an overview of how to get started with becoming a contractor to supply to the Federal Government agencies.

Nagaraj Reddi has over twenty years of experience in delivering successful technology solutions. He has worked as senior Executive, Director, Program/Project Manager/PMO/Application Architect on several US companies such as Columbia association, Unisys Corp, Orkand Corp, V3Visions LLC. Nagaraj has managed a wide range of federal and commercial IT projects with Technology Integration through global applications. Nagaraj has extensive experience in evaluation and adoption of vendor products and technologies. Additionally, he has a lot of experience in capacity planning & cost/benefit analysis and enforcing IT Governance at the management level.

Sustainable HiTech Innovation for a LowTech Rural Workforce

Even though there has been great economic growth in the Indian subcontinent for more than a decade now, there is a compelling reality that it has largely benefited the urban and technically educated youth. The rural populace, particularly the small farmers, middle- and low-income families, have not realized an equitable participation in the economic growth to date. Sadly, while multinational have recently ratcheted upward their marketing efforts to tap into the so called 'rural market', there is scant or non-existent efforts by them to create sustainable, localized, low-cost and lower skill set-requiring product opportunities. The rural population has always been looked up on as "consumers" to sell products to, not as creators of wealth, not to mention creators and keepers of our food-chain.

This presentation provides of number of small business ideas that are sustainable-, green- and clean-technology opportunities requiring little or no technical expertise. The product innovation ideas presented do not rely on the state's power infrastructure. Attention has also been paid to minimize or eliminate the consumables of the supply chain, making it suitable for even the remotest of villages. The business ideas

presented are well within the grasp of an average- rural- high school-matriculate. The financial models recommended draw from the successes of SEWA, Grameen Bank and other NGO's. Finally, details are also presented for a pilot for one of the innovation concepts presented.

Dr. MP Divakar currently serves as VP of Corporate Strategy at Concurrent Analysis Corporation, a multi-physics based simulation software company serving several vertical markets including automobile, aerospace, manufacturing, EDA and biomedical. He is also the founder of Microlytica, Inc., an ideation, prototyping and incubation startup developing hardware and software solutions for the emerging home area networks, sensor networks and general M2M market. He is a Fellow of the Institution of Engineers (India), a Senior Member of IEEE, Secretary of the Communications Society (IEEE) and Programs Chair at Power Electronics Society (IEEE). He is an active member of the VPA since its inception in 1990 and is also one of the founding members of VPA West.

Investing in Rental Real Estate for Income and Asset Building

Get introduced to the basics of real estate investing. Learn how to run the numbers as part of feasibility studies, what are the critical points for decision-making while evaluating opportunities.

Sandesh Gowda is a Maryland resident and principal partner at SANDMARK Global, Inc., a contract manufacturing service company. Sandesh is also a franchisee of Exxon (fuel/auto services), Liberty (fuel/auto services) and Subway (fast food, voted #1 best franchise in the nation 2010) retail businesses in Montgomery and Frederick Counties (Maryland). In addition, Sandesh invests in residential real properties in Washington DC.

Alternate investments for your IRA in Real Estate and Others

Srini Gowda will explain investment opportunities for your Individual Retirement Account (IRA's) other than traditional stocks and bonds. Your minor children can participate in investing their own IRA savings in US and or India.

Srini Gowda was born in Hassan, Karnataka and grew up in Bangalore. He has a B.Sc., (Hons) and M.Sc., also Bangalore University. He immigrated to US in 1973. After his Ph.D., in Wisconsin, he has been working at GE Aviation for over 34 years and lives with his wife Dr. Latha in Cincinnati, OH. In his spare time, he developed an interest in Real Estate investment using IRA, Zero Money down property purchase etc. Srini is also a General Contractor and builds Multi Million \$ Custom Homes in Cincinnati area.