

Phoenix Business Journal - July 7, 2008

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PHOENIX Business Journal

Friday, July 4, 2008 | Modified: Thursday, July 3, 2008 - 10:01 AM

Invest Southwest backers to offer preparatory seminar

Phoenix Business Journal - by [Patrick O'Grady](#) Phoenix Business Journal

Invest Southwest, an annual capital conference designed to bring investors and Arizona businesses together, is putting on free preparatory workshops July 8 and 10 to educate companies on the ins and outs of garnering capital.

It's the first time in about five years that the conference has offered workshops to coach companies on the proper way to seek funding. It stems from a trend of good companies showing up for the annual conference, but not knowing exactly how to present themselves to investors, said Dave Bittner, chairman of this year's event.

"We noticed there were some really attractive companies out there that didn't come across on paper because they didn't know how to push investors' buttons," said Bittner, who also is director of the Phoenix office of **Beanstalk CFO Group**, which helps startup companies examine their financial position.

He said the workshop is good preparation for Invest Southwest, which is scheduled for Dec. 10-11 at the Four Seasons Resort in Scottsdale.

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