

**PRESS RELEASE:** March 19, 2010 T: 203-255-9955  
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### **ACG-CVG Consumer Product Event Scheduled for April 7th in Stamford, CT**

**Fairfield, CT (March 19, 2010):** The Connecticut Venture Group (CVG) and the Connecticut Chapter of the Association for Corporate Growth (ACG Connecticut) are joining forces to present the Northeast's premier consumer product event for consumer product companies and entrepreneurs, investors, and corporate executive and advisors on April 7, 2010 at the Stamford Marriott in Stamford, CT from 1:00 pm to 7:30 pm.

*Investing In and Growing Consumer Product Companies* will feature expert-led panel discussions on early and later stage consumer product firms with presentations by successful entrepreneurs, experienced consumerproduct investors and business development experts. Featured panelists include Ian Ashken of the Jarden Corporation, John Bello of Sherbrooke Capital, J.Robert Hall of Centerview Partners, John M. Kenny of TSG Consumer Partners, Sanjiv Mehra of eos Products, Andrew Whitman of 2X Consumer Products Growth Partners, and Ashok Vasudevan of Preferred Brands. In addition, the event will feature several high-growth potential consumer product companies showcasing products and interested in meeting investorsand prospective strategic partners. The event will be attended by investors representing venture capital and private equity firms as well executives from consumer product companies.

Eric Dale, Chairman of Robinson & Cole's Business Transactions Group and President of the Stamford chapter of the Connecticut Venture Group commented, "the first consumer product conference in 2008 was attended by almost 300 investors and executives, which demonstrated that there is a strong interest in the regional consumer product sector."Dale noted that consumer product companies in Connecticut have had success attracting the interest of both investors and major consumer product brands looking for the next wave of products that will command a national market. Dale, who will moderate an afternoon panel focused on early stage investments, pointed to SoBe Beverages and Bear Naked as examples of recent Connecticut companies that have become nationally recognized consumer brands and acquisition targets.

Ramsey Goodrich, Managing Director at the investment bank Carter Morse and Mathias and President of ACG Connecticut, noted that the consumer products sector is a key contributor to Connecticut's economic vitality but has a different investment profile than IT or technology-based firms. Goodrich, who manages his firm's consumer product advisory practice, commented, "growing companies in this sector tend to be product focused but their financial

success will ultimately depend on attracting the right financial or strategic partners to help fuel their expansion beyond their immediate geographical market.” Goodrich will moderate a panel on later stage investments and potential exit strategies for consumer product firms.

One of highlights of the conference will be a workshop for entrepreneurs presented by nationally-known consumer product expert Andrew Whitman of Chicago-based 2X Consumers Products Growth Partners entitled “*10 Reasons Investors Pass...And Ways to Enhance the Odds of Raising Capital.*” Whitman will also participate on a panel focusing on the challenges faced by early-stage consumer product firms.

A networking and cocktail reception for entrepreneurs, investors, corporate executives and advisors will follow the keynote presentation by John Bello of Sherbrooke Capital, and Founder of SoBe Beverages.

Consumer product companies interested in showcasing their products at the April 7<sup>th</sup> conference are invited to apply to exhibit. Exhibiting companies will include food and beverage companies, packaged products and hard good providers. Companies can apply online at [www.cvg.org](http://www.cvg.org) or by calling CVG at 203-256-5955. Additional information and online registration is available at the CVG website [www.cvg.org](http://www.cvg.org), through the ACG website at [www.acg.org/connecticut](http://www.acg.org/connecticut) or by calling either ACG or CVG.

#### **DETAILS:**

**What:** *Investing In and Growing Consumer Product Companies*

**When:** Wednesday, April 7, 2010; 1:00 - 7:30 pm

**Where:** Stamford Marriot Hotel, Stamford, CT

**Cost:** To Attend: \$175 (CVG and ACG-CT members, no charge; ACG members from other chapters and FENG members: \$95.00) To Exhibit: \$250 (includes 2 attendees and entrepreneur-only workshop)

**Registration:** Visit [www.cvg.org](http://www.cvg.org) **OR** [www.acg.org/connecticut](http://www.acg.org/connecticut). Call 203-256-5955

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The Connecticut Venture Group (CVG) is a voluntary professional organization that is committed to connecting leading venture investment professionals with high-growth emerging companies. Our mission is to assist the development of these high growth enterprises through the promotion of capital formation in Connecticut.

The Connecticut Chapter of the Association for Corporate Growth (ACG Connecticut) is a membership organization that facilitates relationship-building and focused education for the middle market deal-making professionals in Connecticut as well as throughout the Northeast. Today, ACG Connecticut stands at over 250 members from private equity groups, corporation, financial institutions and professional service firms. For more information on upcoming events, please visit [www.acg.org/connecticut](http://www.acg.org/connecticut).