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**Rocky Mountain Venture Capital Association Assembles Inaugural Fall Forum in Sun Valley, Idaho To Showcase the Region's Premier Start-Ups**

Renowned Cultural Anthropologist Wade Davis To Provide Keynote Presentation

**BOISE, ID August 27, 2008** – The [Rocky Mountain Venture Capital Association](#) announced today its first annual Fall conference, to be held in Sun Valley, Idaho, September 9-11, 2008. Showcasing the most promising emerging growth companies from the Rocky Mountain region, [Venture Capital in the Rockies \(VCIR\) Fall](#) conference will provide a venue for hundreds of venture investors, CEO's, entrepreneurs and service professionals to network and learn first hand about the venture funding and entrepreneurial opportunities that are flourishing throughout the region.

“The introduction of the VCIR Fall conference is an important step to supporting the entire Rocky Mountain venture capital community, as well as the technology companies that partner with financiers to help grow their companies,” said Nannette Schunk, executive director at the Rocky Mountain Venture Capital Association (RMVCA). “The VCIR selection team has worked diligently to analyze and accept those companies that display the potential to become tomorrow’s technology leaders and provide employment to hundreds throughout the west. VCIR Fall complements the popularity of the wintertime Annual Venture Capital in the Rockies conference, now in its 25<sup>th</sup> year, to bring together the entrepreneurs and visionaries of the Rocky Mountain region.”

Noted anthropologist Wade Davis of National Geographic will provide the conference’s keynote presentation. Davis’ presentation, “The effects of globalization: A journey through the realm of vanishing cultures,” will provide a unique perspective on the impact that technology is having on culture and society. Additional speakers at the event will include Yahoo’s Greg Cohn, Google’s Scott Green, HP’s Sanjiv Parikh, Amazon’s Jeff Barr, as well as Bob Maynard, chief investment officer with PERSI.

Hewlett Packard, a technology leader who has facilities throughout the Rocky Mountains and a particularly strong presence in Idaho, is one of several sponsors for the inaugural event. “HP has always been about innovation and we are excited to support this

important event that can showcase the ideas and opportunities that are being developed in Idaho and the Rocky Mountain Region,” said Sanjiv Parikh, managing partner of ventures management, Corporate Ventures at HP. “The VCIR Fall is showcasing the entire region, and at the same time building support for future technology development, economic diversification and employment growth for the individual states.”

VCIR Fall will feature companies that range from seed stage through expansion capital and will encompass a spectrum of industries that spans information technology, software and telecommunications. Participation was based on a formal review and selection committee comprised of venture capitalists from the region.

For more information on VCIR Fall, to see a listing of presenting companies, and to find out how to register for this exclusive event, visit [www.vcirfall.com](http://www.vcirfall.com)

#### **About VCIR Fall**

VCIR Fall conference was created as a way to better incorporate the eight unique states that participate in the Rocky Mountain Venture Capital Association. The RMVCA is made up of individual venture capital associations from Montana, Idaho, Wyoming, Nevada, Utah, Colorado, New Mexico, Colorado and Arizona. Hosted the first year in Idaho, September 9-11, 2008, the VCIR Fall conference shifts its venue throughout the eight-state regions annually. In 2009, VCIR Fall conference will be hosted in Utah.