



**Join the School of Business  
Homecoming Weekend  
Saturday, October 10, 2009**

Kick-off Homecoming Saturday  
With Brunch & Discussion about the U.S. Economic Situation

**Perspectives on the Financial Crisis:  
Where are We Today and Where are We Heading?**

A roundtable discussion with three prominent SIUE School of Business Alumni representing perspectives from Commercial Real Estate, Asset Management, and Venture Capital.

**Moderated by:**

Dr. Rik W. Hafer, Distinguished Research Professor & Chair of the Department of Economics & Finance

**Saturday, October 10, 2009**

Brunch - 9:00 a.m.

Discussion - 9:30 a.m. to 11:00 a.m.

SIUE Campus, Alumni Hall, Room 2401 (TheBANK of Edwardsville Room)

**Limited Seating ~ RSVP by October 7, 2009 ~ 618.650.3363 or [ghoedeb@siue.edu](mailto:ghoedeb@siue.edu)**

**Meet Our Alumni Panel**

**Carl J. Conceller BS '68** ~ Carl is a founding member and Principal of Coldwell Banker Commercial CRA, LLC, one of the largest full-service commercial real estate firms in the St. Louis Metropolitan area. The company's services include brokerage, property and facilities management, and real estate consulting. Practicing 33 years in commercial real estate and 16 years in the brokerage field, Carl has been the leading broker in the company and has completed 127 transactions from 2004-2009 in office, industrial, retail, land and 1031 Tax Exchanges totaling 2,368,836 square feet and \$143,624,100 in closed transactions.

**Gordon A. Johnson BSBA '82 / MBA '84** ~ Gordon leads the Small Cap Core investment team with PNC Capital Advisors. He started the Small Cap Core product in 1994 and has provided overall investment direction and management to the same investment team since inception. Prior to joining the firm or its predecessor, he was President and Chief Investment Office of Allegiant Investment counselors, Inc. (AIC), which he joined in 1985 as an Assistant Portfolio Manager.

**John H. Martinson MBA '75** ~ As founder and Managing Partner of Edison Venture fund, John shapes Edison's overall investment strategy and leads the organization. With 30 years of venture capital experience, John has organized 150 equity financings. He has served on the Boards of Directors of 40 companies, has made multiple investments in application software serving the drug industry, customer relationship management, education, human resources, manufacturing and enterprise solutions. Established in 1986, Edison has financed more companies in New Jersey, Pennsylvania, Maryland, and Virginia than any other private equity firm.

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**EDWARDSVILLE**  
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