



# Price Technology LUNCHEON SERIES Waterhouse

## Featuring

### Jimmy Treybig

Venture Partner with Austin Ventures;  
Chairman of Reliant Data Systems, SMART  
Technologies, ClearCommerce and  
Reasoning; and board director of MoneyStar  
and Silicon Graphics,  
speaking about

*The Heart of a New  
Technology Business:  
Paradise or Paradox?*

It seems like a match made in heaven: a new leading-edge technology, coupled with money to market and develop the product. But with technologists and business professionals working toward a mutual goal of the "Big Win", they usually find themselves working day-to-day in the midst of sometimes overwhelming contradictions: enthusiasm vs. experience; passion vs. process; "know it" vs. "know how".

The companies that thrive are the ones that work through the critical stages -- from struggling to revenue producing -- by defining and understanding the roles of key players, keeping the heart of the company motivated through the transactions, and accepting and learning from the contradictions in their styles.

A native Texan who, with an idea and \$1 million in venture funding left Kleiner & Perkins to create and grow Tandem Computers into a \$2.3 billion enterprise, Jimmy Treybig offers a unique perspective into the heart of a start-up company. In addition to serving as chairman of 5 local start-up and emerging companies, Jimmy helped Austin Ventures pioneer the idea of Venture Partners, and through this effort is helping to foster the Austin technology community with his wealth of experience and his unique management style.

Wednesday, May 13, 1998  
Luncheon from 11:30am-1:30pm  
The Renaissance Austin Hotel at the Arboretum

Registration: 11:30am-11:55am  
Luncheon Program: Promptly at noon  
Luncheon: \$25 per person

RSVP by Monday, May 11, 1998 to Clare Stanfield at  
512.476.6700 or via email CGS@notes.pw.com  
*Please specify your company name and address.*

Payment is due and payable at time of event. Cash or check  
payable to Price Waterhouse LLP is acceptable.

If necessary, please cancel by noon on Tuesday, May 12 or you  
will be billed for the event.

Continuing Education Credit Available for CPAs  
Business Casual Attire Welcomed

**High Technology Luncheon Series  
October 1987 - June 1998  
Highlighted Speakers and Topics**

*A few examples of timely programs presented at the Technology Luncheon Series:*

**(SPECIAL DINNER EVENT)**

**April 1996: Michael Dell (Dell Computer Corporation's Successful Expansion into Asia)**

**"Leveraging Information Technology to Gain a Competitive Advantage" (April 15, 1997)**

Tom Meredith, CFO Dell Computer and Steven Papermaster, CEO BSG Corporation

**"Overdrive: Bill Gates and the Race to Control Cyberspace" (May 1997)**

James Wallace, Best Selling Author and Seattle Journalist

**"Earning Your Wings: Investing in start-up companies and Winning Angel Funding" (July 1997)**

Admiral Bobby R. Inman

**"The Heart of a New Technology Business: Paradise or Paradox?" (May 1998)**

Jimmy Treybig, founder and former CEO of Tandem Computers; Venture Partner with Austin Ventures

**"Speed Bumps at 100 m.p.h: Issues Affecting Businesses on the Information Highway" (March 1997)**

Panel: Brobeck, Phleger & Harrison; Texas Telecommunications Policy Institute (UT Austin); and, Price Waterhouse

**"Nothing Ventured..." (October 1997)**

John Jaggers, General Partner, Sevin-Rosen

**"When they say it can't be done..." (November 1997)**

Peter Zandan, Founder and Chairman of Intelliquist

**"Directions 2000: The World According to Microsoft" (February 1995)**

Mike Maples, Executive Vice President, Microsoft Corporation

**"Prospects for the IPO Market in the 1990's" (March 1995)**

Sandford Robertson, Chairman Robertson, Stephens & Company L.P.

**"Resuscitating A Giant: The Leadership and Growth Strategy Behind the Revival of Tracor" (January 1998)**

James Skaggs, Chairman, President and CEO of Tracor, Inc.

**"Apple: The Inside Story of Intrigue, Egomania and Business Blunders" (April 1998)**

Jim Carlton, West Coast Technology Reporter for the *Wall Street Journal* and author of the book

**"Venture Capital Investments: An Entrepreneur's Perspective" (August 1996)**

Dr. Katherine Hammer, Evolutionary Technologies and Robert Fabbio, DAZEL Corporation

**"How We Acquired IBM in Three Easy Steps" (September 1996)**

Dr. Frank Moss, Tivoli Systems

**"Reality on the Internet: Beyond the Spinning of the Web" (Halloween Day 1996)**

Brad Koenig, Head of Technology Group Goldman Sachs; Bill Wood, Austin Ventures

**"Change: An Abundance of Opportunity" (November 1996)**

Jim Young, Assistant to the Chairman, EDS

**"The Vancouver Stock Exchange" (October 1987)**

Lou McKinney, Director of Corporate Finance, C.M. Oliver & Co. Ltd.

**"Positioning Your Company to Raise Equity Capital through an IPO" (July 1988)**

Karen Mulvaney, Special Limited Partner, Robertson, Colman & Stephens

**"Venture Capitalist's Equity Requirements and the Ramifications and Alternatives to Existing Owners and Management" (May 1989)**

Panel: Vista Group, Fulbright & Jaworski

**"What is your business worth?" (December 1989)**

Francis King, Partner Price Waterhouse Valuation Services Group/New York

**"Characteristics of Winning Entrepreneurs" (April 1990)**

Michael Elliot, General Partner, NCNB Venture Co.

**"Entrepreneurism in the Nineties" (February 1991)**

Wilson Harrell, Publisher Emeritus of *Inc.* Magazine and National Chairman of the *Inc.* Council of Growing Companies

**"Expanding Your Operations Internationally" (April 1991)**

Panel: Andrew Harris, President Dell International; Haynes & Boone; Price Waterhouse

**"Business Focus on Patents" (February 1992)**

Panel: Shaffer & Culbertson; Schlumberger; Arnold, White & Durkee

**"Recipe for a Successful IPO" (May 1992)**

Panel: Rodney Bond, CFO of VTEL; Montgomery Securities

**"Due Diligence: More than meets the eye?" (May 1993)**

Panel: John Jagers, General Partner Sevin-Rosen; Bill Wood, General Partner, Austin Ventures

**"NAFTA: An Opportunity for Technology Companies" (March 1994)**

Panel: Price Waterhouse

**"A Wall Street Perspective on the Software Industry" (June 1994)**

James Kiggen, Vice President, Prudential Securities

**"Brand Equity in the High Technology Arena" (April 1995)**

Robert Bird, Ira Rogers & Co.

**"The Growing Convergence of Entertainment, Media and Communication Technologies" (October 1995)**

Michael Katz, PW World Technology Centre, Menlo Park

**"Establishing Strategic Alliances in Asia" (April 1996)**

Michael Ho, Robertson, Stephens & Co.