



## **Dean's Southern California Business Forum Industry Insight. University Updates. Networking.**

Please join Fresno State's Craig School of Business Dean Robert Harper and distinguished business alumni across Southern California for this biannual gathering to hear from industry experts on everything from show business to the business of legal representation of major US court cases.

### **Show Business: The Business of Show Dr. Ken Atchity**

**Tuesday, July 29 11:30 am - 1:00 pm**

**Westside Tavern  
10850 W Pico Blvd  
Los Angeles, CA 90064**

### **Show Business: The Business of Show**

Obstacles and opportunities in today's constantly-changing environment of film and television. Story merchant and producer Dr. Ken Atchity explains the mechanics of today's story marketplace—where intellectual property is often more valuable than real property.

Kindly RSVP with Julia Wilson at 858.245.5136 or [juwilson@csufresno.edu](mailto:juwilson@csufresno.edu).  
\$25 includes lunch and validated parking.  
Please make checks payable to Fresno State Foundation.



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**Craig School of Business**

Office of the Dean  
California State University, Fresno  
5245 North Backer Avenue M/S PB8  
Fresno, California 93740-8001

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