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TECHNOLOGY BUSINESS ALLIANCE OF NEVADA Speaker Luncheon Series 2010

WEDNESDAY, APRIL 21, 2010 • 11:30 AM – 1:20 PM • CILI RESTAURANT • 5160 LAS VEGAS BLVD. S.

JOIN US FOR A PRESENTATION

by

Dr. Philip L. Swan

IBM Corporation

“Moving Forward in Today’s Economy”

The broad view of the economy (now and tomorrow).

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MOVING FORWARD IN TODAY'S ECONOMY

Our economy is in flux right now and it is important to know what you need to do to ensure your company's future is as strong as possible. You also may be interested to know more about how we got where we are today, so you can help your company plan for the short- and long-term. TBAN is proud to partner with IBM, to present a session on the broad view of the economy (now and tomorrow), and specifically what executives should do to prepare for and strengthen their company's future. Dr. Philip L. Swan is the National Chief Economist for IBM, and he will provide us with a presentation about how our "chilled" economy got here, recovery aspects, the impact on policies, and specific information about the trends for the technology industry.

More than half of capital spending is in IT/telecommunications, with the other half in services, and now that we have absorbed much of the investments made during Y2K and during the tech bubble, what are the predictions for spending, and how will technology be used in the U.S. as well as other countries?

Dr. Swan will provide attendees with key information and insight about how the housing, automobile, financial, and other markets impact our current economy, as well as how different countries are responding, and where each is with regards to trends and new economic indicators.

ABOUT DR. PHILIP L. SWAN

Phil Swan is the Chief Economist at IBM. He is responsible for developing and interpreting the global economic outlook and its risks, including the implications for the rapidly evolving information technology industry. He assesses the capital investment environment and at a more micro level, he designs and conducts special studies to assess the impact of economic issues and events of importance to the IBM Corporation.

Phil has been at IBM since 1974. Prior to that, he taught at Boston University. He is currently a member of the industry economics panel of the President's Council of Economic Advisors. Phil chairs the business and industry economic policy committee of the international Organization for Economic Co-operation and Development (OECD). He was recently a member of the U.S. Census Advisory Group representing the American Economic Association.