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Laura Roden, Founder & Managing Director, VC Privé LLC speaks on *Alternative Assets: a look inside the world of venture capital, private equity, and hedge funds from the investor's perspective.*

Living in Silicon Valley, our news is dominated by the fruits of venture capitalists' labor: the breakout technologies, skyrocketing valuations, and larger-than-life entrepreneurial personalities. But those are just the icing on the underlying economic cake of the alternative investing industry, which continues to grow rapidly despite the current recession. Our speaker will share insights into the little known alternative asset business model: how funds are structured, which segments are booming and busting, how risk and return are related, and some key trends and red flags to look out for.

Laura Roden is founder and managing director of VC Privé LLC, an investment bank that markets high quality alternative asset funds. VC Privé introduces its client funds to high net worth individual and institutional investors and investment advisors. Prior to founding VC Privé, Ms. Roden was Managing Director of The Angels Forum in Palo Alto, an association of accredited investors. She spent most of her earlier career in the CFO role at various companies including Chronicle Broadcasting Company, Vicarious Inc. and PowerTV (now a division of Cisco.) She has taught 22 semesters of Foundations of Finance at San Jose State University, and in other community work has served as CEO of the Silicon Valley Association of Startup Entrepreneurs (SVASE), a member of the founding board of the Forum for Women Entrepreneurs (Watermark), a member of the Education Committee of the 100 Women in Hedge Funds, and cohead of the Programming Committee of the Business Leadership Council (BLC). She currently sits on the board of directors of Heritage Bank of Commerce (Nasdaq: HTBK). Ms. Roden earned her undergraduate and MBA degrees from Harvard University, and holds Series 7 and 65 licenses to sell securities and investment advice.