

WEDGWOOD CIRCLE INSTITUTE
PRESENTS

THE CHRONICLES OF
WEDGWOOD
2010 ANNUAL INVESTOR EVENT



NOVEMBER 10-12TH 2010

WEDNESDAY, NOVEMBER 10TH

MEMBERS ONLY PRE-PROGRAM
BEGINS AT 12 NOON PDT

WELCOME MEMBERS LUNCHEON**

*Shutters on the Beach: Beachside Room
1 Pico Boulevard, Santa Monica, CA 90405*

**The Welcome Members Luncheon is an exclusive event open to paid 2010 Wedgwood Circle Members, Senior Advisors and Sector Liaisons only. More information regarding this lunch will be provided to Members separately.

INVESTOR ROUNDTABLE

Shutters on the Beach: Oceanside Room

Occasion for Wedgwood Circle Members to discuss and informally present the current cultural ventures he or she is supporting and share feedback on opportunities for engagement.

PROGRAM FOR ALL ANNUAL INVESTOR EVENT
ATTENDEES BEGINS AT 5:00 PM PDT

REGISTRATION & DINNER

*Shutters on the Beach: Pacific Terrace
1 Pico Boulevard, Santa Monica, CA 90405*

EVENING PROGRAM

Shutters on the Beach: Grand Salon Ballroom

MASTER OF CEREMONIES:

TIM WASHER: COMEDY WRITER/ACTOR

WELCOME TO WEDGWOOD

Mark Rodgers: PRESIDENT, *Wedgwood Circle Institute*

THE INKLINGS: A MODEL FOR SUCCESS

Michael Flaherty: PRESIDENT, *Walden Media*

EXCLUSIVE FILM PREVIEW:

The Chronicles of Narnia: The Voyage of the Dawn Treader

AFTER HOURS

Viceroy Santa Monica: 1819 Ocean Avenue, Santa Monica, CA 90405
Continue the conversation with Wedgwood Circle Staff and Annual Event Guests for a casual nightcap across the street from Shutters at the Viceroy Hotel - Santa Monica's finest hotel bar.

NOTE: Schedule and Speakers are subject to change
**Advance participation table have been reserved but space available on a first come, first serve basis

THURSDAY, NOVEMBER 11TH

Shutters on the Beach: 1 Pico Boulevard, Santa Monica, CA 90405

MORNING PROGRAM

INVESTOR BREAKFAST AND DEAL PITCH SESSION
Wedgwood Circle Members and qualified investors will be presented with investment opportunities from the "best of the best" of arts and entertainment entrepreneurs. Each pitch will be followed by Q&A and investor discussion to consider equity positions in projects we "good, true and beautiful for the common good."

GENERAL SESSION 1: COMPONENTS OF A COMPELLING STORY

Phil Lorin: WRITER, DIRECTOR, *Pixar/Disney*

Kiel Murray: WRITER, DIRECTOR, DEVELOPMENT EXECUTIVE,
Pixar Animation Studios

BEACHSIDE LUNCH

AFTERNOON PROGRAM

GENERAL SESSION 2: SEASONING THE SECTORS:
SAPERE FUND UPDATES

Wedgwood Circle Sector Liaisons and Sapere Advisors

GENERAL SESSION 3: INVESTING WISELY:
PRESENTATION OF SECTOR STRATEGIES

Chris Detweiler: FILMMAKER, PRODUCER, SCREENWRITER, AUTHOR,
ASSOCIATE PROFESSOR OF COMMUNICATION, *Pepperdine University*
Levon Goukharian: ASSOCIATE PROFESSOR OF FINANCE, *Pepperdine University*

EVENING ENTERTAINMENT

*Annenberg Community Beach House:
415 Pacific Coast Highway, Santa Monica, CA 90402*

MIX AND MINGLE DINNER

Marion Davies Guest House

THEATRE AND STORIES

Garden Terrace Room

Max McLean: ACTOR, *The Screwup Letters*

Mariah McManus: SINGER/SONGWRITER

Norman Stone: DIRECTOR AND PRODUCER, *The Narnia Code (BBC),
Shadowlands, and C.S. Lewis: Beyond Narnia*

Caleb Slade: SINGER/SONGWRITER

FRIDAY, NOVEMBER 12TH

9:00 AM - NOON PDT

Shutters on the Beach: 1 Pico Boulevard, Santa Monica, CA 90405

THE CONVERGENCE OF NEW MARKETS AND
NEW TECHNOLOGIES

Grant Curtis*: PRODUCER, *Spider-Man Trilogy*

Kevin Kelly*: SENIOR MAVERICK, *Wired Magazine*

Jason Ma, MUSIC ARTIST

Gabriel Schulze: FOUNDER & PRESIDENT,
Schulze Global Investments Limited

Dick Staub*: BROADCAST JOURNALIST; AUTHOR,
"The Culturally Savvy Christian"

Scott Wong: CEO, *Brethren Entertainment Studios*

George Zhao: DIRECTOR OF CHINESE INDUSTRIES, *Kay Family Foundation*

CLOSING ADDRESS

David Stroud: LEADER, *Christ Church London and Newfrontiers UK*

2010 ANNUAL INVESTOR EVENT
WEDGWOOD
SANTA MONICA, CALIFORNIA

REGISTRATION INFORMATION

NOTE: In order to keep our events intimate and provide an optimal setting for discussion, registration is limited to qualified investors, foundation representatives and Wedgwood Circle Members. For questions regarding membership or if you are interested in inviting an investor or foundation representative to accompany you, please contact kristin@claphamgroup.com.

EARLY REGISTRATION: *Sale ends August 31st*
\$595.00

GENERAL REGISTRATION: *September 1st - October 23rd*
\$695.00

LAST MINUTE REGISTRATION: *October 23rd - November 9th*
\$785.00

PARTNER PACKAGE: *Sale ends November 5th*
\$825.00

Qualified Investors interested in bringing business partners/spouses
may purchase two tickets at the discounted rate of \$825.00.

2010 WEDGWOOD CIRCLE MEMBERS:
FEE INCLUDED IN ANNUAL DUES

Event Registration Fee includes participation in daily programming, evening
entertainment, meals and transportation from Shutters on the Beach to Annenberg Beach
House on Thursday evening. Registration does not include hotel accommodation or airfare.

To register, please go to: <http://wedgwoodcircle2010.eventbrite.com>

GROUP HOTEL ACCOMMODATIONS

SHUTTERS ON THE BEACH
One Pico Boulevard
Santa Monica, CA 90405

EXCLUSIVE WEDGWOOD CIRCLE ROOM RATE: \$275/NIGHT
To reserve your room, please call 1-800-334-9000 and mention "Wedgwood Circle Annual
Investor Event" before Sunday, October 10th.

Questions? Contact Kristin Neal, Director of Communications
and Events at kristin@claphamgroup.com.

WEDGWOOD CIRCLE

Wedgwood Circle is a national network of high net worth investors,
founders, cultural gatekeepers and culture creators committed to the
renewal of culture by strategically investing in "cultural artifacts" that are
good, true and beautiful for the common good. Wedgwood Circle focuses
on the influence of the art and entertainment industries, covering the sec-
tors of feature films, short films/documentaries/new media, music, graphic
novels, television, publishing, gaming, theatre, fine arts and fashion.

Ideas have consequences, and culture is consequential in shaping ideas.
This has always been true. Damon of Athens wrote, "Give me the songs
of a nation and I matters not who writes its laws." With the advent of
technology delivering round-the-clock content to individuals everywhere,
the impact of the entertainment sector on worldview beliefs and attitudes
is greater than ever. Although this reality feels overwhelming, it also
is a greater engagement. It is not sufficient to simply criticize the culture
or remove ourselves from it. Michelangelo suggested that we "criticize
by creating." While many investors and foundations desire to follow
Michelangelo's advice, the current economic reality requires that they see
more strategic than ever before in deploying limited capital. Recognizing
these limitations, Wedgwood Circle provides the necessary network and
strategies for organizations and individuals to wisely invest in ways that
maximize their social and financial returns, as well as play a role in
creating good culture.

In 2010, Wedgwood Circle has looked to renowned literary scholars, the
Inklings, for wisdom on creating good, successful and commercial viable
cultural artifacts for all audiences. The narrative works of C.S. Lewis and
J.R.R. Tolkien, among other Inklings members, have proven to be timeless
mechanisms for portraying elements of goodness, truth and beauty with
the art and entertainment at large. The Inklings were considered to be creating
"good" culture for all people and did so in the context of community. At
Wedgwood Circle, we are encouraged by this model of pursuing what is
good, true and beautiful for the common good while in relationship with
others who are committed to doing the same.