



## Entrepreneurial Success Of EqualLogic Is Focus Of UNH CEO Forum March 26

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DURHAM, N.H. - The entrepreneurial journey of Nashua-based EqualLogic, which was sold in the largest cash acquisition of a private technology company in the history of venture capital, will be the focus of the next University of New Hampshire CEO Forum Thursday, March 26, 2009, at the New England Center.

The event begins at 8 a.m. with coffee and networking, with breakfast to follow at 8:30 a.m. The program begins at 9 a.m.

"The Entrepreneurial Journey of EqualLogic: From Mont Vernon Attic to \$1.375B Acquisition by Dell" will be presented by Paula Long, co-founder, and Don Bulens, former CEO, of EqualLogic.

Long and Bulens will tell how an idea conceived in an attic by three New Hampshire engineers grew into a 425 employee company with more than 4,000 customers and \$142 million in revenue in 2007 that dominated the fastest-growing segment of the data systems storage industry. They also will share lessons they learned in prior entrepreneurial adventures and how these have equally shaped their leadership styles and philosophies.

In January 2008, Dell, Inc. acquired the storage systems company EqualLogic for \$1.375 billion. Today, EqualLogic is one of the fastest-growing product lines at Dell and is central to the company's strategy to simplify IT.

Long is vice president of engineering of Dell Storage, and was a co-founder and the engineering leader of EqualLogic. Long has more than 20 years of experience in delivering innovative technology solutions in roles at Macromedia/Allaire, Bright Tiger and Digital Equipment Corp.

Bulens is a director and advisor for venture capital-backed technology companies. Prior to EqualLogic, Bulens was CEO of Trellix, a leading provider of website publishing tools, through its sale to Interland, then the largest provider of Web hosting for small businesses. Earlier, at Lotus Development, Bulens led the creation of the channel and developer community that helped propel the extraordinary market growth of Lotus Notes.

Long and Bulens were jointly named 2008 Ernst & Young "Entrepreneurs of the Year" for the northeast and were one of four finalists for the 2008 National "Entrepreneur of the Year" award.

To register for the forum or become a member of the UNH CEO Forum, call Barbara Draper at 603-862-1107, or e-mail her at [barbara.draper@unh.edu](mailto:barbara.draper@unh.edu). The event is free to members and \$49 for nonmembers.

Initiated in 1997, the UNH CEO Forum is an outreach program of the UNH Whittemore School of Business and Economics and the UNH Graduate School serving CEOs, presidents, and senior managers of companies in northern New England. The forum provides its members

with opportunities to meet and exchange ideas with their peers in business and industry in an informal setting. The UNH CEO Forum is sponsored by the law firm of Pierce Atwood, Ocean Bank and Snowden Associates. For more information about the CEO Forum, visit <http://www.unh-ceoforum.org/>.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea and space-grant university, UNH is the state's flagship public institution, enrolling 11,800 undergraduate and 2,400 graduate students.

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