

December 10, 2015

## Social Media: Leveraging for Business Growth & Avoiding Legal Trapdoors

### Organizers:

General Tim White – Spectrum Group  
Jim Handlon -- CEO, Bottomline Partners

### Presenters:

Jim Schleckser – CEO of Inc. CEO Project  
Rachael Ander – McCandlish Law

### Presentation Overview:

The ability to use effectively and leverage positively for business growth the world's increasingly huge appetite of social media is the cornerstone for discussion. Social media is a complex area to get right, AND subject to much marketplace clutter and legal trapdoors if triggered unknowingly. Our presenters are world-class experts in navigating both of these veins of activity to help our CXO members & guest build, leverage AND be legally safe in the harsh social media ocean.

### Presentation Key Takeaways

In this interactive session, we will cover the following material:

- Understandings of the legal frameworks including employee rights & privileges
- Legal trap doors to avoid
- What policies are needed, content of policies, and processes to secure rights
- How to leverage social media to grow your business
- Targeting audiences, avoiding wall-throwing failures & messaging structures

### About Our Presenter:

Jim Schleckser – CEO of Inc. CEO Project



Jim helps leaders grow companies. He specializes in the issues that fast growth firms experience in their business models, talent, processes and systems as they reach higher levels of performance. Jim works with CEOs of high growth companies to identify and obliterate the things that stand between them and continued organizational success.

With 30 years of leadership in business strategy, technology businesses, process improvement, organizational development, mergers and acquisitions, engineering, sales and

Date | Time | Location

THURSDAY  
December 10, 2015

7:30 AM to 8 AM  
Networking and  
Continental Breakfast

8 AM to 9 AM  
CXO Forum  
Presentation

9 AM to 9:15 AM  
Burning Issues: Discuss  
your specific challenges  
with colleagues and  
fellow CXO Forum  
members

Location  
Cherry Bekaert  
1934 Old Gallows Road  
4th Floor  
Vienna, VA 22182  
703.506.4440

For directions, visit  
[www.cxoforum.com](http://www.cxoforum.com)

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,  
please contact  
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Bring A Guest!

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Volunteer For A Committee

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marketing, he brings experience in leading global organizations in both public and private environments across many functional areas to the table. He has done business in over 25 countries.

His insight is sought by dozens of CEOs of growth companies around the country. If you want straight, strategic advice on your business problem - you have found your guy.

He is a soccer player, Cross Fitter, prolific reader and outdoorsman. He resides in Potomac, Maryland.

### Rachael E. Ander – McCandlish Lillard



Rachael is an Associate at McCandlish Lillard in Fairfax, Virginia. She is licensed to practice law in Virginia, and her practice currently includes civil litigation, family law and business law. She is the Co-Chair of her firm's Marketing Committee, and she enjoys keeping abreast of the ever-changing social media landscape.

During law school Rachael interned with Reed Smith LLP for two semesters, working specifically on Advertising, Technology and Media issues. She also interned in the office of Commissioner Maureen K.

Ohlhausen at the Federal Trade Commission, focusing on consumer advertising and best business practices.

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