

APRIL 2013

The Art of Networking

Organizers & Co-Presenters

Andrew S. Levetown, Founder and Managing Partner, Levetown & Jenkins

Alicia A. Sutton, EVP, US HealthConnect Inc.

If the word “networking” conjures up images of mingling crowds at ‘meet and greet’ events where you just aren’t getting the connections to grow your business, then this CXO Forum is for YOU. Networking is critical to business success, and networking masters know there are keys to smart networking.

Join fellow CXO Forum members **Andrew S. Levetown** and **Alicia A. Sutton** to explore networking strategies that help you successfully leverage networking events and contacts to create meaningful connections. Andrew will present keys to successful networking, focusing on how to build new relationships and expand those already within your reach. Participants will share their own insights into networking success. In addition, we will evaluate Linked In® as a tool for expanding your universe of targets. Keys include:

1. Fully appreciate your networking style.
2. Keep your goals in the forefront.
3. Who needs you and who do you need?
4. Ask for the business – tell people what you want.
5. Identify where to find your targets.
6. Engage technology to expand your network.

Bring a Guest!

ABOUT OUR PRESENTERS

Andrew S. Levetown

Andrew S. Levetown is the founder and Managing Partner of Levetown & Jenkins’ Washington, DC office. Levetown & Jenkins, LLP is a boutique law firm specializing in high-value patent enforcement litigation and other complex contingent fee litigation. Mr. Levetown has tried more than eighty (80) jury trials in his career as a civil litigator and as a federal prosecutor. Mr. Levetown also co-owns Insight Diligence Services, Inc., a boutique consulting firm focused on complex corporate investigations and due diligence investigations focused on integrity issues. Clients include financial institutions, law firms and corporate legal departments. Mr. Levetown was formerly the President of First Advantage Corporation’s litigation support division, which included the company’s corporate investigative group and the computer forensics group. He was the founder and Chief Executive Officer of CoreFacts, LLC, a company specializing in complex investigations, computer forensics and ediscovery. He sold CoreFacts, LLC to First Advantage in 2004. Mr. Levetown has founded and managed several other companies, including a publishing company, an active wear clothing manufacturing concern, and various service companies.

Alicia A. Sutton

Alicia A. Sutton is Executive Vice President of US HealthConnect, an enterprise with five wholly owned subsidiaries that specialize in healthcare education, healthcare media, and strategic marketing services for pharmaceutical, biotech, and device companies. She is an expert in the professional education realm, a field heavily regulated by both public- and private-sector oversight organizations. Ms. Sutton has founded and sold multiple enterprises that offer solutions for healthcare professionals to maintain professional licensure and for pharmaceutical companies to reach targeted learners, including Cogent Interactive Communications, Strategic Implications International, and Enable Healthcare Communications. Her current focus at US HealthConnect is integrating and expanding ReachMD, its newest subsidiary acquired in December 2011. ReachMD is the only 24/7 XM satellite radio channel dedicated to healthcare professionals, offering expert interviews and health information on air, online, and on mobile.

CXO Forum 12-13 SERIES

JOIN US!

THURSDAY,
APRIL 11,
2013

7:30am to 8:00am
Networking and
Continental Breakfast

8:00am to 9:00am
CXO Forum
Panelist(s) Presentation

9:00am to 9:15am
Burning Issues

*Discuss your specific
issues and challenges
with colleagues and
fellow CXO members*

Location
Cherry, Bekaert, &
Holland
1934 Old Gallows Road
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CXO Forum

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