

DON'T MISS IT!

You Are Invited...
Spring 2010 CXO Forum
Social & Membership Evening
Mix, Mingle, and Mindshare with the Region's
Leading CXO Networking Group

Please join us for this season's Spring Social and Membership Evening. Come mingle with current CXO members, and take advantage of the opportunity to introduce prospective CXO member candidates to a forum where their voices are heard and they gain insight from every meeting.

BRING A GUEST!

5:30-7:30 pm
 Thursday, April 22, 2010

Catered Dinner Featuring Bertucci's Italian Fare

Event Chair

Clay Parcels, Executive Leadership Performance, LLC

Guest Presentation

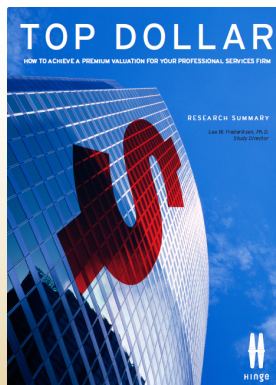
Lee W. Frederiksen, Ph.D.
Hinge Marketing

WHAT MAKES A COMPANY VALUABLE?

Guest presenter Lee W. Frederiksen, Ph.D., shares results of a national survey of **acquirers** of professional services firms and **valuation experts** on:

- Their experience with premium valuations
- Key factors influencing a premium valuation
- How to build a company that can command a premium valuation

Learn what recommendations these experts provide for business owners wishing to maximize the value of their firm.



CXO Forum 09-10 SERIES

JOIN US!

THURSDAY,
APRIL 22,
2010

5:30pm to 7:30pm

Location
 Cherry, Bekaert, &
 Holland
 1934 Old Gallows Road
 4th Floor
 Vienna, VA 22182
 703-506-4440

BRING A
PROSPECTIVE
MEMBER!

\$35 per CXO Forum member; prospective CXO Forum member guests are **free**

Guest Presenter
Lee W. Frederiksen, PhD
 Hinge Marketing
 "How To Achieve Premium Valuation for Your Professional Services Firm"

CXO Forum
 FOUNDING PARTNER



STRATEGIC PARTNERS



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