

DECEMBER TOPIC ▶▶

What CXOs Need to Know About Effective Advisory Boards

Organizer & Moderator

Jim Handlon, Chief Executive Officer, **Bottomline Partners**

Panelists

Bob Morgan

Co-Founder & CEO



Elizabeth Murphy

Founder, President & CEO



Two highly regarded and experienced leaders in corporate governance bring high-impact and immediately usable CXO guidance on creating, using, and managing effective Advisory Boards including “dos and don’ts.” These panel members are industry leaders with day-to-day, hands-on experience with both company boards and advisory boards. Content spotlights for the discussions and Q&As include these key take-aways:

1. Why set-up advisory boards (what is the value)?
2. How to determine what skill sets you need?
3. What role(s) should members play? (and not play)?
4. How to set and manage effective performance goals/criteria?
5. How frequently should you meet with your advisory board?
6. Should you have term limits? (the reasons for and against)?

Biographies

Bob Morgan is co-founder and CEO of MorganFranklin. Since its founding, Bob has been responsible for directing MorganFranklin strategies and leading the company from a start-up to a mature, global organization. His primary focus is developing strategies to grow and improve the company while ensuring that the team is aligned with the vision of surpassing clients’ expectations and achieving workplace excellence. Bob’s areas of expertise include strategy, organizational design, marketing and communication, and solutions development.

Prior to forming MorganFranklin, Bob served as a Program Manager at the Naval Air Warfare Center Aircraft Division, managing multimillion-dollar systems



Bob Morgan

>> Continued on Page 2

BRING A GUEST!

JOIN US!

THURSDAY
DECEMBER 10
2009

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
4th Floor
Vienna, VA 22182
703-506-4440
For directions, visit
www.CXOForum.com

CXO Forum

FOUNDING PARTNER



STRATEGIC PARTNERS



e-know.

For information, contact
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Please Join Us and Bring a Guest to CXO Forum Meetings.

All CXO Forums are the second Thursday of the month (unless specifically noted)

7:30 am to 9:15 am

- 7:30 to 8:00 am – Networking & Continental Breakfast
- 8:00 to 9:00 am – CXO Forum
- 9:00 to 9:15 am – Burning Issues

Bob Morgan, continued

integration programs for the U.S. Navy, the White House Communications Agency, Special Operations Forces, the Los Alamos National Laboratory, and the FBI. His experience encompasses the implementation of fixed-site, mobile, and transportable secure communication and IT systems.

Bob holds a BS in Electrical Engineering from the Pennsylvania State University and an MBA from the Florida Institute of Technology. Bob serves on the Board of Directors for the Greater Washington Board of Trade, as well as the Board of Advisors for the Pennsylvania State University College of Information Sciences and Technology (IST).

Elizabeth Murphy, President and founder of CFM Partners, has over 20 years of hands-on experience in the financial services industry. CFM was incorporated in 1994 and headquartered in Washington, D.C., with other offices in Charlotte, North Carolina; Portland, Oregon; Chicago, Illinois; Louisville, Kentucky; and Somers, Connecticut.

CFM Partners is a Governance, Risk and Compliance professional services firm providing policy management and compliance education solutions to global financial services clients. Using its patent-pending web-based SaaS program, the company has supplied online training and policy management to over one million users in 24 countries.

Ms. Murphy oversees all aspects of the company's operations with special emphasis on the firm's sales efforts. Prior to founding CFM, Ms. Murphy worked at GNA, the predecessor to GE Capital's GE Financial Assurance, now Genworth Financial, and spent eight years as a fixed income trader at Riggs National Bank and Wheat First Butcher Singer. She holds a degree in Psychology from The American University.

2009-2010 CXO FORUM EVENT CALENDAR

SEPTEMBER 10, 2009

The Power of Networking

Bill Stokes, Chairman, Washington Network Group (WNG); Executive Search Consultant

OCTOBER 8, 2009

Selling to the Government: What Small Business CEO's Need to Know (To Win Contracts)

Presenters: **Scott Ulvi**, President & CEO, Triumph Enterprises, Inc.; **Tony Martin**, PhD, President & CEO, Strategic Solutions Unlimited, Inc.

CXO FORUM ANNUAL SOCIAL, OCTOBER 27, 2009

Guest Presentation by **Donald T. Beery**, Partner, Plus Point Partners, LLC; Corporate Sponsor: **McCandlish & Lillard**

NOVEMBER 12, 2009

2010 Economic Forecast: What's Ahead for the U.S. and Washington on Jobs, Housing, Growth Sectors, and More

Stephen S. Fuller, PhD, Dwight Schar Faculty Chair and University Professor

Director, Center for Regional Analysis, School of Public Policy, George Mason University

DECEMBER 10, 2009

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Bob Morgan, Co-Founder & CEO, MorganFranklin;
Elizabeth Murphy, Founder & President, CFM Partners

JANUARY 14, 2010

Growing a Company from \$0 to \$500M: Insight from a Business Leader

Dennis Ratner, CEO of Hair Cuttery and The Ratners Cos.

FEBRUARY 11, 2010

Building and Delivering Sales Success

MARCH 11, 2010

Identifying the Right Tools for Financing Growth

CXO FORUM DINNER SOCIAL AND MEMBERSHIP EVENING

APRIL 8, 2010

Building Your Team: Keys to Identifying A Players and Avoiding C Players

Hope Johnson, President & CEO, Pyramid LLC

MAY 13, 2010

CXO Forum Roundtable

JUNE 10, 2010

Tools for Executive Compensation Plans, Part II

BRING A GUEST!