

DECEMBER 2012



Advisory Boards

What CEO's Need to Know About Building and Using Advisory Boards

Organizer

Jim Handlon

Chief Executive Officer,
Bottomline Partners

Presenters

Bob Morgan, Chief Executive Officer, Morgan Franklin

Dendy Young, Chief Executive Officer, McLean Capital Group

Two highly regarded business leaders and executives experienced in using Advisory Boards bring immediately usable CEO insights into creating, using, and managing high impact Advisory Boards. Both are industry leaders with hands-on experience with both company boards and Advisory Boards. Why use Advisory Boards, what is their value, and how do you get the most out of them are some of the discussion spotlights. Exceptionally valuable content for CEOs! Key takeaways include:

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. What are some key "do's" and "don't's"?
6. Should you have term limits? (the reasons for and against)?

Bob Morgan is co-founder and Chief Executive Officer of MorganFranklin, widely recognized as one of the area's fastest growing companies and well-known for its excellence by its customers. Bob was recognized by SmartCEO magazine and was the front cover story in October 2009 of "How you build a company from \$0 to \$50 million." Bob is a dedicated user of Advisory Board talent and is a master at growing his company. Bob's strategic focus is developing strategies to grow and improve the company while ensuring the team is delivering the vision of surpassing clients' expectations. His business experience has included program management at many premier clients such as the Naval Air Warfare Center, the White House Communications Agency, Special Operations Forces, the Los Alamos National Laboratory, and the FBI.

Bob holds a BS in Electrical Engineering from Penn State and an MBA from Florida Institute of Technology. An active member of his community, 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).

Dendy Young is CEO of McLean Capital, a private equity firm based in McLean, VA, which focuses on investments in information technology as well as other angel investments. Dendy is an award-winning executive with more than 30 years executive leadership in the IT industry including CEO & Chairman of GTSI, CEO of Falcon Microsystems, Inc., and Falcon Systems, Inc. Dendy serves on the Executive Committee of the Northern Virginia Technology Council (NVTC) and is Chairman of the Board of several companies including Alakai, Navanti Group, Qlarion, Inc., and HadPro Hood & Duct Professionals. He is Lead Outside Director of Obsidian Research, and is on the board of Omnalink Systems, Inc. He is Chairman & founder of PCT, a cancer treatment break-through company.

Dendy holds a Lifetime Achievement Award from VAR Business magazine and Federal CIO Council's Azimuth award. He is a three-time "Fed 100" winner and an Eagle Industry Award winner. He holds a BS in Electrical Engineering & Computer Science from MIT and an MBA from Harvard Business School.



Bob Morgan
Chief Executive Officer
Morgan Franklin



Dendy Young
Chief Executive Officer
McLean Capital Group

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DECEMBER 13,
2012

7:30am to 8:00am
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Continental Breakfast

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

9:00am to 9:15am
Burning Issues

*Discuss your specific
issues and challenges
with colleagues and
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Location
Cherry, Bekaert, &
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1934 Old Gallows Road
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December's Presentation

Building and Using an Advisory Board

December 13, 2012

Past Presentations

Leveraging Social Media

September 13, 2012

Making Technology Your Best Friend

October 11, 2012

Talent Recruiting and Retention: Part 1

November 8, 2012

Upcoming Presentations

Talent Recruiting and Retention, Part 2
Creative Compensation Plans

January 10, 2013

Department of Labor Issues and Compliance:
Contractors, Employees, Interns

February 14, 2013

Building a Sales and Marketing Organization

March 14, 2013

The Art of Networking

April 11, 2013

Tax Laws for Small Business

May 9, 2013

Financing Growth: Sources and Types of
Capital to Build a Company: Debt vs. Equity

June 13, 2013

ABOUT CXO FORUM

CXO Forum was founded in 2004 as a monthly gathering for CEOs of growing and mid-sized companies. The CXO offers C-level executives a safe haven where peer-to-peer discussions of ideas and solutions can take place in an environment of collaboration that builds collegiality. Membership is by invitation only, and attendance at the monthly sessions ranges from 20 to 40 CEOs, a size that nurtures bonding because the group is intimate enough to facilitate the forming and growth of strong relationships, both professional and personal. Over time the camaraderie and trust developed among attendees becomes a key resource. We invite you to learn more by visiting www.CXOForum.com.

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Neal G. Koller

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