

MARCH TOPIC ▶▶

# CXO Roundtable: Right-sizing, Process Improvement, and Retaining Customers

*Join Your Colleagues for an Open Dialog on Successes*

Organizer

**Alicia A. Sutton**, Executive Vice President, **Omnia Education**

Moderators

**Sue Evans**  
President & CEO  
**Evans Incorporated**



**Richard Koller**  
President  
**KCCI Commercial**  
**Real Estate Services**



**Hope Johnson**  
President & CEO  
**Pyramind LLC**



We all have them: best practices for business growth. Even in a challenging economy, we see successes around us. Are they within your organization?

Come share your insight into best-practices for business growth. This roundtable format will encourage open dialog with fellow CXO Forum members... so bring your topics and your ideas! Our three primary areas of focus include:

1. Process improvement tools for success
2. Retaining customers in a changing economy
3. Right-sizing your organization (including in-sourcing and outsourcing)



*CXO Forum meetings draw regional experts and leading CXOs.*



CXO Forum 09-10 SERIES

JOIN US!

THURSDAY  
MARCH 11  
2010

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](http://www.CXOForum.com)

CXO Forum

FOUNDING PARTNER



STRATEGIC PARTNERS



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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

**BRING A GUEST!**



## Don't Miss These Upcoming CXO Forum Meetings

### APRIL 8, 2010

*Building and Protecting Strong Brands*

Organizer: *William Bethune, Esq., Senior Counsel, McCandlish & Lillard, PC*

Moderator: *Kurt Sayce, Too Hotties Franchisee*

Presenters: *Ralph Tener, Esq., McCandlish & Lillard*  
*Laura Bates, Principal, Brand Verve*

### MAY 13, 2010

*Tools to Build and Deliver Sales Success*

Organizer: *Jim Schleckser, President & CEO, The CEO Project*

### JUNE 10, 2010

*Tools for Executive Compensation Plans, Part II*

Organizer: *Clark Childers, CPA, Partner, Cherry Bekaert & Holland*

# CXO Forum

## Looking to Connect with CXOs?

Check out our website to learn how to get involved!  
Join the Capital region's leading CXO Forum today.  
[www.CXOForum.com](http://www.CXOForum.com)

## Recent 2009-2010 CXO Forum Meetings

### SEPTEMBER 10, 2009

*The Power of Networking*

Guest Presentation by **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*

Guest Presentation by **Stephen S. Fuller**, PhD, Dwight Schar Faculty Chair and University Professor

### DECEMBER 10, 2009

*What CXOs Need to Know About Effective Advisory Boards*

Guest Presentations by **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*

Guest Presentation by **Dennis Ratner**, CEO of Hair Cuttery and The Ratners Cos.