

MAY TOPIC ▶▶

# CXO Roundtable: An Open Dialog with CXO Members on Strategies to Achieve Business Growth

*Organizer and Moderator*

**Alicia A. Sutton**, Executive VP/Chief Strategy Officer, **Omnia Education**

*Presenters*

## **CXO Members in Roundtable Format**

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!

Below are 5 examples to get us started:

1. What programs/techniques have you implemented to increase sales? (incentive programs, upselling strategies, customer rewards programs, etc.)
2. What types of partnering have helped your growth? (supplier partnering, channel partnering, etc.)
3. What customer relationship management strategies have been successful? (direct mail, surveys, offers, etc.)
4. Is social media helping in your strategic growth? (Web2.0, Wiki, blogs, etc.)
5. Which types of networking strategies have brought you success?



CXO Forum meeting in March 2009: "How to Take Advantage of a Recession to Grow Sales," presented by Eric Koefoot, Partner at **Ascend Sales Partners**.

**BRING A GUEST!**

**NOTE CHANGE OF LOCATION FOR JUNE 11, 2009, CXO FORUM MEETING. SEE PAGE 2!**

**CXO Forum** 2009 SERIES

**JOIN US!**

**THURSDAY  
MAY 14  
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

**CXO Forum**

FOUNDING PARTNER



STRATEGIC PARTNERS



**e-know.**

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## SPECIAL NOTE ABOUT JUNE 2009 CXO FORUM MEETING



The June 11, 2009, CXO Forum meeting will be held on the George Mason University campus (specific location to follow) to accommodate a special dedication ceremony honoring Steven Mandell, Esq., founding member of the CXO Forum. We will follow the normal CXO Forum time format, after which we will have a dedication ceremony to Steve beginning at 9:15 a.m. More details to come...

## Please Join Us and Bring a Guest to CXO Forum Meetings.

All CXO Forums are the second Thursday of the month *(except where 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

### JUNE 11, 2009, CXO FORUM TOPIC

**Topic:** Making Technology Your Best Business Success Friend (CXO Update Series)

**Presenters:**

**Vijay Tanamala** — President, Megasoft

**Pat Smith** — CEO, Digital Documents

**Tom Wolf** — CEO, Visular



NOTE: Different meeting location for June! Will be held on the campus of George Mason University, location to be provided.

### JULY-AUGUST: SUMMER SESSION, NO CXO FORUM MEETINGS

**BRING A GUEST!**

### SEPTEMBER-DECEMBER CXO FORUM TOPICS

**September:** Economic Forecast (CXO Update Series)

**October:** Roundtable (CXO Roundtable Series)

**November-December:**

Sample topics under consideration: Building and Using an Advisory Board;

Lobbying and Trade Associations: How to Leverage These Groups to Grow Your Business;

Selling to the Government (Federal Sales and Non-federal Sales);

Green Movement and How to Profit; and other topics.

All formats deliver valuable intellectual capital useful in managing a business.

**CXO**  
PERSONAL TOOLBOX

CXO Personal Toolbox is designed to deliver skill sets that CXOs can put to immediate use in their respective business environments.

**CXO**  
UPDATE

CXO Update is designed to deliver relevant information on business topics.

**CXO**  
ROUNDTABLE

CXO Roundtable is designed to engage each forum participant in an open discussion of ideas and issues relevant to managing a business.