

OCTOBER 2010 ▶▶

CXO PERSONAL TOOLBOX SERIES

Extraordinary Leadership Today!

Why It Matters, What to Do, and How to Become One

Organizer

Clay Parcells, President, **Executive Leadership Performance, LLC**

Presenters

Clay Parcells, President, **Executive Leadership Performance, LLC**
Dave Ramos, CEO, **The Dashboard Group, Inc.**

This month's CXO Forum focuses on leadership — *extraordinary* leadership. We will explore the keys to:

- Why extraordinary leadership matters now
- What extraordinary leaders do
- How to become an extraordinary leader



Clay Parcells started his leadership and executive coaching business after 30+ years successfully leading businesses. He a Coach and Advisor to executives and their teams, focusing on helping leaders and leadership teams improve their effectiveness and, ultimately, bottom-line growth. Clay has led companies in a variety of industries: financial services, insurance, and human resource consulting services. He has shepherded organizations through start-up, turned around troubled companies, and infused new vision into established, mature businesses. Having "seen it all," Clay draws on his experience to help leaders craft tools and solutions unique to their personal style of leadership.



Dave Ramos is CEO of Dashboard. Prior to founding Dashboard Dave built high-performance organizations in a broad range of settings, including large global corporations, venture-backed start-ups, and innovative non-profits. Dave held executive positions with global leaders such as Nortel, where he served as Vice President of Global Marketing. At Nortel, He won the company's highest award, *The Chairman's Award*, for innovations in marketing. Dave also won the highest award from IBM, *The Golden Circle*, for innovations in sales.

Dave was employee #13 at AnswerLogic, a venture-backed software company where he led sales, marketing, and business development. During his career, Dave has worked in marketing, sales, accounting, finance, and HR. He has an MBA from the Harvard Business School, and a BS in Accounting from Drexel University.

Membership Social + Networking Evening: October 28. A Not-To-Be-Missed Event!!
 Details on Page 2.

CXO Forum 09-10 SERIES

JOIN US!

THURSDAY
 OCTOBER 14
 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

CXO Forum

FOUNDING PARTNER



STRATEGIC PARTNERS



e-know.

For information, contact
 Neal G. Koller
 President, CXO Forum
 President & CEO,
 PluroGen Therapeutics, Inc.
 443.994.0101
nkoller@cxoforum.com

Expand Your CXO Network

BRING A GUEST!

Inquire about volunteer opportunities in CXO Forum today!

Neal G. Koller

President, CXO Forum | President & CEO, PluroGen Therapeutics, Inc. | 443.994.0101 | nkoller@cxoforum.com

2010-2011 CXO FORUM PRESENTATIONS AND ACTIVITIES.

SEP	September 16, 2010: Mergers & Acquisitions Organizers: Clark Childers, Partner, Cherry, Bekaert & Holland, L.L.P.; and Alan Croll, CEO, eknow, Inc.
OCT	October 14, 2010: Executive Leadership Organizer: Clay Parcels, President, Executive Leadership Performance, LLC
OCT	October 28, 2010: CXO Forum Fall Membership & Social Evening Chair: Ali Allage, Boost Labs LLC
NOV	November 11, 2010: Smart Growth: Critical Metrics in Organic Expansion Organizer: Ngozi Irondi, Executive Vice President, NRC International
DEC	December 9, 2010: Maneuvering in the 2011 Economic Environment Organizer: Alicia A. Sutton, Executive Vice President, Omnia Education, Inc.
JAN	January 13, 2011: Financing Growth (i.e., sources, types, debt/equity)
FEB	February 10, 2011: Global Opportunities
MAR	March 10, 2011 Sales and Marketing Organization
APR	April 14, 2010 CXO Forum Roundtable
APR	April 28, 2011 Spring CXO Forum Membership Drive & Social
MAY	May 12, 2011 Talent: The ABCs in Your Team
JUN	June 9, 2011 Successes & Failures of Explosive Growth: Voices of Experience



Photos from CXO Forum September 2010: "What You Need To Know About Selling Your Company"

Presenters: Mary Ann Elliott, Former Chairman of the Board, Arrowhead Global Solutions, Inc.;
Cameron Hamilton, Senior Managing Director, The McLean Group; and Dennis Roberts, Chairman, The McLean Group

DON'T MISS IT: CXO FORUM FALL SOCIAL, OCTOBER 28, 2010

Featuring A Special WINE TASTING Event! **5:30 PM - 7:30 PM**

FREE TO MEMBERS AND GUESTS

Held at our CXO Forum Monthly location:

Cherry, Bekaert, & Holland | 1934 Old Gallows Road, 4th Floor, Vienna VA 22182 | 703.506.4440