

SPEAKERS



Jonathan D. Frieden, Esq.

Principal
Odin, Feldman & Pittleman, P.C.

Jonathan Frieden is a principal in the firm's Litigation practice group where he tries, and argues appeals in, a variety of complex commercial disputes and criminal matters. His diverse civil practice encompasses intellectual property litigation, including trademark and copyright enforcement proceedings; the representation of management in employment discrimination claims; the defense of corporations against consumer claims; and a variety of commercial contract disputes. Mr. Frieden counsels e-commerce businesses in a variety of industries and recently led the team of attorneys representing one of these businesses in its acquisition by a publicly traded company. He is also the author of E-Commerce Law (www.ecommerce.law.typepad.com), a regularly updated discussion of news, trends and legal issues affecting e-commerce businesses.



Eric Koefoot

Principal
Ascend Sales Partners

Eric Koefoot is an experienced software executive and an Internet pioneer, having either founded or served as a senior executive for early-stage Internet companies since 1996. He was most recently the founding CEO and Publisher of U.S. News Ventures, a branded internet publishing company funded in part by U.S. News & World Report. Prior to that role, he was co-founder and CEO of Five Star Alliance, a successful eCommerce startup in Alexandria. For almost 7 years before that, Eric served in various executive roles at Washingtonpost.Newsweek Interactive (WPNI). Prior to WPNI, he worked for 9 years as a financial executive in product development at Ford Motor Company, consulted at Deloitte Consulting, and founded a startup company, PrimeSource, which provided financial and strategic consulting services to Fortune 500 clients. Eric has an engineering degree from M.I.T. and an MBA from the Sloan School at M.I.T. Eric is currently a partner at Ascend Sales Partners as well as the co-founder and CEO of Red Lion Technology, an early-stage enterprise software company.



Timothy M. McConville, Esq.

Principal
Odin, Feldman & Pittleman, P.C.

Tim McConville is a principal in the labor and employment practice group at Odin, Feldman & Pittleman, P.C., and represents employers in all aspects of the employer-employee relationship. His experience includes the defense of Fortune 500 and multi-national companies as well as small and mid-sized employers in litigation and agency matters. He has defended employers in Virginia, Maryland, and around the nation. Mr. McConville also specializes in counseling management in labor and employment issues, emphasizing timely analysis and practical solutions to accomplish organizational goals and legal compliance. He advises government contractors on legal requirements enforced by the Office of Federal Contract Compliance Programs (OFCCP). Previously Vice President of the National Right to Work Legal Defense Foundation, Mr. McConville has significant experience in helping employers maintain a union-free environment. His labor relations practice also includes collective bargaining and other labor relations matters on behalf of unionized employers. He is President and Chairman of the Board of the National Institute for Labor Relations Research.

Odin, Feldman & Pittleman, P.C. and Ascend Sales Partners Present

DOUBLING THE SIZE OF YOUR COMPANY

7 things a CEO should do **NOW** to take advantage of the economic recovery



Join other CEOs from peer organizations in this exclusive networking and education event designed specifically for senior company executives.

REGISTRATION

If you would like to attend this seminar, please email the following information to David.Novak@ofplaw.com by November 23, 2010.

Name & Title	Phone Number
Company	Email Address
Address, City, State, Zip	Preferred Method of Contact

Seating is limited for this informative and complimentary seminar. Registration will be confirmed by email. Please contact **David Novak** at **(703) 218-2340** for more information.

Attend the exclusive networking and education event for CEOs at No Cost Compliments of Odin, Feldman & Pittleman and Ascend Sales Partners. Seating is limited.

Thursday, December 2, 2010

DOUBLING THE SIZE OF YOUR COMPANY

7 things a CEO should do **NOW**
to take advantage of the economic recovery

Thursday, December 2, 2010
7:30 a.m. - 9:30 a.m.

The Mason Inn
Conference Center & Hotel
4352 Mason Pond Drive
Fairfax, Virginia 22030

Recoveries, like recessions, tend to have their own winners and losers. To thrive in an upturn, CEOs need to hit the ground running. A fast start will bring valuable new accounts and revenue and provide an edge on the competition.

This program will give the CEO a head start on the recovery by providing a regimen of business advice and legal guidance. At the conclusion of the program, the CEO will:

Walk away with specific questions to ask of their executive team to help drive immediate growth and improved profitability.

Add to their toolkits new approaches to use in contracts that better protect and promote their business interests.

Be able to challenge some of the established "old" ways of doing business with specific, proven, and innovative change in their organization.



AGENDA

What **YOU** Can Do

1. **Overhaul** Your Market Positioning

- * Learn the strategic steps to identify the needs of your market through pricing updates, market identification, firing bad customers, and more.

2. **Review** Your Contracts

- * Employ effective terms to reflect your products and services, and to protect against unfair competition in matters such as, non-competition and no-raiding covenants, independent contractors, and other issues.

3. **Refresh** Compensation & Incentives

- * Utilize pay terms that incentivize and comply with overtime, EEO, and other requirements including, employment contracts, productivity metrics, and compensation, while avoiding costly exposures.

4. **Change** to a Sale-Focused Culture

- * Establish customer service and productivity standards, restructure the organization and manage the risks inherent in change through severance agreements, releases, and risk management practices.

5. **Eliminate** Bureaucratic Creep

- * Master best business habits and procedures, corporate governance and real-world HR practices by evaluating meetings, documents, reports, staff, layers, and other checks and balances.

6. **Update** Your Technology

- * Shed the old ways to go digital and learn how to protect your brand in the brave new digital world, including infrastructure, licensing, record retention, cyber security and monitoring the use of information technology.

7. **Upgrade** Your Talent Pool

- * Learn how to attract, screen and keep the best people for your business by identifying who to fire, who to hire and how to use performance measures to achieve your company's goals and objectives.