

Press Release April 2009

**Business Leaders Share a Survival Secret:
CEO Peer Groups Help Small Businesses Cope**

Presidents Advisory Committee (PAC) is making available today a video <http://www.youtube.com/liLiquidprint> } about the value of peer insights and support during these uncertain times. Small business presidents, CEOs, and owners share their thoughts about the economy's effect on their businesses.

Several concrete examples are offered about how working with peer business leaders improves decision making and increases the probability of surviving during the current business downturn. In particular, these executives describe the strength they gain from their relationships with peer business leaders.

Nick Arvis, PAC founder, says "So many small business leaders are isolated and wondering what to do when times get tough. The advantage of being in a group with peers is having a sounding board and receiving regular challenges about how to make your businesses better."

About Presidents Advisory Committee

Presidents Advisory Committee groups are roundtables of small business presidents, CEOs and owners who meet monthly as a peer advisory board. PAC members provide objective feedback to each other in a safe and trusting environment. Members apply simple, but effective *Tools for Success*[™], which can be found at <http://www.presidentsadvisorycommittee.com/moa/peergroup.asp>, to analyze growth areas, set long-term goals and prioritize issues. These tools are especially powerful when working with other business owners, presidents and CEOs dedicated to each others' business success.

For Information: www.PresidentsAdvisoryCommittee.com

Contact: Craige@PresidentsAdvisoryCommittee.com

Phone: (847) 823-0449

PAC blog: <http://PAC.liquidprint.com/blog/>

Video produced by liLiquidprint, a Chicago-based Internet Marketing & Web Design Firm

For Information: www.liLiquidprint.com

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