

## Innovation + Job News

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### Grand Rapids Chamber celebrates 20 years of peer support for CEOs

By: Deborah Johnson Wood

In 1987, the [Grand Rapids Area Chamber of Commerce](#) started the CEO Roundtable Program to provide peer support for business leaders through regular monthly discussions. While many programs help a business get started, the CEO Roundtables provide support after a business is up and running.

In the past 20 years, over 1,800 CEOs and executives have been part of the roundtable program. One of those participants is Rhoda Kreuzer, owner of [Partners in Action, Inc.](#)

"The program is a great resource group that I use to obtain new ideas, new options for business, insight on market trends and to gain different approaches on how to grow my business," Kreuzer says.

Currently over 300 business leaders participate in 25 roundtables. Each roundtable group may include a mix of industries, or they may be for people with specific areas of interest, such as, manufacturers, non-profits, or family-owned businesses. Others are for sales and marketing vice presidents and managers, and for CFOs and treasurers.

A recent Wall Street Journal article entitled [Do-It-Yourself Consulting: CEOs Gather to Swap Tips](#) highlights a similar group in California to discuss topics from company strategy to personnel issues. But Grand Rapids-area business leaders don't need to look any further than the Chamber's roundtable program.

Source: Grand Rapids Area Chamber of Commerce

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