



August 9, 2011

Dear Chamber Member:

Since it began in 1987, the CEO Roundtable program has helped CEOs, presidents, business owners, and managing directors improve business performance by providing a forum for confidential peer-to-peer conversation. More than 300 CEO Roundtable participants invest their time in monthly two-hour meetings with a group of 10-13 other decision makers, often becoming each others' informal boards of directors. The program has expanded to offer two tracks: *CEO Roundtables* and *Management Roundtables*. See chart for eligibility of your management team members and get them involved!

Track	Types of Tables	Role in Organization
CEO Roundtables	Original Roundtable Family-Owned Non-Profit Manufacturing	President, Partner, Owner, Executive Director or CEO of the company/organization
Management Roundtables	Sales Marketing Finance/Accounting Leadership Development*	VPs and Managers  <i>*Leadership Development table is geared toward COOs, Vice Presidents and future owners of the company</i>

Roundtables are tailored to members' interests, with each member hosting a meeting to focus on his/her particular concern or interest. Groups are configured to remove competitive conflicts, and sales pitches are not allowed.

The cost to participate is just \$60.00 -- by far one of the best business values in West Michigan, as evidenced by it becoming the largest member program at the Chamber. On the reverse side of this page, you'll find comments from fellow members about why this program is so valuable to them.

If you would like to participate in the CEO Roundtable program, please complete the enclosed form and **return it by Friday, September 2**. There will be a **mandatory orientation** for all new program participants on **Friday, September 16, from 7:45 – 9:00 a.m.**, at **Covenant Village of the Great Lakes, 2510 Lake Michigan Drive NW**. Please mark your calendars and join us in this exceptional program.

If you have any questions about the CEO Roundtable program, feel free to contact Wesley Trimpe at 616.771.0342 or at [trimpew@grandrapids.org](mailto:trimpew@grandrapids.org).

Sincerely,

Rick Baker, President & CEO  
Grand Rapids Area Chamber of Commerce

Michael Verhulst, 2011 Chair  
CEO Roundtable Steering Committee

### **Original Roundtable**

Michael Verhulst, Summit Landscape Management, Inc.

616.453.1091

*"Every month for ninety minutes I find myself being fortunate to be surrounded by other business leaders giving strategic insight into how fundamentally the business paradigm might be changing. The CEO Roundtable program allows me to identify and seize strategic opportunities with the right kind of effective performance platform necessary to sustain new growth and profitability."*

### **Family-Owned Roundtable**

Blake Snyder, Kent Rubber Supply

616.538.4970

*"The three years that I have been involved with the CEO roundtable have been a great experience. Having individuals from other family businesses to assist in solving issues, share ideas, or finding inspiration is crucial. Before being a part of the roundtable I didn't have many avenues to seek guidance from peers or business associates who could truly understand the dynamics that are involved in being a part of a family business."*

### **Non-Profit Roundtable**

Stewart Healey, Handicomp, Inc.

616.588.4350

*"It's often been said that being the President is the loneliest job in the world. I believe that can apply to business leaders as well as leaders of state. Fortunately, we have many peers and the CEO Roundtable Program is designed to connect us in a simple, productive, and efficient way."*

### **Manufacturing Roundtable**

Michael Gordon, AccuServe Corporation

616.669.2222 x35

*"I was new to the role of President when I began in the CEO Roundtable Manufacturing Table and found the support and insight invaluable in learning from the group. It definitely accelerated the learning curve for me. Now, I hope to give back to others based upon the experiences I have had."*

### **Sales Roundtable**

Shannon Cooper, Staffing Inc. & Office Staffing

616.949.2525

*"I have been involved in my Sales Roundtable since 2008. To me it is my monthly 'sales therapy'. I have made great connections with some amazing people, grown personally and professionally, and learned and laughed a lot as a result of my participation in the roundtable program."*

### **Marketing Roundtable**

Scott Seifferlein, GrandRapidsGolfLesson.com

616.802.4969

*"I am a four-year Marketing Roundtable member and am an avid supporter of and recruiter of new members to the Chamber and Roundtable groups. I take great satisfaction in providing resources and a wealth of knowledge to help the Grand Rapids business community grow."*

### **Finance/Accounting Roundtable**

Pam Brocato, Gemini Publications

616.459.4545

*"Confidentiality is vital to every Chief Financial Officer and having that resolute discretion is what makes our CEO Roundtable such a wonderful benefit to our professional responsibilities and to our personal piece of mind. Being able to discuss issues like taxes and the cost of health insurance that affect all of our companies in complete confidence is informative, supportive, and very reassuring."*