

FOR IMMEDIATE RELEASE

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Inner Circle holds first meeting at Hilton Garden Inn

Executives share ideas on how to successfully balance life, business growth April 2

PORTSMOUTH, NH — Where do you go to test new ideas when you're the boss? One place to start is at the Inner Circle of Northern New England's first meeting on Wednesday, April 2.

"It's lonely at the top. I know as I've been there a couple of times," said Donald N. Sweet, whose doctorate of business administration and long history of owning and running companies has spurred him to begin this new peer advisory group. "On some issues, there is no one we feel we can turn to because we're afraid we'll concern our employees or conflict with our board or scare our spouse. We all need a safe haven to air out our thoughts, test our ideas and get unbiased feedback from people who understand, people like ourselves who are running companies."

Sensing a need, Sweet started Inner Circle of Northern New England (www.innercirclenh.com) for the owners, entrepreneurs and corporate officers of small- to medium-sized businesses. The initial Inner Circle will meet monthly in the Seacoast area, in an intimate, noncompetitive environment of peers. Executives are encouraged to share their thoughts, strategies and frustrations of growing and sustaining successful businesses.

The Inner Circle meetings will be held at the Hilton Garden Inn at the corner of Hanover and High streets in downtown Portsmouth beginning on April 2 at 8 a.m. Attendance is on an invitation-only basis. Those who might have an interest in attending the group's meeting can contact Sweet for information about the qualification process.

At this first meeting, Wayne Justason, president of Reliable Technologies (www.reliablenh.com) will be presenting his Vision Quest. As a former Inner Circle member, Justason is familiar with the proprietary Vision Quest process that all members go through and, among other things he will address how he has radically transformed Reliable Technologies from a manufacturing company into a full-service, managed print solutions provider.

Inner Circle International began in 1985, when a Minneapolis entrepreneur, Norm Stoehr, created an advisory program for entrepreneurs in his area. Now, more than two decades later, Inner Circle groups can be found across the country. Members of an Inner Circle do not have customer or vendor relationships with one another. Non-competing business owners from different industries tackle big picture issues like health-care, finding and retaining good employees, and introducing new technology to lighten their loads. Members also map out a Vision Quest, a personal and professional short and long term plan that the group critiques.

Working with a small group of like-minded professionals, one of the group's goals is to integrate work and personal lives to achieve balance. Inner Circle members are encouraged to be brutally honest about the situations they are facing and, in return, receive suggestions from peers who have been there.

"You can save yourself a lot of time, money and stress by having peers act as a sounding board in a structured environment and by talking to a facilitator and business coach who has been in your shoes," said Sweet. "When I first heard of Inner Circle, I remember thinking, 'Where were you guys when I needed you?'"

To learn about Inner Circle of Northern New England, visit www.InnerCircleNH.com. For information about the group or to interview for a seat at the table, contact Sweet at donsweet@InnerCircleNH.com or call (603) 501-9922.

Calendar:

The Inner Circle of Northern New England, a peer advisory group for owners, entrepreneurs and corporate officers of small- to medium-sized businesses on the Seacoast, will hold its first meeting at the Hilton Garden Inn in Portsmouth on Wednesday, April 2 at 8 a.m. For information about joining the group or the qualification process, contact Dr. Donald Sweet at donsweet@InnerCircleNH.com or call (603) 501-9922.