



**THE ALTERNATIVE BOARD®**  
*Change Perspective. Improve Business. Enjoy Life.*

NEWS RELEASE – For Immediate Release

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## **Survey Results: Peer Advisory Boards Boost Small Business Success**

### ***The Alternative Board's Annual Survey Shows Projected Growth for Small Businesses***

**Denver, CO – March 30, 2010** – Economists have not yet signaled the end of the recession, but according to an annual [survey](#) of the nation's small business owners, released today, utilizing a peer advisory board is key to maintaining sustainability and even growth during a recession.

[The Alternative Board®](#) (TAB) – an organization that provides small businesses with peer advisory boards and business advice, in connection with Bazzirk, Inc., a leading marketing firm – has released its annual poll of members as well as a mirror group of non-member business owners regarding key economic indicators and projections for the upcoming business year.

The 2010 TAB [survey](#) findings indicate that small businesses that participate in TAB's peer advisory boards are on track to achieve greater growth and profitability in 2010 than non-member business owners based on these leading economic performance indicators:

- 68% of TAB members have increased staff or stayed the same compared to 56% of non-TAB members.
- 54% of TAB member's company revenue have increased or stayed the same vs. 48% of non-TAB members.
- 44% of TAB members plan to increase staff compared to 34% of non-TAB members.
- 46% of TAB members think the economy will improve within the next ten months compared to 30% of non-TAB members.

“The one statistic we found most interesting from this [survey](#) was that over the last six to 12 months, 41% of non-TAB members have downsized compared to only 16% of TAB members,” Jason Zickerman, president and CEO of The Alternative Board, said. “This is concrete proof that a small business with access

to entrepreneurial advice from those who have succeeded, coupled with personalized small business support, will grow, evolve and prosper.”

**About The Alternative Board®**

The Alternative Board® is an international provider of [peer advisory](#) and coaching solutions to leaders of privately held businesses. Over 300 TAB Boards are operating each month across the United States, Canada, South America and the United Kingdom. Headquartered in Denver, Colo., TAB was founded by Allen Fishman, author of *7 Secrets of Great Entrepreneurial Masters* and *9 Elements of Family Business Success*, in 1990. For more information visit [www.TheAlternativeBoard.com](http://www.TheAlternativeBoard.com).