

## I INVITE YOU TO JOIN US!

Greetings,

In 2010 we started the PeerSpectives® program. Due to the success of the initial program we are encouraged to start a second year and we would like to invite you to become a member of the upcoming new roundtables. The North West Montana Small Business Development Center along with the Kalispell Chamber of Commerce, Montana West Economic Development, City of Kalispell, and Flathead Job Service are pleased to bring you PeerSpectives®. Based on peer learning, PeerSpectives® is a CEO roundtable created by the Edward Lowe Foundation, recognized nationally for its work in peer to peer learning. PeerSpectives® is a nationwide program that uses a structured roundtable interaction enabling you to learn from your peers. "Peer learning is becoming a national trend," says Penny Lewandowski, the Edward Lowe Foundation's director of entrepreneurship. "One of the things that make it so appealing is the real-time, on-target feedback. You're sitting with a group of people who know what it's like to be in your shoes. They're facing many of the same issues, and you benefit from someone who has 'been there, done that.' There's a sense of trust and accountability you just don't find with a group of strangers."

The key to PeerSpectives® nationwide success is the trained facilitator and a protocol that ensures a balanced and confidential discussion. Our facilitators are Jim Oliverson, Deborah Snellen, and Chris Parson all professionally trained by the Edward Lowe Foundation. They will guide the group through a process of discussion, enabling you to walk away with valuable insight from your peer's experience. Each one of these individuals provides a strong interest in supporting local businesses.

The PeerSpectives® systems follow a protocol that focuses on sharing experiences instead of giving advice. This protocol brings consistency to the quality and the timeliness of topics and ensures a balanced discussion not dominated by any one issue or individual. Our goal for the roundtables is to focus on first and second stage entrepreneurs who have 5 or more employees and have sales greater than \$500,000. We are looking for 20-25 non-competing businesses that meet the above guidelines so we can start two additional tables to complement our existing table of second stage businesses established September 2010.

The time commitment is twelve, four hour sessions starting on October 11<sup>th</sup>, 2011 and running every 2<sup>nd</sup> Tuesday of the month from 8:00am until 12:00pm. Your commitment along with that of the entire group is to attend a minimum of 10 out of the 12 sessions. The success of this program depends on the commitment of the entire group. Your cost is \$750. (The breakdown for this program is \$15.63 per hour; a great value!) Your investment includes all required materials and continental breakfast and snacks at each session. In addition, you will be required to attend a PeerSpectives® orientation on September 27, 2011 from 8:00 a.m. to 10:00am at a place to be determined.

*"By leveraging the experiences of others, Peerspectives created a trusted peer advisor group, enabling the continued growth and success of my business."*

— Bob Upton  
Rainy Pass Repair  
Whitfish MT

Sincerely,



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