



THE ALTERNATIVE BOARD®
The Business Owner's Strategic Advantage

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Local Businesses Show Significant Improvement in 2011

Port Jefferson, NY – A January review of 2011 sales and profits indicates a positive trend for many small business owners on Long Island.

In a recent survey, 77% of the Suffolk business owner-members of The Alternative Board (TAB) reported increased revenues in 2011, up from 62% in 2010. Overall the group had **cumulative revenue increases of 38% in 2011, up from 21% in 2010** -- a continued positive economic sign for small businesses in the area.

Profits for the TAB members were also up significantly – 77% of the businesses reported increased profits in 2011 up from 53% in 2010, while 16% indicated revenues were flat in 2011. **Cumulative profit percentage increases were 42% for all members surveyed, up from 18% in 2010.**

The vast majority of TAB members are also feeling bullish -- only 2% project business revenue declining in 2012, a 9-fold improvement versus their 2011 expectations.

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In another indicator of optimism, **75% of the survey group plan to hire more employees in 2011 up from 67% in 2010.**

“The support I received from my TAB board members and facilitator was instrumental in us exceeding our business goals” said Rick Maher, President and Owner of Davis Maher (www.davismaher.net) in Mt. Sinai, which increased business 400%+ in 2011.

“I rely on my TAB board members to keep me focused on the positive ways to reach my goal” said Brent Mele, President and Owner of All Action Alarm (www.allactionalarm.com) in Huntington Station, a member for nine years whose sales increased 20% and profits increased 25% in 2011.

About The Alternative Board®

The Alternative Board is an exclusive member-only organization of over 150 Long Island business owners that meet once a month in board of director-like groups. Long Island small business owners who are members of The Alternative Board (TAB) have a distinct edge. Instead of facing critical issues and challenges alone, they work on their businesses at monthly meetings with a group of owners/CEOs from non-competing businesses.

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