

September 2012

Issue: 2



## September Newsletter

Dear Roel,

You're invited!

We are having another CEO Roundtable discussion on Thursday September 13th at the Corinthian Yacht Club of Philadelphia from 9:00am to 11:15am.

If you have ever been even a little curious about what participating on a CEO Peer Advisory Board is all about this is your opportunity to see what it's like.

Join 15 to 20 local CEOs and participate in a focused discussion on today's pressing business issues. Is it sales, healthcare, customer service, social media? These are just some of the issues we tackled at last month's CEO Roundtable.

All attendees will also receive a complimentary copy of the book *The 51 Fatal Business Errors and How to Avoid Them* by Jim Muehlhausen

This is an invitation only event so reply to this email and we'll save you a seat at the table.

Sincerely,

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## Your Year End Goals

I hope you had a great summer and relaxing Labor Day weekend. Now it is time to get back to work and make those year end goals. If you are like our members, you have set big goals for yourself and your company in 2012. How are they coming along? These next three months will make or break your year in all likelihood.

### Upcoming Events

#### Business Owner Roundtable

Thursday  
September 13, 2012

When did you last challenge yourself by asking:

"Am I the best CEO I can be?"

Do you ever say:

"I work in my business. It's like I own a job."

"I'm too busy to build my sales process."

"Salespeople just never work out."

"No one else can do (fill in the blank) as well as I can."

"My approach: Hire quickly, fire slowly."

"How will my business thrive in this turbulent economy?"

This is your chance to:

Get input from peers on your current business issues

Get a fresh perspective on your business

One way to do this is to just bear down, work harder and make it happen. Everyone on this mailing list is a successful business owner and CEO and I know you can do that when needed.

Perhaps there is a better way to do this. Perhaps with the help of your friends and peers you can build an organization that will blow through its goals without you having to work 80 hour weeks.

The magic of CEO Focus is that you do not have to go it alone. You will focus on what needs to be done with the advice and support of your peers and individualized coaching from us. We will not let you fall short!

So as the leaves begin to turn and before we have to start planning too seriously for 2013 let's focus on you hitting your marks and closing out 2012 strong.

## CEO Speaker Series Luncheons

We are launching a new **lunchtime** CEO speaker series. The plan is to have quarterly lunches with either guest authors or other local business and social leaders.

Like all our events, this is for company owners and CEOs. We will be having the lunches at top restaurants in the region and hope that the combination of good food, great company and top notch speakers will lead to an enjoyable time and possibly a few new great ideas you can put to work right away.

If you have any particular author or speaker suggestions please reply to the email and let us know.

Look for the first lunch event to be held in early October.

Meet other motivated, successful business owners and CEOs

"Try out" peer advising first hand

Learn from the experiences of other owners and CEOs.

The Roundtable is an invitation only event for CEOs and business owners.

If you would like to attend please email Roel Hoekstra as soon as possible to reserve your seat.

For event information visit our event calendar at [www.ceofocus-philadelphia.com](http://www.ceofocus-philadelphia.com)

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