

# Presidents Page

Growing profits, value and success...every month

May/June 2011



## UPCOMING

- July 8- PAC 104
- July 14- PAC 1004
- July 18 - PAC 909

## Special Event:

**July 20, 2011**  
**PAC Workshop**  
**"Growing Sales in an**  
**increasingly competitive**  
**marketplace"**

*Sponsored by*  
*Connor & Gallagher*  
*Lisle, IL*

*For more information,*  
[630.514.9243](tel:630.514.9243)

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*"In preparing for battle I have  
always found that plans are  
useless, but planning is  
indispensible."*  
*-Dwight D. Eisenhower*

*"Most new jobs won't come  
from our biggest employers.  
They will come from our  
smallest. We've got to do  
everything we can to make  
entrepreneurial dreams a  
reality."*  
*-Ross Perot*  
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**The Presidents of  
privately held  
entrepreneurial  
companies are  
the heroes of our  
free enterprise  
system...**

**PAC is their hero.**

## Which Rabbit Should You Chase?

**This month we are featuring a success story  
from one of our PAC members.**

Ray Hightower, President of WisdomGroup, says:

If you're like me, you're an entrepreneur who has a lot on your plate. However, no matter what projects I'm working on, I always have ideas for new business opportunities-ventures that can grow and generate income for my company, WisdomGroup ([www.WisdomGroup.com](http://www.WisdomGroup.com)). Sometimes, new ideas are a distraction from the core business. I call the pursuit of new ventures "chasing rabbits."

Some "rabbits" are actually worth chasing. For example: In addition to the demands of my company, I run ChicagoRuby ([www.ChicagoRuby.org](http://www.ChicagoRuby.org)) which produces events for Chicago-area software developers. Our attendees are passionate about Ruby on Rails web development, building apps for the iPhone/iPad, and other cutting-edge technologies. While ChicagoRuby takes a significant amount of time, WisdomGroup benefits greatly from the relationships we build through the events. The ChicagoRuby rabbit is certainly worth chasing.

On the other hand, some rabbits are not worth of the chase. I recently spotted an opportunity in commercial real estate, the industry where I worked before I founded WisdomGroup. In this case, running the numbers told me that this rabbit was too much of a distraction.

How does a busy entrepreneur, like you and me, decide which rabbit to chase? The most important thing is to have a clear strategy for your business. I evaluate every new business opportunity against this strategic backdrop. By nature, I am a passionate chaser of rabbits, so I don't always evaluate opportunities objectively. But I have the benefit of PAC. All PAC members are leading their own businesses, and they identify with my pressures and experiences. They've chased a few rabbits themselves, and they have good instincts about which ones to target. My PAC group has been instrumental in helping me leverage WisdomGroup's role in ChicagoRuby, while challenging me on projects like the real estate example.

You know what happens if you chase too many rabbits. You get tired, and you get nowhere. Make sure you have a clear understanding of your strategic objectives when you're in an entrepreneurial environment, and be faithful to that strategy. That way, your energy level will remain high, and you'll catch the right rabbits!

For information on how PAC can help you grow your business  
contact Nick Arvis at 514-9243 or [NickA@PresidentsAdvisoryCommittee.com](mailto:NickA@PresidentsAdvisoryCommittee.com)

Chicago peer groups are forming now!

Since 2004,

*PAC has been helping small business owners grow and succeed.*

