

The Presidents Page

Growing profits, value and success...every month

September 2010



PAC Members in the News

**MicroLink Devices
Awarded \$5M
Grant for Solar
Cell Plant**

**Geckotech Named
Inc. Magazine 'List
of Top Growing
Private Companies'**

*"The greatest obstacle
to discovery is not
ignorance,
but the illusion of
knowledge."
-Daniel Boorstin*

*"They always say to
get another set of eyes
on whatever problem
it is...that's what I get
every single month."
-Josh Robbins,
Pres. of Geckotech
(PAC member
since 2006)*

**The Presidents of
privately held
entrepreneurial
companies are the
heroes of our free
enterprise
system...**

**PAC is their
champion.**

Your "Gut Feeling" Could Become A Stomach Ache

This month we are featuring a success story from
Mike Montgomery, President of liQuidprint

I've owned my website development company since 1995, so I've been through two recessions. The first one, after the dot-com boom of the late 1990's, hit me particularly hard. I was alone. I relied on my gut. As a result, I waited too long to react to the downturn, and I waited too long to react to the recovery.

I've managed to get through this latest so-called Great Recession much more easily, and liQuidprint has been in recovery mode since early 2010. We made the necessary cuts very early in the down cycle, but we added back to our organization just as promptly as business improved.

Undoubtedly, one of the biggest reasons we did better this time is that I'm a better and more experienced business leader. I've come to rely much more heavily on data we track, rather than my emotions, to help me make the important decisions that only I can make.

I believe it's critical that Presidents of small companies have good management systems, so that they have objective data on which to determine the tactics required to get through whatever the current business climate is. In my case, I rely heavily on PAC, and the process and structure that PAC offers, to remind me of what is truly important. Every month, I have to report to my peers on the metrics that I've determined-with their help-are critical to my success. Without this structure and accountability, I know that I wouldn't have reacted as quickly as I did to the changes that hit our economy in 2008-2009, and I am in much better shape now than I would have otherwise been.

They say "If you can't measure it, you can't manage it." I know this is true. If you find yourself making most of your important decisions based on your "gut feeling," make a commitment to yourself to determine what is really important for you to succeed. Then, hold yourself accountable to measuring and watching those key indicators. You will make better decisions, I can assure you.

To learn more about liQuidprint, go to www.liquidprint.com.

*Members of PAC hold each other accountable for what really
matters to their success. They don't go it alone.*

Interested in joining a PAC group?

Contact Nick Arvis at

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Since 2004, PAC has been helping small business owners grow and succeed.