

# MORE•B: MetroIBA Owners Roundtable for Excellence in Business

## Benefits of Membership

- **Executive peer support**
- **Confidential management development advice and expertise**
- **Non-competitive; exclusive to each industry**
- **Free to MetroIBA members\***

## Why a Roundtable?

Despite all the advantages and freedom of owning a business, one drawback can be a lack of peer support.

MORE•B is a way to overcome that distinct disadvantage and give your business the development edge it needs. MORE•B is a confidential forum where executives and business owners can discuss the nitty gritty of their businesses, such as hiring, firing, insurance, product launches, and development ideas, in a confidential, moderated environment.

Joining a peer support group like MORE•B before a crisis hits means you have a group of supportive, caring peers interested in your success who can serve as an informal advisory group through the good times and bad. You can in turn offer your experience and expertise to your peers.

Sometimes, just a discussion with a helpful, caring peer can offer a different perspective, helping clarify situations. Knowing there is someone rooting for you can help with those big projects. When it comes to small business, we all do better when we all do better, and MORE•B is a way become more effective at running a small business while enjoying the benefits of a larger organization with its deeper bench of experience and solutions.

Comparable executive peer support groups can cost up to \$1500, so this is a valuable benefit of MetroIBA membership.

\*Currently, MORE•B membership is free, with a small room charge, depending upon where the meeting is held.

## More than Networking

While networking may incidentally occur, this group is for mutual advice and support, with the goal that decision-makers feel supported in their business enterprises. Members pledge confidentiality. Since members are screened before admission, disclosure of confidential business information is prevented.

## The Commitment

Usually the third Tuesday of the month 3:30–5pm. We have five-minute check-ins and then have longer discussions addressing particular issues that members of the group bring. Occasionally there is a speaker on a general business topic. Attendance is required and you must let the moderator know if you must miss. Three unexcused absences (no notification) in a row signal that you no longer wish to be a part of the group and we may solicit or allow a new member in your industry to join and take your place in the group.

## How Do I Join?

If you are a business owner or other executive within a MetroIBA independent business, responsible for core business functions such as human resources, IT solutions, budgeting, sales and business strategy, accounting, or marketing, then you are eligible to join MORE•B. If you are interested, contact the MORE•B moderator, Carol Keyes of CHESS, Inc., at [carkey@chess-safety.com](mailto:carkey@chess-safety.com) or 651-842-9210. You'll be asked to fill out an intention and confidentiality form, and upon review will be invited to join the group. Potential members are screened so that confidentiality is maintained and conflicting businesses are avoided. Please note that this is not an open, networking event. Attendees must commit to MORE•B with regular attendance.

## Contact:

Carol Keyes of CHESS, Inc., at [carkey@chess-safety.com](mailto:carkey@chess-safety.com) or 651-842-9210.

MORE•B is a member benefit to qualified MetroIBA members

Twin Cities  
**METRO**iBA  
Independent Business Alliance