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Lake Arrowhead Club Helps Businesses Give Back

At a time when most business news is discouraging, five Lake Arrowhead business owners are doing something to turn the economic tide. Their idea is called the 100% Club, which is a bi-weekly educational meeting and accountability system designed to train business owners how to grow their businesses by 100%. Once their goals are achieved, each member agrees to contribute \$1,000 to a local charity.

The brain-child of Inland Empire entrepreneurs and Lake Arrowhead residents, Jeff Weston, Jeff Perlis, Charlene Stickney, Steve Morris and Katie Carson, the 100% Club started out two years ago as an informal gathering of mountain business owners who met on a regular basis to strategize methods for effectively growing business.

Now open to any business owner who is interested in increasing profitability by 100%, the club meetings include timely topics such as the importance of knowing your numbers, formulating your Unique Selling Proposition and building a healthy referral system. What's more, a real-world business challenge is posed to the group for discussion.

The Club has recently partnered with the Lake Arrowhead Areas Community Chamber of Commerce and meets every other Friday in the chamber conference room. Also new

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is a monthly Chamber in Action (CIA) presentation by an expert in the field.

Last month's guest was California State Assemblyman Anthony Adams, who spoke about employee relations and legal issues, highlighting the ways that legislation affects large and small businesses. The November Chamber in Action speaker will discuss Internet Marketing.

Owner of his own successful business coaching company in Riverside, Jeff Weston serves as moderator for the club meetings. He does it as a way to give back to the community. "The core group members and I want to help business owners succeed," he explained, "If businesses on the hill are successful, everyone wins."

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