



THE ALTERNATIVE BOARD®  
*Change Perspective. Improve Business. Enjoy Life.*

**For Immediate Release**  
February 28, 2011

**Contact:**  
Bruce Gernaey (631-664-5279)  
bruceg@tabny.com

***Local Businesses Show Significant Improvement in 2010***

**Port Jefferson, NY** – A recent review of 2010 sales and profits indicates a positive trend for many small business owners in our area.

In a recent survey of business results, 62% of the Suffolk business owner-members of The Alternative Board (TAB) reported increased revenue in 2010. Overall the group had a **cumulative 21% revenue increase** -- a positive rebound for many small businesses in the area.

Profits for the TAB members were also up significantly -- 53% of the businesses reported increased profits while 22% were flat compared to 2009.

**Cumulative profits increased 18%.**

The vast majority of TAB members are also feeling bullish -- only 3% project business declining in 2011, a 9-fold improvement versus their 2010 expectations.

*(continued next page)*

In another indicator of optimism, **67% of the survey group plan to hire more employees in 2011.**

“The support I received from my TAB board members and facilitator was instrumental in the turn-around of the business” said Donald Barrick, President and Owner of RMP Capital Corp. ([www.rmcapital.com](http://www.rmcapital.com)) in Islandia, which increased business 400%+ in 2010.

“I rely on my TAB board members to keep me focused on the positive ways to reach my goal” said Bob Bayer, President and Owner of Theatrical Services and Supplies ([www.gotheatrical.com](http://www.gotheatrical.com)) in Hauppauge, sales doubled and profits increased 500% in 2010 compared to 2009.

### ***About The Alternative Board®***

The Alternative Board is an exclusive member-only organization of over 150 Long Island business owners that meet once a month in board of director-like groups. Long Island small business owners who are members of The Alternative Board (TAB) have a distinct edge. Instead of facing critical issues and challenges alone, they work on their businesses at monthly meetings with a group of owners/CEOs from non-competing businesses.

[www.tabny.com](http://www.tabny.com)

###