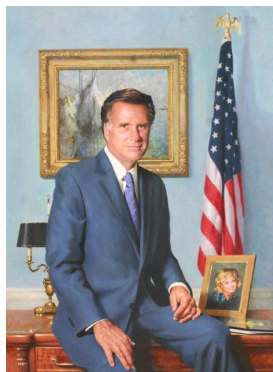


Volunteering makes good business sense



We've all heard the old adage: "It's better to give than to receive." While that still holds true, as a small business owner, when you volunteer your time to others, it will benefit you as much as those you help.

A small business owner once told me, "I recommend that anybody with a small business volunteer. Don't look at it as a chore, but an opportunity."

The quality of your volunteer efforts often acts as a testimonial for the caliber of your business. When I was putting together a small business several years ago, I recognized that, in addition to the intangible benefits of helping others, performing public service often helps a small-business owner network informally with other volunteers, an essential part of doing business that is often overlooked by those absorbed by their day-to-day concerns.

Dennis Hunter

Vice President of marketing at Coast Central Credit Union

Read the rest at: http://www.times-standard.com/business/ci_17377581

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