



**Affinity Peer Group Membership Form**  
Fax to 866-624-8161

This form will be used to help determine your placement in an Affinity Peer Group. Please fill out all information as completely as possible.

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Cell phone \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Position in company \_\_\_\_\_ Years in position \_\_\_\_\_ Years in company \_\_\_\_\_

Do you consider this a family business? \_\_\_\_\_

If yes, what is the relationship to you of other family members in the business?

Please list three issues you feel your business is facing/will face within the next 18 months.

1)

2)

3)

Are there any topics you are interested in discussing in a Peer Group setting?

Preferred Meeting Time, (for example, early AM, lunch time) \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## **Affinity Peer Group Overview**

### **What is an Affinity Peer Group (APG)?**

APG is a group of six to ten business leaders dedicated to helping each other reach their professional and personal goals. Through mutual support and open interaction based on trust and confidentiality, each member of the group learns how to become a better leader, a more successful businessperson, and a better spouse, parent, and friend.

The APG is one of the most important educational components of membership in the PFBA. The APG is a place where members can discuss business, family and personal issues of mutual interest in a supportive and confidential environment. Through APG involvement, business leaders have the opportunity to learn from each other, share best practices, and apply what they learn to their own businesses and personal lives. APG members form deep bonds that allow for the kinds of self-revelation and personal growth that can only be achieved through the dynamics of supportive group interaction.

APG protocols and procedures outlined in this manual represent a proven methodology through which, over time, a strong relationship bond among members develops. It is the goal of PFBA to help its members succeed in their professional and personal lives, starting with success as an APG member.

### **Affinity Peer Group Guidelines**

In order for all group members to get the most from the APG experience, it is expected that all group members will make a commitment to be present and on time for all meetings. A member may miss up to two meetings per year. If more than two meetings are missed, or chronic lateness is an issue, the member's commitment to the group will be reevaluated.

It is up to each member to practice good communication and listening skills. The group will operate in an atmosphere of mutual respect where fellow members are non-judgmental. One of the goals of the group is to have a well-functioning environment where members can be honest with one another and are comfortable sharing important aspects of their business and family situations.

APG's operate in an environment of complete confidentiality. The group will be a "safe place", where members can feel free to express their feelings and relay past experiences with comfort and confidence that "what is said in the room stays in the room." Members will express their absolute agreement with the confidentiality guidelines by signing the Confidentiality Pledge.

Each member has a responsibility to contribute to the success of the group. That responsibility includes making a sincere commitment to the attendance, communication and confidentiality guidelines set forth in this manual. The more seriously each member views his or her responsibility and lives up to these guidelines, the more fulfilling and rewarding the experience will be for the whole group.