



ENTERPRISE WORLDWIDE

# SPECIAL INTEREST COMMUNITIES (SIC): FACT SHEET

---

## WHAT IS A SPECIAL INTEREST COMMUNITY?

The Special Interest Communities are mini-peer networks within Enterprise Worldwide. They are organized by function within the firm, such as Practice Management, Marketing.

## WHO PARTICIPATES IN A SPECIAL INTEREST COMMUNITY?

Each Special Interest Community is composed of partners and staff of EW firms who have expertise or interest in the topic area. All managing partners, partners, managers, firm administrators and marketing directors are encouraged to participate in at least one community.

## WHY DID EW CREATE SPECIAL INTEREST COMMUNITIES?

- ◆ To provide an avenue for members to share their knowledge and expertise in a particular area
- ◆ To offer opportunities for all members of the firm to participate actively as a member of Enterprise Worldwide and directly contribute to and benefit from their firm's membership in EW
- ◆ To identify communities of experts within EW who can address specific technical or service-related issues
- ◆ To increase your firm's individual competitiveness in your marketplace by giving you access to these experts

## HOW DOES A SPECIAL INTEREST COMMUNITY COMMUNICATE?

Between scheduled calls and meetings, members are encouraged to communicate regularly via email and telephone. Additionally, each Special Interest Community will have its own Discussion List and Toolbox on our website to post information and questions, hold online conversations, and archive relevant data and practice aids.



## ENTERPRISE WORLDWIDE

### WHAT ARE THE BENEFITS OF PARTICIPATING IN A SPECIAL INTEREST COMMUNITY?

The Special Interest Communities offer members an opportunity to take advantage of the collective expertise of the EW firms within specialized niches or service areas. When your firm participates, you:

- ◆ Get up-to-date industry specific information on a technical practice area
- ◆ Exchange valuable ideas and information specific to your profession
- ◆ Create relationships that may result in profitable joint venture opportunities
- ◆ Get advice and explore a new niche or service area before you implement it within your practice

### IS THERE A COST ASSOCIATED WITH PARTICIPATING IN A SPECIAL INTEREST COMMUNITY?

Absolutely not – they are a part of your member benefits package. The only expenses that firms must bear related to a Special Interest Community are the travel costs associated with sending participants to any EW conference or meeting.

### HOW MANY SPECIAL INTEREST COMMUNITIES CAN MY FIRM PARTICIPATE IN?

There is no limit to the number of communities a firm can belong to. In fact, we encourage all managing partners, partners, managers, firm administrators and marketing directors to participate in at least one community. The more your firm participates, the greater the benefits you will realize from your membership in Enterprise Worldwide.

### MY FIRM PROVIDES SERVICES IN AN AREA NOT CURRENTLY COVERED BY A SPECIAL INTEREST COMMUNITY. HOW DO I START A NEW COMMUNITY?

If you are interested in starting a new community – and being the Lead Consultant – contact Adelaide Ness at +1 (615) 373-9880 or [Adelaide@TheRainmaker-Companies.com](mailto:Adelaide@TheRainmaker-Companies.com) or Sherman Mohr at [sherman@therainmakercompanies.com](mailto:sherman@therainmakercompanies.com). Adelaide will contact the membership to determine whether there is sufficient interest in establishing the new community.

### HOW DO I (OR SOMEONE FROM MY FIRM) JOIN A SPECIAL INTEREST COMMUNITY?

Contact Kim Lockard at +1 (615) 373-9880 or [Kim@TheRainmaker-Companies.com](mailto:Kim@TheRainmaker-Companies.com) and she will add you to the roster of any/all communities you are interested in participating in. Once you are on the roster for any given community, you will receive all information regarding upcoming events for that group.