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Givers Gain[®] Monthly

From the CEO

News from BNI HQ: Brussels: Our hearts and prayers go out to everyone affected by the events in Brussels. After touching base with BNI leaders there, we're not aware that anyone within the BNI Family was hurt or worse, but of course we're all affected in some way by these unspeakable acts. We know that BNI's work meaningfully improves the lives of members, families, and communities. We also know that BNI builds bridges of understanding between people that might otherwise not be connected. We stand ready to support BNI Belgium in every way. As an organization, we will also continue the important work that we do with even more vigor. In a day of darkness, this is our way of lighting a candle. – Graham Wilheimer, BNI CEO

From the Executive Director

It's amazing that our involvement in this organization means we are connected to some 200,000 people across the globe, all collaborating to build up people and businesses. Each time a disaster occurs in our area, we can be sure that there are people just like us whose hearts go out to our plight.

This month of April, with its warm weather, fresh coats of snow, and flurry of conferences throughout the state, is the month that many of experience an up-tick in our time commitments. We can all see summer coming, and for many of us that means an increase in business. For BNI Vermont this means putting the finishing touches on the Annual Awards Banquet, planning various summer mixers for chapters state-wide, and the BNI United States Conference.

April is also the 6-month mark for our current Leadership and Supporting Leadership Teams, which means they are starting discussions on who they will pass the baton to in October. The culture and success of your chapter is based on these decisions, and it is always a very exciting time of year as these discussions start to rise
May April be an incredibly prosperous month for all!



Vickie Wacek
BNI Vermont Executive Director



“Without vision, we are blind to opportunity.”

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Continuing Education

Monthly Networking Tip: TYFCB – Gross Profit vs. Net Profit



This month's topic is one that comes up from time to time: member tracking Thank You For Closed Business (TYFCB). The question I commonly hear is "When Inputting my TYFCB into BNIConnect, do I input my Gross or Net Profit on the business I am referred?" This is, luckily, an easy answer... GROSS Profit. The "why" of this is also simple, but can get lost in translation via the many perspectives our members have about their individual memberships. The reason for our Gross Profit tracking in our BNI Chapters is because our chapters are not responsible for our business expenses – they are only responsible for getting you the client. And the total Chapter-Wide TYFCB is a reflection of the business success of the entire chapter, not just yourself. When a member accidentally inputs only their Net Profit on a referral, it makes it look like the referrals generated in the chapter actually generate very little revenue for the members. In your own business, you make sure to submit your GROSS revenue to the IRS each year because it's about your entire business picture, not just your 'take home pay' after you pay your electric bill and employees. It is the same in your BNI chapter. It is about how much the client is spending on your products/services, not just how much you individually make off of the sale. For more perspective, check out this ["Thank You For Closed Business"](#) explanation document and [BNI Podcast 289](#) (plus – that's 1 CEU for you!)

BNI Podcasts

CEU Links

BNI Podcasts

BNI The Power Of One Podcasts

Success Through Referrals Podcasts

SuccessNet e-Newsletter

Givers Gain® e-Newsletter

★ Remember to log your CEUs on BNI Connect: 1 Podcast = 1 CEU

BNI Headquarters & Dr. Ivan Misner, Ph.D.

Each Wednesday, BNI Founder, Dr. Ivan Misner posts a 8-15 minute Podcast featuring tips and information on Word-of-Mouth Networking. For BNI members, these podcasts help provide insight on how to utilize their membership to gain personal and professional development and financial success.

- March 16: [Episode 448](#): The 24/7/30 Follow-up System
- March 23: [Episode 449](#): Use Your Head to Get Your Foot in the Door (Classic Podcast)
- March 30: [Episode 450](#): How Well Do You Know Your Business?
- April 6: [Episode 451](#): Why Do You Do What You Do?
- April 13: [Episode 452](#): Inviting a Visitor Who Cannot Join

BNI The Power of One Podcasts

BNI New Hampshire Executive Director, Tim Roberts, has been presenting his own BNI based podcasts for a couple years, and BNI Vermont recently adopted these podcasts. Visit www.BNIPowerOfOne.com to access these podcasts at any time.

Success Through Referrals Podcasts

One of BNI's missions statements is to change the way the world does business, and BNI Executive Director, Tim Roberts, has really put that into action by creating www.SuccessThroughReferrals.com. This website helps non-BNI business professionals with their word-of-mouth marketing efforts.

Give yourself some credit!

Each podcast you listen to counts as one Continuing Education Unit (CEU). Remember to enter your CEUs on BNIConnect.com!

BNI Branding

Interested in accessing the BNI logo and using it? We have just the website for you: www.BNIBranding.com. This website provides the BNI Branding Standards as well as a variety of high resolution images for download. Contact your chapter's Director Consultant for a Username and Password.

BNI Event Calendar

Join BNI members from across the state and the world for webinars, trainings and networking events to enrich your BNI experience by boosting your visibility and perspective! www.BNIVermont.com/Events.php

SuccessNet – BNI e-Newsletter

BNI's monthly e-newsletter features first hand perspective from some of the world's most renowned networkers, leaders and public speakers, as well as networking stories from BNI members, ambassadors and directors from around the world.

[Celebrating BNI's 31st Year with a Once-in-a-Lifetime Opportunity](#)

By [Graham Weihmiller](#), CEO

[The BNI® Experience in New Zealand](#)

By New Zealand BNI Members

[What Makes a Good Testimonial?](#)

By Michelle Gray, BNI Vermont Ambassaor

[Features Tell, But Benefits Sell](#)

By Dr. Ivan Misner and Brennan Scanlon

BNI Member Profile of the Week

Each week we feature one BNI Vermont Member on all of our social media outlets. *If you would like to be considered for this opportunity, be sure to visit www.BNIConnect.com and update your User Profile in full*, including your headshot, company logo, business description, T.O.P.S. Profile and G.A.I.N.S. Profile.



Eric Noel
Business Coach
Business Hero Coaching
Wealth Builders BNI
South Burlington, VT



Alice Lissarrague
Consulting
Lissarrague College Guidance
Shelburne BNI
Shelburne, VT



Chip Patullo
Energy Consulting
Above-N-Beyond Energy
Champlain Valley BNI
South Burlington, VT



Sam Markewich
Business Coach
Peak Performance Living
Crossroads BNI
Berlin, VT

Quick Links

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BNI.com



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Facebook



Follow us on
Twitter



Find us on
Linkedin

BNI Chapter Facebook Pages

Take a moment to “LIKE” other chapter's Facebook pages to keep up to date on information and events across the region!

[Champlain Connections BNI](#)

[Champlain Valley BNI](#)

[Crossroads BNI](#)

[Integrity BNI](#)

[Middlebury BNI](#)

[Prestige BNI](#)

[Prosperity BNI](#)

[Queen City BNI](#)

[The Masters BNI](#)

[Shelburne BNI](#)

[Wealth Builders BNI](#)

One Profession Per Person

by BNI Vermont Director Consultant, Barb Dozetos

We all know the BNI rule: one person per profession. This assures us that we will have no competition for the business we represent in our chapter. It's what sets BNI apart from most other networking groups and events.

But what if we do more than one thing? We're all multi-talented, right? Most of our businesses cross the boundaries of multiple BNI categories. The graphic artist does web design. The home and auto insurance salesperson can also provide commercial insurance. So why do we need to pick just one piece of our business to promote through BNI?

MATH!

From a chapter's perspective, this is easy math. Each person in a chapter brings with them a network of (conservatively) 200 people. If one member is allowed to hold the seats for both the event planner and the caterer, every member of the chapter is being denied access to at least 200 people a second person could potentially bring to the chapter as referrals. Narrowly defining member categories means a bigger chapter, and a bigger chapter means more money.

But the seat is empty!

An empty seat is an opportunity to grow your chapter. If you consistently talk about parts of your business that fall outside your actual seat, you are programming your chapter members not to invite potential members who could fill that seat and grow your potential network. (See MATH! above.)

It is incumbent on the membership committee of your chapter to ask the incoming members what part of their multi-faceted business they most want to grow. That's the seat they should hold. One of the greatest benefits of a BNI membership is being able to focus on what you love doing the most or what is most profitable to you. In the best of worlds, those are the same thing.

Another wonderful benefit of the one-seat-per-person rule is being able to refer the business you don't really want to someone else in your contact sphere. Complementary businesses in the same chapter, even if they overlap, can allow you to focus on the part of your business you really thrive on. You get to do more of what you love, and you have a referral partner for the other stuff. That bit you don't particularly like is his sweet spot. Everyone is doing what they love to do. Perfect, right?

Questions to Ponder:

- Are you representing your classification and **ONLY** your classification in your weekly presentation?
- Does the seat you hold represent the part of your business you truly want to grow?
- What complementary professions are missing from your chapter?
- Can you grow you chapter and, by extension, your referral network by inviting someone with a closely related business to visit your chapter?



Barb Dozetos

BNI Vermont Director Consultant

Member of

Champlain Valley BNI

Tuesday mornings

7:30 – 9:00 am

South Burlington, Vermont

Professional Classification

Online Marketing

Above the Fold Marketing

Date Accepted to Chapter

April 12, 2012

Chapter Roles Held

Education Coordinator (*current*)

Chapter Growth Coordinator

(*current*)

Vice President

Event Coordinator

Chapter Webmasterr

New BNI Chapters Forming!

If you are interested in helping someone you know get a BNI chapter started in their town, do not hesitate to reach out to the BNI Vermont Regional Office. Here's a list of towns in Vermont that are currently working to get BNI chapters up and running.

Bennington
Brattleboro
Milton

Montpelier
Richmond
RUTLAND

Springfield
St. Johnsbury
Stowe

Member Success Program

Join BNI Vermont Ambassador David Beckett for the next MSP! This course is required for all new members within their first 60 days of membership and is recommended yearly for all members. Next Scheduled MSPs:

Monday, May 9, 5:00 – 8:00 pm
Tuesday, June 14, 1:00 – 4:00 pm
Bevo, 70 Roosevelt Hwy, Colchester

Advanced Member Success Program

Join us for one of two Advanced Networking Trainings being held in the next few months! This amazing course will cover skills you haven't yet learned to give and get referrals, give your Weekly and Featured Presentations, have productive 1-2-1s and form Power Teams in your chapter!

Monday, June 27, 2016, 8:00 am – 5:00 pm [Register](#)

Third Annual BNI Vermont Awards Banquet

This amazing annual event is just around the corner and is an event you don't want to miss! Bring a guest and join us for networking, great food and drinks, awards and dancing! This year's event will also feature a photo booth and a surprise Welcome Video. Tickets went on sale in March for your chapter and are \$30 per person and must be purchased in advance. If you didn't get your chance to purchase a ticket, contact BNI Vermont Executive Director, Vickie Wacek at Vickie@BNIVermont.com as soon as possible. We'll see you then!

Third Annual BNI Vermont Awards Banquet
Thursday, April 28, 2016 • 5:30 – 9:30 pm
Sheraton Burlington – Emerald Ballroom, Burlington, VT



Calendar of Events

April

- 4/15 **BNI Webinar:**
How to Use BNI Connect
8 – 9:30 am, FREE
- 4/25 **Middlebury BNI Kick-Off**
8 – 10 am, VFW Middlebury, FREE
- 4/26 **BNI Webinar:**
Chapter Web Pages
3 – 4 pm, FREE
- 4/27 **Burlington BNI Kick-Off**
11:30 am – 1:30 pm
Location TBD, FREE
- 4/27 **Queen City BNI Kick-Off**
Holiday Inn Burlington
11:30 – 1:30 pm, FREE
- 4/28 **Third Annual BNI Vermont Awards Banquet**
Sheraton Burlington
Emerald Ballroom
5:30 – 9:30 pm, Cost: \$30/person
Ticket sales end April 15

May

- 5/4 **Rutland BNI Information Meeting**
Christ the King Church
Community Hall
8 – 10 am, FREE
- 5/5 **Prosperity BNI Visitors' Day**
Catamount Club Williston
9:30 – 11:30 am, FREE
- 5/9 **Colchester BNI Member Success Program**
Bevo Colchester, 5:00 – 8:00 pm,
Fee: \$15/person

For any of the Events listed above

[Register Here](#)

Member Recognition

Monthly Member Traffic Lights Report PERFECT SCORES OF 100!

Michael Hughart Winooski Insurance, Integrity BNI
Julieta Rushford Santiago Rushford Family Chiropractic, Prosperity BNI
Michelle Gray Coldwell Banker Hickok & Boardman Realty,
 Champlain Connections BNI
Rod Cain Rod Cain Massage Therapy, Champlain Connections BNI
Scot Sweeney SolarCity, Champlain Connections BNI

6 Months Perfect Attendance

Julieta Rushford Santiago Rushford Family Chiropractic, Prosperity BNI
Nathan Muehl NMA Financial, Prestige BNI
Rod Cain Rod Cain Massage, Champlain Connections BNI
David Beckett Chennette Real Estate, Champlain Valley BNI
Jimmy Matas Handy GMC, Prestige BNI
Jon Houghton Maplehurst Florists, Champlain Valley BNI
Susan Lackey Perfect Image Fashions, Wealth Builders BNI
Alan Kinney Kinney Insurance, Prestige BNI
David Weigel Ward & Babb Attorneys at Law, Champlain Valley BNI
Aubrey Bissonette JoAnn's Uniforms & Embroidery Works, The Masters BNI
Rebecca Manchester Rebecca Manchester Design & Illustration,
 Champlain Connections BNI
Travis Spencer Kinney Insurance, Champlain Valley BNI
Mark Browning Stone and Browning Property Management, Crossroads BNI
Dave Buckland Buckland Consulting, Shelburne BNI
Kenneth Brown QBSolutions.com, Shelburne BNI

New Members – March 2016

Katherine Pintair Ambient Photography, Inc., Prosperity BNI
Chris Russell SolarCity, The Masters BNI
Steven Shaw Weston and Sampson, Champlain Connections BNI
Lisa Hallstrom Hallstrom Excavating, Crossroads BNI
Marla Cappelletti Queen City Bikram Yoga, Prosperity BNI
Damon Blanchard Blanchard Building, Prosperity BNI
Sandra Silla Struktur PLLC, Wealth Builders BNI
Nick Daley Stark Law PLLC, Shelburne BNI

Renewed Members – March 2016

Brian Haas VIS Construction Consultants, Champlain Valley BNI
Aaron Smith S&D Landscaping, The Masters BNI
Barb Dozetos Above the Fold Marketing, Champlain Valley BNI
Barbara Trousdale Preferred Properties, Wealth Builders BNI
James Cohen Hadley Financial, Champlain Connections BNI
Jane Evans Studio J Creative, Champlain Connections BNI
Darlene LeClair Nerium International, Champlain Valley BNI
Jeff Pierce Crosshair Communications, Wealth Builders BNI
Jesse Lasnier Total Lawn Care and Snow Plowing, Wealth Builders BNI
Susan Snider Snider & Associates, Crossroads BNI
Bob Diaco Sign-a-rama, Wealth Builders BNI

BNI Vermont

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www.BNIVermont.com

