



Givers Gain[®] Monthly

From Our Executive Director

It has come around again – the days are nearly at their shortest, we’re juggling our kids in Holiday concerts, buying Thank You gifts for our business vendors, and practicing the magical art of balancing family and work! Thank goodness BNI has our back!

This is one of the easiest times of year for referral generation within BNI because of all of the “Tier 1” shopping that we are each doing! A reminder to you that hopping onto BNIVermont.com and searching for the goods and services you need not only helps you hit your “one referral per week” goal with ease, but also keeps us all shopping local and supporting local! There are so many outstanding professionals spread throughout our 12 chapters – all you have to do is look!

We’re also busy preparing for our chapter holiday parties! This is a great time to catch up with your members outside of work – learn about them on a personal level and enjoy some down time. A reminder that we are still business partners, and to keep your activity professional! Our reputations are something we work very hard to build and keep high!

The closing of 2017 is bittersweet. We welcomed Heart of Vermont BNI in Montpelier to the BNI family, brought on our new Administrator, Shawna Shortsleeve, and started up The Business Experience Series, which has gained a lot of momentum! 2018 proves to be even more exciting! We will be building up the BNI Vermont Team to further support you in BNI, starting up a couple new chapters to get you the connections you want in other parts of the state, and we’re working to offer bi-monthly member-hosted BNI mixers throughout the state to help you network with more members.

Happy holidays, and cheers to the close of an amazing 2017 with all of you!



Vickie Wacek

BNI Vermont Executive Director

Monthly Networking Tip: Using Social Media Weekly to Boost Your BNI Membership

Social media and BNI have a lot in common: specifically, the ability to communicate openly and regularly with others in your life on both a professional and a personal level. In BNI the personal and professional balance in relationships is key to gaining Trust on the Referral Confidence Curve. Ask any social media expert – regular social media use is important if you want to get anything out of it. The same goes for using social media to strengthen your BNI membership. Let's start with visitors who on average spend \$1,500 when they visit your chapter. If you want your social media connections to know about your BNI chapter, it means you have to regularly post about it! This is as easy as using the Facebook Check-In feature once a week at your BNI meeting to show everyone your attendance. Add a blurb about the Featured Presenter – tell the world how proud you are of the group of professionals you work so closely with! Referral generation gets easier and easier the longer you're in your chapter. Using social media to bring attention to your fellow BNI members is the key to getting more "Referral Giving" opportunities. Once a week, try posting a blurb about the member in your chapter who gave the Featured Presentation, or the member you had a 121 with, or the member who won the Best Weekly Presentation Award. Tell a personal story about them, and "tag" their business so that your social media friends can learn more! As you check-in weekly and post about your fellow BNI members a couple times a week, watch your reputation grow, your referrals given and received increase, and the amount that you get out of BNI go up.

- Vickie Wacek, Executive Director, BNI Vermont

Podcasts

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 Podcast featuring tips on Word-of-Mouth Networking.

November 15: [**Episode 533**](#): There's No Substitute for a Good Substitute

November 22: [**Episode 534**](#): I'm Too Busy for BNI

November 29: [**Episode 535**](#): Stepping on Your Toes in the Margins

December 6: [**Episode 536**](#): What My Children Taught Me About Networking

December 13: [**Episode 537**](#): Specific Is Terrific for Referrals

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**](http://www.BNIPowerOfOne.com) to learn more.

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**](http://www.SuccessThroughReferrals.com). This website helps non-BNI business professionals with their word-of-mouth marketing efforts.

Continuing Education

BNI Resources

Have you ever been interested in accessing the BNI Logo? Maybe you missed a recent BNI Webinar to help you learn how to use BNI Connect? What if you would prefer the *Givers Gain* book you received in the Members Success Program, in audio format? Visit Support.BNIConnect.com and click on **The Resource Center** button. Why not take a few minutes right now to check out what this site has in store for you!

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.

[Networking Up: Mingling Above Your Weight Class](#)

By Ivan Misner, Ph.D, BNI Founder

[The Difference Between Referrals and Leads](#)

By BNI Staff

[A Conversation with Steven Carvajal Ruffley, BNI National Director](#)

By BNI Staff

[5.5 Ways to Prepare for a Successful 2018](#)

By Graham Weihmiller, BNI CEO

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.



Lisa Campion

Estate Attorney

LMC Law, PLLC

The Masters BNI • Colchester



PJ Pfeifenberger

Insurance Agent

New York Life Insurance Co.

Wealth Builders BNI • Colchester



Jane Evans

Website Designer

Studio J Creative LLC

Champlain Connections • Burlington



Kelly Dunklow

Chiropractor

Summit Chiropractic

Champlain Valley BNI • Essex Junction



The Key That Unlocks the Biggest Doors in BNI is the One-to-One Meeting

By Erik Kolomaznik,
BNI Vermont Ambassador

Erik Kolomaznik

BNI Vermont
Ambassador

At the beginning of my membership I enjoyed 121 meetings with fellow members and found them mostly useful, but that was the extent of my use of 121s. The quality of relationships with my BNI teammates has always been a critical element of my membership and I could see the quality of my relationships growing over time with repeated attendance plus a healthy serving of casual 121s. However, the evolution of my relationships at that time was gradual, unpredictable, and slow. As they say: “There must be a better way!”

- Visiting other chapters is a fantastic way to expand your network! However, attending is not enough. Visiting another chapter and shaking hands with new people is the equivalent of popping into a Chamber of Commerce event. As with many things, it’s all about the preparation and follow through. Before attending, review the roster to see who would be a great 121 partner, and make sure those appointments are set before you visit. It’s the 121 meetings that grow our network, not the visit itself.
- BNI is relationship marketing, but what kind of relationship? Friendship? Professional? Nope. The ideal is the elusive “Professional Friendship.” Its recipe consists of purpose, effort, respect, integrity, collaboration, effectiveness, and design. We build Professional Friendships intentionally, by design, and within a structured framework. If we don’t apply purpose and effort, the chances of creating the desired “Professional Friendship” by accident are nil. BNI Vermont provides a very valuable and unique environment in which this type of productive relationship could sprout up any day of the week.
- It occurred to me that credibility and reputation form a bottleneck that almost hinders the passing and receiving of referrals. (It’s not about you, though) Your fellow member, from whom you would like to be receiving referrals, is laying their reputation on the line when they refer you. Each of us must ease the other person’s concerns and demonstrate that we understand and respect this risk to their reputation. The best way to accomplish this is the 121 meeting. Reducing the time that it takes to instill this confidence during 121 meetings is the key reason to continuously sharpen our 121 skills.

As with many things in BNI, there are plenty of best practices to adopt: have goals for the meeting, make it memorable and fun for the other person, keep your commitments, be punctual, be prepared, listen and take notes, etc. I agree with all those things. But I’m not satisfied with behaviors. I’m looking to crack the code. If you would like to add to these ideas and/or discuss, I would love to hear your insights and results. Might I suggest that we schedule a 121?

About the Author

Member of
Shelburne BNI

Meets Thursdays, 8:30 – 10:00 am

Trinity Episcopal Church · 5171 Shelburne Road · Shelburne, VT

Current Roles: BNI VT Ambassador, Chapter Growth Coordinator

Past Roles: President, Event Coordinator, Education Coordinator, Visitor Host, Vice President, Membership Committee

New Chapters Forming!

Brattleboro - currently in the works
Manchester
Richmond
Rutland - currently in the works
St. Johnsbury
Stowe
Waitsfield
Waterbury - currently in the works

Member Success Program

Have you attended a Member Success Program recently? Member Success Programs are specifically intended for all BNI Members to gain more knowledge about being successful members of their chapters. It is recommended that members attend at least one Member Success Program every year to take full advantage of all BNI has to offer. If you have not attended an MSP recently, or if you have but would find going to another one in the near future beneficial, consider registering for an upcoming Member Success Program:

Tuesday, January 30, 1:00 – 4:00 pm
Location: Holiday Inn, South Burlington



November Member Success Program Graduates.



Crossroads BNI Member Success Program Graduates.

Calendar of Events

DECEMBER

12/20 The Business Experience: Sights on Success
1:00 – 4:00 pm, Fee: \$20 for members,
\$30 for non-members

JANUARY

1/30 BNI Member Success Program
1:00 – 4:00 pm, Fee: FREE for members,
\$30 for non-members

[Register for Events](#)

Member Recognition

Monthly Member Traffic Lights Report PERFECT SCORES OF 100!

Tim King

Timothy King Attorney at Law, Middlebury BNI

Barbara Dozetos

Above the Fold Marketing, Champlain Valley BNI

Mollie Lannen

CW Print + Design, Queen City BNI

6 Months Perfect Attendance

Elizabeth Davidson

Clear Connections Chiropractic, Queen City BNI

Mary Maloney

State Farm, The Masters BNI

Barb Dozetos

Above the Fold Marketing, Champlain Valley BNI

Tim King

Timothy King Attorney at Law, Middlebury BNI

Jennifer Kestrel McTigue

Life Vantage, Heart of Vermont BNI

Lisa Mason

Fiddleheads Cuisine, Heart of Vermont BNI

Sam Markewich

Downtown Up, Crossroads BNI

Brendan Walsh

Quantum Leap Capital, Shelburne BNI

Reed Prescott III

Prescott Galleries @ Verde Mountain, Middlebury BNI

Jeannemarie Schinhofen

Katie's Jewels, Heart of Vermont BNI

Larry Hawley

The Vermont Agency, Prosperity BNI

Travis Spencer

Kinney Insurance, Champlain Valley BNI

John Jacob

Lendio of Northern Vermont, Wealth Builders BNI

New Members - November 2017

Elizia Meskill

Green Tax Services, Inc., Shelburne BNI

Michael Townsend

Chiropractic First, Wealth Builders BNI

Jeremy Read

Vermont Publishing, Presige BNI

Renewed Members - November 2017

Chandra Polland

Union Bank, Crossroads BNI

Rich Jones

State Farm, Crossroads BNI

Katie Lambert

Kyocera Document Solutions, Wealth Builders BNI

Brian Bonk

Champlain Chevrolet, Prestige BNI

Important Links

www.BNIVermont.com

www.BNI.com

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](#)

[Heart of Vermont BNI](#)

[Integrity BNI](#)

[Middlebury BNI](#)

[Prestige BNI](#)

[Prosperity BNI](#)

[Queen City BNI](#)

[The Masters BNI](#)

[Shelburne BNI](#)

[Wealth Builders BNI](#)



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Find us on the Web:

www.BNIVermont.com



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