



WWW.BNIVERMONT.COM

# Givers Gain<sup>®</sup> Monthly



“Without vision, we are blind to opportunity.”

## From the Executive Director

Summer is officially here (in terms of weather) and many of our businesses are in the typical summer upswing that happens in Vermont. On top of that, personal events like weddings, vacations and graduations are in full swing – and so is BNI Vermont! It’s been just over a month since we returned from the BNI National Conference and the BNI Vermont team is in top gear sharing new ideas with your chapters! These include Business Planning for chapters, new ideas for Chapter Growth Coordinators as well as preparations for our annual state-wide Chapter Team Training! Your chapters are also busy deciding who will make up your incoming Leadership and Supporting Leadership Teams. We listened to your requests from last year and have made some powerful and helpful changes to this year’s Chapter Team Training in September to better fit your learning styles and busy schedules.

We would also like to announce the newest members to the BNI Vermont Team! Five new Ambassadors will be joining BNI Vermont on July 1<sup>st</sup>! **Rod Cain** from Champlain Connections BNI, **Dan Swider** from Champlain Valley BNI, **Mark Browning** from Crossroads BNI, **Justin Brande** from Integrity BNI and **Nate Meuhl** from Prestige BNI. The next time you see these folks, congratulate and thank them for their extended involvement in

your membership! They bring a lot of expertise, passion and perspective to the table to directly and positively impact your involvement in BNI!



**Vickie Wacek**  
BNI Vermont Executive Director

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### Monthly Networking Tip: The VCP Process



One of the processes that keeps your business pipeline full of clients in BNI is called the VCP process; **Visibility + Credibility = Profitability**. This profound perspective draws attention to areas of your business that you have control over which, over time, create a steady and reliable source of clients for you for years to come! **Visibility** directly refers to how well recognized you and your business are. Think of the car commercials you hear for your local dealership all the time – THEY have visibility. Visibility also refers to those members of your chapters who have been there for years. You know them on sight because they've been in your 'business vision' for a long time. But visibility does not beget credibility. **Credibility** is based on your knowledge and people-skills. It means when someone thinks about you, they automatically recall the expertise you have in your field, and remember the flawless (or maybe not-so-flawless) experience they had working with you. When a business person finds the right balance of Visibility (by attending mixers, their BNI chapter, their Rotary meeting, for years and years) plus Credibility (by having expertise in their field and positive client experiences), they then experience Profitability through referrals, returning clients, and eager new clients! How is your VCP Process working for you right now?

## 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.

- May 20: [Episode 407: Why Network with BNI?](#)
- May 27: [Episode 408: The Future of BNI](#)
- June 3: [Episode 409: Chapter Cycles](#)
- June 10: [Episode 410: Three Common Delusions About Referral Sources \(Classic Podcast\)](#)

### 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 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](http://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 [BNICconnect.com](http://BNICconnect.com)!

## BNI Branding

Interested in accessing the BNI logo and using it? We have just the website for you: [www.BNIbranding.com](http://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](http://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. This month's newsletter covers topics on:

**From the Founder:** [Demystifying DISC Compatibility for Networking](#)  
*Know each personality type to network better.* by Dr. Ivan Misner

**Words of Wisdom:** [Eliminate the Time Wasters in Selling 8 insights for making the most out of too little time.](#) by Brian Tracy

**Art of Networking:** [Simplify. Focus. Coach. Tips for delivering a message referral partners will remember.](#) by Tony Wolfe, Managing Director, BNI Central Florida/Orlando

**To the Next Level:** [Value Your Time, Not Manage Your Time And make time for what's important.](#) by Paul R. Scheele, Ph.D., Co-founder of Learning Strategies

## BNI Member Profiles of the Month

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](http://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.



**Cornelia Ward**  
*Career Coach*  
**Cornelia Ward Consulting**  
Prosperity BNI  
Williston, VT



**Susan Lackey**  
*Image Consultant*  
**Perfect Image Fashions**  
Wealth Builders BNI  
So. Burlington, VT



**Mark Browning**  
*Property Management*  
**Stone & Browning**  
Property Management  
Crossroads BNI  
Berlin, VT



**Michael Languasco**  
*Residential Mortgages*  
**People's United Bank**  
Champlain Valley BNI  
So. Burlington, VT

## Quick Links

[BNIVermont.com](http://BNIVermont.com)

[BNI.com](http://BNI.com)



Like us on  
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](#)

[Prestige BNI](#)

[Prosperity BNI](#)

[The Masters BNI](#)

[Wealth Builders BNI](#)

## Why We Track T.Y.F.C.B.

by BNI Vermont Director Consultant, Barb Dozetos

It can be easy to underestimate the value of a referral, and consequently, of our BNI memberships. Submitting Thank You For Closed Business (TYFCB) allows us to track the money coming into our businesses due to BNI referrals. If we skip this step, we miss an opportunity to grow our chapters, recognize the real value of our memberships, and thank the people who are sending us customers.

### Impress Visitors

Referral numbers are great, but nothing cuts through the noise with a business person faster than talking dollars and cents. When we display an average referral value of over \$1,000, or talk about hitting annual goals of \$1,000,000 in closed business for a chapter, our visitors sit up and take notice. Of course, we know there is much more than revenue value to a BNI membership, but this is the tangible benefit that needs little explanation.

### Track the ROI of BNI

While each of us has different goals for our BNI membership, the bottom line is always a consideration, right? We need to know where our business is coming from in order to make valid marketing decisions. So, we keep track of the sources of all our new business. When we account for every dollar brought in by BNI referrals (don't forget the third, fourth and fifth tier referrals!), we need look no further than our home page on BNI Connect to see the return on our membership investment we're getting.

### Say "Thank You"

Naturally, when a referral turns into a new client, we want to show our appreciation to the person who sent the referral. That can take many forms, depending on the situation, but in the world of BNI, a very important form of thanks is submitting the TYFCB. When you do this through BNI Connect, it's anonymous (nothing is sent to the referrer), but their TYFCB totals will increase accordingly, allowing your referral source to be recognized for qualified referrals, rather than empty leads.

### An Illustration

1. Joe submits a referral to Arlene (the hair stylist) for his daughter, Kelly, who is seeking a great haircut.
2. Kelly goes to get her fabulous new cut and pays \$45.
3. Arlene logs in to BNI Connect and submits TYFCB for \$45, crediting Joe.
4. Two months later, Kelly comes back for another cut and pays \$45, again.
5. Arlene submits another TYFCB for \$45. (The value of the original referral is now \$90.)
6. Two months later, Kelly comes back for a cut and brings a friend, Jane. They both get \$45 cuts.
7. Arlene credits Joe with another TYFCB for \$45 and credits Joe with the \$45 TYFCB for Jane's cut.

This far into the story, Joe's single referral is now valued at \$180 (so far) with every indication that it will continue to grow in value, due to repeat business. Arlene has \$180 of business she knows is a result of her membership in BNI.

Of course, the circumstances of each of our businesses is different. If you have questions about how to track your TYFCB, just reach out to your leadership team, ambassadors, or director consultants. That's what we're here for!



### Barb Dozetos

*BNI Vermont Director Consultant*

### Member of

#### Champlain Valley BNI

Tuesdays, 7:30 – 9:00 am  
South Burlington, Vermont

### Professional Classification Inbound Marketing Above the Fold Marketing

### Date Accepted to Chapter

April 12, 2012

### Chapter Roles Held

Vice President (*current*)  
Event Coordinator  
Chapter Webmaster

## From the 2015 BNI National Conference April 30 – May 2, 2015 • Savannah, Georgia

Twice a year I travel to various parts of the country to meet up with BNI National Directors, Executive Directors and Director Consultants from all over the United States and the World to exchange perspectives and ideas regarding “the BNI member experience”. We share our experiences and successes with the mindset of making BNI in our regions more successful for our members.

Each month I will be sharing some of the take-aways from the National Conference conference with the intention of giving you an idea of what is coming down the pike for BNI and to provide you some eye-opening perspective on how you are using your BNI memberships.

### New BNI CEO and Headquarters

As you may be aware, the concept of BNI was founded in southern California by Dr. Ivan Misner. For the last 30 years the organization has been overseen by Dr. Misner and his team from their location in Upland, California. However, for the first time in BNI history we are not only seeing a new CEO, but also the relocation of BNI HQ! We would like to introduce you to Graham Wehmiller, BNI's new CEO! With the addition of Graham to the BNI team, we are also seeing BNI's headquarters relocate to Charlotte, North Carolina. This relocation brings about a lot of change, including a lot of new faces at BNI Headquarters. This is coming about for one very large reason: BNI is becoming a substantially international organization with nearly 55% of the world's membership outside of the United States. This growth means that our members and the Executives and Directors that support them, need easier access to BNI's headquarters, as well as easier and less expensive shipping options for the millions of supplies mailed around the world. BNI should be fully transitioned into the new North Carolina location (which has 176 direct flights from all over the world) by this fall. **Read more about Graham Wehmiller.**



### Goal Planning for Chapter Success

There are many breakout sessions available to attendees at the conference. The purpose of these breakout sessions is to allow BNI Director Consultants and Executives to share successful ideas that they have implemented with other BNI regions. One breakout session we partook in was focused on goal planning for chapters called *The Business Plan for Chapter Success* and directly addressed the need for focused business groups to have measurable and executable business plans for each leadership team term. Thinking on your own business, a business plan is critical to maintain forward momentum! And starting with the 2015-2016 term, BNI Vermont is bringing this very clear, easy and executable plan to your community BNI chapter! Your Leadership Teams will be presenting their business plan to you in the first week of October when they start their term and we're very excited to share this with you and watch your business grow even more through these efforts.



## BNI Events

### 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 is a list of towns in Vermont that are currently working to get BNI chapters up and running. If you know someone in one of these towns, please get in touch with Vickie Wacek as soon as possible.

**Bennington**  
**Brattleboro**  
**Burlington**

**Middlebury**  
**Milton**  
**Montpelier**

**Shelburne**  
**Springfield**



### Calendar of Events

#### June

- 6/15 Mentor Coordinator Monthly Web Conference Call**  
12:00 – 1:00 pm
- 6/17 BNI Mixer**  
5:30 – 7:30 pm  
Trader Dukes Lounge, Cost: free
- 6/18 BNI Member Success Program**  
Bevo Colchester, 5:00 – 8:00 pm  
Cost: \$15
- 6/22 Bi-Monthly “How to Start a BNI Chapter” Online Call**  
8:00 – 9:00 am
- 6/24 BNI Vermont at the Lake Monsters**  
6:00 – 9:00 pm, Cost: \$10

#### July

- 7/6 Bi-Monthly “How to Start a BNI Chapter” Online Call**  
8:00 – 9:00 am
- 7/13 Education Coordinator Monthly Web Conference Call**  
12:00 – 1:00 pm
- 7/20 Bi-Monthly “How to Start a BNI Chapter” Online Call**  
8:00 – 9:00 am
- 7/20 Mentor Coordinator Monthly Web Conference Call**  
12:00 – 1:00 pm
- 7/23 “The Networking Experience: Trade Shows”**  
3:00 – 5:00 pm  
Holiday Inn Burlington, Cost: \$20

For any of the Events listed above

[Register Here](#)

### Member Success Program

Join BNI Vermont Ambassador David Beckett in the coming months 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. Come brush up on your networking skills! Next Scheduled MSPs:

**Thursday, June 18, 5:00 – 8:00 pm**

**Tuesday, July 21, 1:00 – 4:00 pm**

\*Location: Bevo, 70 Roosevelt Hwy, Colchester

### BNI Summer Mixers

A powerful part of networking is diversity, and BNI Vermont is working to put together regular opportunities for you to meet and network with members from other chapters! Register today for all of these summer events, many of which you are welcome to bring your family!

**BNI Vermont Mixer** [Register](#)

**Wednesday, June 17, 5:30 – 7:30 pm • FREE**

Trader Dukes Lounge, Doubletree Hotel, South Burlington, VT

**BNI Vermont at the Lake Monsters** [Register](#)

**Wednesday, June 24, 6:00 – 9:00 pm • Cost: \$10 (family welcome)**

Centennial Field, Burlington, VT

**BNI Vermont Summer Picnic** [Register](#)

**Wednesday, August 19, 5:00 – 9:30 pm • FREE (parking is \$8 per vehicle)**

Oakledge Park, Upper Pavilion, Burlington Waterfront

### “The Networking Experience” Courses

You asked and we’re bringing it to you! Throughout the year we are putting together courses to help you in specific areas of your BNI Membership and your networking experiences! Join us for one or all of these events! Registration will open 6 weeks prior to the courses for BNI Members ONLY, and 4 weeks prior, they will open to the general public. Courses close at maximum 25 attendees, so claim your seat today!

**Networking at Trade Shows** [Register](#)

**Thursday, July 23, 3:00 – 5:00 pm**

**Networking at Mixers**

**Wednesday, August 26, 3:00 – 5:00 pm**

**Communications Skills for Networking**

**Friday, October 23, 10:00 am – 5:00 pm**



# Member Recognition

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## Monthly Member Traffic Lights Report PERFECT SCORES OF 100!

Barb Dozetos Above the Fold Marketing, Champlain Valley BNI

Connie Livingston Cornelia Ward Consulting, Prosperity BNI

### 6 Months Perfect Attendance

John Morrie John D. Morrie Construction Co. Inc, Champlain Connections BNI

Kyle Murdock Shred-Ex, Crossroads BNI

Jay Cummings Peoples Trust Company, Prestige BNI

Brian Bonk Champlain Chevrolet, Prestige BNI

Alan Kinney Kinney Insurance, Prestige BNI

Jay Lawrence J L Masonry & Hardscaping, Prestige BNI

Nate Yandow Duke's Physical Fitness, Prestige BNI

Connie Livingston Cornelia Ward Consulting, Prosperity BNI

Jim Powers J E Powers Painting, Champlain Connections BNI

Julieta Rushford Santiago Rushford Family Chiropractic, Prosperity BNI

Robin Hanbridge Robin's Chaga, The Masters BNI

Connie Lawton Omnitritian, Integrity BNI

### New Members – May 2015

Greg Stine Fine Finish Remodel, The Masters BNI

Brian Rogers Safety Systems of Vermont, Champlain Valley BNI

Jeff Teplitz Academy Mortgage, Prosperity BNI

Misty Williams Revitalize Massage, Prosperity BNI

Mark Sherwin Exterus Business, Crossroads BNI

Jon Anderson Anderson Home Inspection, Crossroads BNI

Mike Lannen Eternity Web, Crossroads BNI

### Renewed Members – May 2015

Alex Pissalidis Gratitude Farms, Crossroads BNI

John Morrie John Morrie Construction, Champlain Connections BNI

Lori Berthiaume Noyes Automotive, Champlain Connections BNI

Rick Benson Little Garden Market, Champlain Connections BNI

Mark Browning Stone & Browning Property Management, Crossroads BNI

Constance Archer Legal Shield, Champlain Valley BNI

Jackie DesLauriers Red Thread, Prestige BNI

Deidre Senior A Little Something, The Masters BNI

Evan Doubleday Life 180, Champlain Valley BNI

Richard Fox Law Office of Richard J. Fox, Champlain Connections BNI

Sue Lackey Perfect Image Fashions, Wealth Builders BNI



### BNI Vermont

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