



# BNI Newsletter

## The Newsletter for Networkers!

September 2009

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## From Stress to Success

*by Patti Salvucci*

Recently we interviewed several chapters that have had significant growth this year. The questions that were asked were:

1. What value have you seen from growing from (ex. 16 to 25) members?
2. What did it take for your membership to achieve this?
3. What else have you seen that has made this growth possible?
4. What would be your recommend for other chapters?

Tim Good, Pres. of Braintree, a chapter that went from 16 to 25 this year (56% growth!) shared: "There are definitely more opportunities to network. It took following up with every visitor, as well as working as a team. It was a whole group effort. It's important to actively seek new people looking to grow their business on a consistent basis, and always follow up!"

Lisa Keene, Pres. of Red Rock helped grow her chapter 39% from 23 to 32 shared: "New members bring in enthusiasm, business and dynamics. This motivates the existing members. As far as recommending what the key factor in growing the chapter was: Lisa said, "Stick to the BNI basics and getting back to basics."

Shirley Smith, Pres. of Rt. 3 Referral Network that grew 30% from 20 to 26 said: "We shared our growth goal with the chapter and members renewed with enthusiasm. We moved to a new more business like location and our membership started to grow. I would recommend that you attend as many networking events as possible. Not only will your members bring back enthusiasm but new prospects that will want to join your chapter as well!"

Lastly, Dave McLaren, Pres. of the Golden Triangle in Worcester County, that helped grow his chapter from 24 to 31 this year, shared: The value we have seen is that we are passing more referrals and making more money. This year we are already up to \$1.2 million in closed business! Holding our members accountable gearing up for Visitor Day

was key. I recommend keeping the meeting positive, fun and enjoyable. It helps with attendance as well as growth."

Congratulations to these 4 chapters as well as many others throughout the region that are taking growing their chapter membership seriously. As you can see, the benefits and value received are well worth the effort.

Please contact your Assistant Director for ideas that can help your chapter grow as well. We are here to help you put more money in your pocket that will in turn help grow your business.

## BNI Foundation Initiative: "Each 1 Give 1 to Teach 1"



The BNI Foundation is announcing its Each 1 Give 1 to Teach 1 initiative during BNI Foundation Awareness Month, October 2009. We are challenging each and every member of your chapter to donate \$1 or more to the BNI Foundation at the last meeting of the month, the week of October 20th.

Chapter Secretary/Treasurers should collect the donations at the meeting and then send the total donation to the BNI Foundation or make a secure online donation at [www.bnifoundation.org](http://www.bnifoundation.org). Alternately, members may choose to go online individually to make their donation. These donations will enable the BNI Foundation to fund children's educational programs around the world, including those in your area which are referred to us.

## BNI Golden Givers - 10th Anniversary

*by Joseph Erickson*

The Golden Giver's of Holden (MA) celebrated their 10th Year as a BNI chapter on August 6th. A fun and festive night was planned by many of the chapters' members - including Carole Donovan, Stephanie Dorren and Cathy Meyer - who organized a trivia game, prizes, and a great way for the spouses and significant others to meet



our 'Business Partners'. Many new members, former members, and .....former, former members attended the event. Laura Hume and Sue Connell, who were founding members, were present. Also joining the fun was Sharon Kuchenbecker, who helped launch the chapter as the Director.

Currently at 48 members, Holden BNI has 9 members that have been Golden Giver's for over 7 years. Always a favorite for the Founder's Award, the Golden Giver's are ready for another 10 successful years!

## Team Member of The Month



This month our special acknowledgement goes to our long time team member, Deacon Economos of Essex county. Deacon's ongoing commitment to help his chapters succeed has been one of his passion's since he started on our team three years ago.

Here is what Ken Patterson, President of BNI Business Referral Connectors says about him, "I have had the pleasure of starting two new chapters with Deacon and quite honestly if it wasn't for his depth of knowledge of BNI and his professionalism I don't think things would have gone nearly as well as they did. The first chapter did 1.5 Million in passed business the first year and the new group has just reached 30 members in only a few weeks since it's kickoff. I truly believe Deacon carries the word of BNI as if it were his own company. He sets upfront expectations and let's people know what is possible and what is required and they get it. I can't say enough about him. I would recommend him to anyone and that's saying a lot for someone as critical as me."

Mithu Chakrabarti  
BNI  
978-443-6800  
[mithu@bnimass.com](mailto:mithu@bnimass.com)

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