



Givers Gain[®] Monthly

From Our Executive Director

Happy November, BNI Vermont! The holidays are just around the corner which does not keep BNI Vermont from focusing on you and your success!

This time of year finds us just 6 weeks into the new Leadership Term. Each role in the chapter is finding their 'stride', pulling each of the pieces together that make our chapters more and more successful. Earlier this month your President, Vice President, and Secretary/Treasurer met for the first of four Leadership Team Roundtables in Richmond, Vermont. These quarterly events provide us an open venue to share ideas, discuss directions for BNI Vermont as a whole, and get feedback about what we are each accomplishing within our own chapters.

And as early as it may sound, November is also the start of planning for 2019! We are already locking in your Chapter Member Success Program and your chapter's Visitors' Day for the new year, as well as making our own plans for what major projects BNI Vermont will be tackling for your benefit. In the coming year, we will be focusing our attention on supporting and promoting the programs we already have in place, such as The Business Experience Series, BNI University, and monthly Support Calls. Adding to this list will be the new Visitor Initiative with the amazing brochures created by our very own Shawna Shortsleeve, as well as bringing on 2-4 new Director Consultants and 8 or more Ambassadors. We know that building the BNI Vermont

Team makes a direct and positive impact on your membership through shared ideas and cross chapter communication which is why it will be a major focus in 2019!

I just returned from the BNI International Convention in Bangkok Thailand, which usually results in new concepts to share with you. Stay tuned for those in the coming months.

Happy Networking!

Vickie Wacek

BNI Vermont Executive Director



Monthly Networking Tip: The BNI Gold Club

Maybe you've heard this whispered during your years of membership and yet you haven't really been told what it is. "The BNI Gold Club" is open to any and every active member of BNI and it is a prestigious designation to achieve! Currently 7% of Vermont's BNI members have achieved this, and now it's your turn. The BNI Gold Club represents those of us who have sponsored 6 or more new members into any BNI Vermont chapter. Because the average member passes \$36,000 in Thank You For Closed Business a year, the act of sponsoring new members into BNI makes a huge impact on that chapter and that new member, and truly lets your Givers Gain® colors show! Gold Club members receive special recognition on BNI Vermont.com and at BNI's Annual Awards Banquet. There are also some stirrings about an annual reception just for Gold Club members coming in the next year or two. So how can you be a part of this prestigious group? Your first step is to sponsor (or co-sponsor) 6 or more new members into various BNI Vermont chapters. If you haven't achieved this yet, start inviting and start tracking. If you have, the next step is to fill out the Gold Club Qualification Form in BNI University and submit to the BNI Vermont Regional Office. Once submitted you are all set! Your chapter's Director Consultant will arrive to your meeting with special items in tow just for you, and we look forward to having you as part of our Gold Club!

- Vickie Wacek, Executive Director, BNI Vermont

BNI Gold Club

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.

October 17: [**Episode 580:**](#) Keeping the VCP Process Alive

October 24: [**Episode 581:**](#) What a Brigadier General Taught Me About Communication

October 31: [**Episode 582:**](#) The Leaky Bucket Syndrome

November 7: [**Episode 583:**](#) How Late is Late?

November 14: [**Episode 584:**](#) Ethics vs. Etiquette

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.

VIDEO: Sixty Seconds in SuccessNet

By Graham Weihmiller, BNI CEO

Facebook: #BNIGC18 Sessions will be Viewable

View select segments from the BNI Global Convention.

I Want Referrals and I Want Them Now!

By Ivan Misner, Ph.D, BNI Founder

From the Vault: Convention Tips

By BNI Staff

BNI 212's Musical Countdown of Goals

By BNI Staff

The Unexpected Benefit of Networking

By Emely Ferrer

You Know an Expert! Passing Referrals to the Most Experienced

By Robby Slaughter, BNI Ripple Effect, Indianapolis, Indiana

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.



Katrina Dreamer

Tutoring

Katrina Dreamer Tutoring

Shelburne BNI, Shelburne



Michael Sacco

Management Consulting

Stratalyne Business Solutions

The Masters BNI, Colchester



Robert Diaco

Sign Company

Signarama

Wealth Builders BNI, South Burlington



Jaimeelyn Gaboriault

Lawn Care

Gaboriault & Sons Property Maintenance

Champlain Connections BNI, Burlington



Brian Haas

Construction – Project Management

VIS Construction Consultants

Champlain Valley BNI, South Burlington

From the BNI Team



Specific is Terrific

By Lisa Campion, BNI Vermont Ambassador

Each week, you see one of two things during the 60 second presentations:

- The first thing people will do is give you a laundry list of everything that they do. “I do this. I do that. I cover this. I make this part of my business. Whatever you need, I can do it.”
- Or they will come in and simply say, “I am full service.” For example, “I am a full-service printer. I can do any kind of printing. It doesn’t matter what you want. I can do it all.”

Lisa Campion

BNI Vermont
Ambassador

However, let’s think about our 60 seconds in a different way. What’s an LCD? Most of us think of “liquid crystal display” as it relates to our TVs. However, it stands for Least Common Denominator, a term from mathematics. If you can break your business down to its smallest components and focus on just one aspect of your business in your weekly presentations, it works much better than providing a laundry list of things you do, or a vague and meaningless term like “full-service.”

For example, let’s take a real estate agent. What in the world can they do to break their business down into small chunks?

- Do real estate agents work with new homebuyers? Yes. You could discuss what is it like working with a first-time homebuyer, what do you focus on, how do you help that person in a way that is different than maybe other people who have had homes before.
- Do real estate agents sell condos? Yes. You could discuss what are the pros and cons of condos and how can you help somebody who is maybe looking for a condo as opposed to a single-family home.
- Do real estate agents sell or help people buy single family homes? Yes. Talk about the pros and cons of a single-family home versus a condo.
- Do real estate agents help fixer uppers to flip? Yes. Talk about when you buy a place, you fix it up and you sell it at a profit.
- Do real estate agents help people downsize after the family has grown up? Yes.
- What communities do you focus on? Are there pros and cons of each of those communities?

I think you get the point. We’ve basically just created two months of 60 second presentations for a real estate agent. Even though, we are all not real estate agents, hopefully, you are thinking about the relevance to your 60 second weekly presentations and how you can break your business down into small LCDs.

Make a quick list of your business and how you can break it down into bite-sized pieces, where you are sharp shooting your presentation, not shot gunning your presentation.

If you really want to do a good job, say, “This week, I am going to talk about this topic. Next week, I am going to be talking about that topic.” So, you will have people prepared. They are going to know what your next topic is, and they are going to be prepared for it.

Over the course of a year, if you have done a whole series of LCDs, you have taught your chapter and the visitors in the room so much about your business and given them such a clear idea of how well you know your industry that it makes it much, much easier for people to give you referrals.

You want to teach people how to refer you. The way to teach people to refer you is just become laser-specific and talk about one element of your business. That is what the LCD is really, truly all about.

Hone down and get really specific! Specific is Terrific!

About the Author

Member of The Masters BNI

Meets Thursdays, Thursday 8:00 – 9:30 am
Pomerleau Alumni Center, St. Michael’s College
66 Observatory Lane, Colchester, VT 05439

Current Roles: Ambassador, BNI VT, President, The Masters BNI

Past Roles: Membership Committee, Vice President, Visitor Host, The Masters BNI

BNI Events

New Chapters Forming!

Bennington

Brattleboro – In the Works

Manchester

Milton

Newport – In the Works

Richmond

Rutland – Do you know anyone in the area? Send them our way!

St. Johnsbury

Stowe

Waitsfield

Member Success Program

The BNI Member Success Program has been upgraded! This month we moved the program online to **BNIUniversity.com** for all new members in their first 60 days of membership. This means that the entire course can be accomplished via the BNI University App on your phone, and/or online directly through the website and because it's online it can be tackled at a pace that fits each new member (as long as it's completed within 60 days). Chapter Member Success Programs will still be presented with each chapter once a year so that all members can partake in the course annually (as part of membership) and so that the course can be worked to the needs and interests of your membership. We continue to encourage your insight and feedback about this course, and hope that you enjoy this new asset of membership with BNI!

Advanced Member Success Program

November 27, 2018 • 8:00 am – 5:00 pm

Hickok & Boardman Building

346 Shelburne Road, Ground Floor Conference Room

Burlington, VT 05401

Calendar of Events

NOVEMBER

- 11/27 **Advanced Member Success Program**
8:00 am – 5:00 pm, Fee: \$125 for members
- 11/29 **The Business Experience Series:
Mediating Professional Conflicts**
3:00 – 5:00 pm, Fee: \$20/member, \$30/non-members

DECEMBER

- 12/3 **Middlebury BNI Member Success Program**
- 12/6 **The Masters BNI Member Success Program**
- 12/11 **Prestige BNI Member Success Program**
10:00 am – 1:00 pm, Fee: FREE for members,
\$30/non-member
- NEW** 12/11 **Member Success Program Workshop**
4:00 – 6:00 pm, Fee: FREE for members
- 12/13 **The Business Experience Series: Sights on Success –
Strategies for Achieving Your Business Goals
Better, Faster, and with Less Spending**
3:00 – 5:00 pm, Fee: \$20/member, \$30/non-members
- 12/18 **Membership Committee Mid-Term
Training Session**
3:00 – 6:00 pm, Fee: \$30, members only

[Register for Events](#)

Member Recognition

Monthly Member Traffic Lights Report PERFECT SCORES OF 100!

Tim King

Timothy King Attorney at Law, Middlebury BNI

Mollie Lannen

CW Print & Design, Queen City BNI

Jay Cummings

Peoples Trust Company, Prestige BNI

6 Months Perfect Attendance

Bob Boucher

Dependable Service, Middlebury BNI

Curtis Gross

Nutrimest Vermont, Shelburne BNI

Alison Davis

Quantum Leap Capital, Champlain Valley BNI

Michael Sealy

BTV Creative, Champlain Valley BNI

Robert Caneco

Robert A. Caneco, R.A., Champlain Valley BNI

Dutton Smith

Homesmith Services, LLC, Middlebury BNI

David Beckett

David Beckett at Chenette Real Estate, Champlain Valley BNI

Chandra Pollard

Union Bank, Crossroads BNI

Katie Paquette

Moments By Kate, Wealth Builders BNI

Shannon Bushey

Digital DJ, Wealth Builders BNI

Robert Schwartz

Great Northern Construction, Integrity BNI

Travis Spencer

Kinney Insurance, Champlain Valley BNI

Charles Goodman

Goodman Construction, Inc., Crossroads BNI

Jose Lastres

CW Print + Design, Crossroads BNI

Timothy Boltin

Delicate Decadence, Crossroads BNI

Sam Markewich

Downtown Up, Crossroads BNI

Kristen Ginsburg

Vermont Custom Fitness, Middlebury BNI

Mollie Lannen

CW Print + Design, Queen City BNI

Kate Dubenetsky

Hall Communications, Queen City BNI

Erik Kolomaznik

CK Financial Resources, Shelburne BNI

John Kelliher

NRC East Environmental Services, Wealth Builders BNI

New Members - October 2018

Anthony Murphy

State Farm Insurance, Shelburne BNI

Erik Johnson

Aflac, Prestige BNI

Hannah Choiniere

Concept Move, Queen City BNI

Ingrid Serafini

Spruce Mortgage, Integrity BNI

Taylor White

Polli Properties, Keller Williams Vermont, Prestige BNI

Renewed Members - October 2018

Peter Cassels Brown

Mountain Energy Design, Wealth Builders BNI

Scot Sweeney

SunRun LGCY Power, The Masters BNI

Mark Chaffee

Mortgage Financial, The Masters 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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Changing the Way the World Does Business®