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Givers Gain[®] Monthly

From the Executive Director

Happy New Year, BNI Vermont and welcome to 2016 and the new opportunities and growth it brings! We hope that your holidays were relaxing and fun and that the start of your new year has set you up for success.

This is the start of my fifth year as the Executive Director, and I've got a lot of plans for what BNI is going to do with and for you in the future. Many of you took part in a survey that was sent out earlier this month to gauge your interest on certain ideas, such as a BNI Vermont podcast and a BNI Vermont trade show. The results from that survey will be shared with all of you by the end of the month once a plan can be put into place.

Also on our radar is the Third Annual BNI Vermont Awards Banquet! That has been set for Thursday, April 28 at the Sheraton Burlington's Emerald Ballroom and we are looking forward to you and your guest joining us for yet another incredible event! Chapter "Member of the Year" surveys will be going out to you in February for you to vote for one of your chapter members. And you're not going to want to miss this banquet, because the Welcome Video is going to be something to REMEMBER!

Lastly, this is the start of your Leadership Teams second quarter in their one year term. To you, this means review of your chapter's goals and reassessing what it's going to take to get you to those goals, be it chapter size, chapter Thank You For Closed Business or number of visitors. Be open to the ideas that your Leadership Team and Director Consultant bring to the table. Remember that everything you do in your BNI chapter, directly reflects on your business! Here's to your continued success and your many accomplishments in your BNI membership!



Vickie Wacek
BNI Vermont Executive Director



“Without vision, we are blind to opportunity.”

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Continuing Education

Monthly Networking Tip: Goal Setting for your BNI Membership

Ask any coach in any field – setting goals are half the battle to finding success in any endeavor. Lucky for you, you attended the BNI Member Success Program when you were accepted to your BNI chapter, which meant you were walked through Goal Setting for your BNI membership! However, all goals need a plan and follow-up in order to get there. We've found that many BNI members believe that simply showing up to their meetings and having 1-2-1s is all that is needed to meet those goals, but there is much more to Network Marketing than the basics. Just like growing a productive vegetable garden, it's more than just sun and rain – it's weeding, plant food and soil PH balance. With that said, are you familiar with the goals that you originally set for your BNI membership? Have you reviewed those goals and made succinct plans for how you are going to reach goals? This might mean attending the next MSP and an Advanced MSP. It might mean taking on a Supporting Leadership Team role, visiting other chapters and attending BNI events like mixers and awards banquets to network outside of your chapter. Regardless of what you choose to do, don't expect amazing things to happen if you don't have an organized goal and plans in mind! If you're looking for direct support, see your chapter's Director Consultant.



*“A goal without a plan
is just a dream.”*
– Dave Ramsey

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.

December 16: [Episode 437](#): Self-Aware, Selfless, and Selfish

January 6: [Episode 438](#): How to Connect with Members in Other Countries

January 13: [Episode 439](#): How to Handle a Bad Referral

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.

[SuccessNet e-Newsletter](#)

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.



Jay Stearns
Videographer
Accent Productions
Champlain Valley BNI
South Burlington, VT



Theresa Ferrara
Realtor
Preferred Properties
Integrity BNI
Essex Jct., VT



Rick Stevens
Water Purification
Pure Water Technologies
Crossroads BNI
Berlin, VT



Matt Rushford
Chiropractor
Rushford Family
Chiropractic
Wealth Builders BNI
South Burlington, VT



Jeff Teplitz
Mortgages
Academy Mortgage Corporation
Prosperity BNI
Williston, VT

Quick Links

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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](#)

[Shelburne BNI](#)

[Wealth Builders BNI](#)

What Makes a Good Testimonial?

by BNI Vermont Ambassador, Michelle Gray

A testimonial is a “written declaration certifying a person’s character, qualifications or excellence; a letter or written statement of recommendation”. I think we all can agree that written testimonials influence the actions and choices that we make. For example, when I am in a new city and am looking for a restaurant to check out, I go to Yelp.com to see what other folks have said about the service and the food prior to making a plan.

When it comes to testimonials for a local business which a close personal contact has provided, I hold their experiences and feedback at a much higher level than an individual I do not know personally (i.e. the Yelp.com example I gave above). Before people consider purchasing your product or service, they may want the comfort of knowing what others have said about you.

Testimonials can help us increase our business because they provide more credibility than a standard marketing message. In many cases, a testimonial can clinch a job for you. This means that a lot of weight is riding on someone else’s opinion of you and your services. A written testimonial on professional letterhead from one business to another is also powerful, especially if that business is highly respected in the community.

Where can you place these testimonials to help promote your fellow BNI members?

1. BNI Connect to start.
2. LinkedIn
3. Yelp
4. Facebook
5. Google
6. Angie’s List

When your chapter has the next Featured Speaker, how great would it be to have another member of your chapter provide a testimonial on BNI Connect that same week, as well as read to the group? Take it one step further and ask the Featured Presenter if there is a social media site or on-line website that they would like you to post that same testimonial.

Be specific. Speaking in generalities does no good. The more specific we all can be, the more memorable it will be!



Michelle Gray

BNI Vermont Ambassador

Member of
Champlain Connections BNI
 Friday mornings,
 7:30 – 9:00 am
 Burlington, Vermont

Professional Classification
 Residential Real Estate Agent
Coldwell Banker Hickok &
Boardman Realty
The Gray Group

Date Accepted to Chapter
 July 14, 2007

Chapter Roles Held
 Secretary Treasurer (*current*)
 Vice President
 Visitor Host
 Events Coordinator
 Membership Committee
 Chapter Webmaster

From the 2015 BNI International Conference November 5 – 7, 2015 · Long Beach, California

Twice a year I travel to various parts of the country to meet up with BNI International Executive Directors and Director Consultants from all over the world to exchange perspectives and ideas regarding “the BNI member experience”. We share our stories 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 International Conference with the intention of giving you an idea of what’s coming down the pike and to provide you with perspective on how you are using your BNI membership.

What’s Going on with Technology in BNI Connect?

Many of you over the years have asked for the addition of a BNI Mobile App that will allow you to access BNI Connect easily from your smart phones. You’ve also been asking for online paperless New Member Applications. Well, we’ve got answers for you! BNI Headquarters just brought on a Director of Technology, Steven Schwartz, who gave a presentation about the status of BNI Connect. He was well spoken and organized, with a clear plan for the future of BNI Connect. **Step 1** will be to create a stronger back-up for the system. **Step 2** is the creation of an online New Member Application followed closely by the completion of the BNI Mobile App – both proposed to be completed by October 2016. I would like to remind each of you that BNI Connect is a HUGE online portal that is translatable into 49 languages, and nothing is as simple as the flick of a switch. But we’ll be sure to shout it from the rooftops when this streamlined technology becomes available to you!

What If...?

At last year’s conference, an excellent Key Note Speech was given by comedian and guitarist, Mike Rayburn. His hour-long presentation was based on one simple concept – What If...? What if you could double your business this year? What would that look like? What crazy, seemingly insurmountable things would need to happen to make that come to life? What if you could lose that extra weight? What dreams would need to come true to make that a reality? The entire presentation was hilarious and relatable and we want you to be able to experience it as well! **This link will allow you to access the Audio File**, and be sure to give yourself 1 CEU (Continuing Education Unit) once you’ve listened to it. (And for those of you that are guitar fans, there are some crazy, amazing guitar licks in here!)

Key Note Speaker, Mike Rayburn and BNI Vermont Executive Director, Vickie Wacek.



Visiting Other BNI Chapters

While in Long Beach, California for this International BNI Conference, Director consultant Megan Waite and myself visited Abundance BNI, a BNI chapter of 36 members who meet each Thursday morning from 7:00 – 8:30 am. For any of you who have ever ventured outside of your BNI chapter (whether to another BNI Vermont chapter or, better yet, outside of Vermont), you’ve probably seen some interesting, and not-so-interesting ideas! This was no different. This chapter is what we call a “Breakfast Chapter”, meaning that a full breakfast buffet is available each week. We’re not sure what the members pay for this, but all visitors must pay \$20 per visit, whether or not they eat, which was a bit of a negative experience. Also, we found that there was very little Open Networking because everyone was busy eating. However, the meeting itself was outstanding! It was the first meeting of the month, so the Leadership Team handed out the Notable Networker Awards, which were clear plastic plaques which were placed in-front of the winning members! (See photo – we’re looking into the cost to provide these to chapters). Also, the President really nailed the correct pronunciation of each visitor’s name via a technique they have when visitors sign in and the visitor Host takes down the phonetic pronunciation of each guest! This wowed me in particular because not many people pronounce “Wacek” correctly (wa-sek). **Recommendation:** Take some time to visit other chapters and spread good ideas!



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's a list of towns in Vermont that are currently working to get BNI chapters up and running.

Bennington
Brattleboro
BURLINGTON

MIDDLEBURY
Milton
Montpelier

Richmond
Rutland
Springfield



Calendar of Events

January

- 1/18 BNI Webinar:
Member Tools & Reports
 3:00 – 4:00 pm, Cost: FREE
- 1/18 BNI Member Success Program
 5:00 – 8:00 pm
 Bevo, Colchester, Cost: \$15
- 1/19 BNI Webinar:
Inviting and Registering Visitors
 3:00 – 4:00 pm, Cost: FREE
- 1/20 BNI Webinar:
Chapter Goals for LTs
 3:00 – 4:00 pm, Cost: FREE
- 1/22 **Mentor Training**
 9:15 – 11:15 am
 Main Street Landing, Burlington
 Cost: FREE
- 1/26 BNI Webinar:
LT Tools & Reports
 3:00 – 4:00 pm, Cost: FREE
- 1/27 BNI Webinar:
Chapter Web Pages
 3:00 – 4:00 pm, Cost: FREE
- 1/28 BNI Webinar:
Online Renewals for LTs
 3:00 – 4:00 pm, Cost: FREE

February

- 2/9 BNI Member Success Program
 1:00 – 4:00 pm, Bevo, Colchester
 Cost: \$15
- 2/23 **Advanced MSP (hosted by Champlain Valley BNI)**
 8:00 am – 5:00 pm
 McGillicuddy's On The Green,
 Colchester, Cost: \$125

For any of the Events listed above

[Register Here](#)

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, January 18, 5:00 – 8:00 pm
Tuesday, February 9, 1:00 – 4:00 pm
Tuesday, March 8, 5:00 – 8:00 pm
 Bevo, 70 Roosevelt Hwy, Colchester



December 2015 Member Success Program Graduates.

Upcoming BNI Events

Keep your eyes peeled for new and upcoming events from BNI Vermont! Examples include state-wide mixers and specialty trainings to help you improve your Weekly Presentations, your Feature Presentations, your One-To-Ones and how to attend Mixers. Also, Trade Show season is coming up, which means opportunities for you to 'book' the BNI Vermont booth for yourself and your business! Watch future newsletters and emails for more details!

Member Recognition

7

Monthly Member Traffic Lights Report PERFECT SCORES OF 100!

Michael Hughart Winooski Insurance, Integrity BNI

Tilyr Dunklow Summit Chiropractic, Champlain Connections BNI

Julieta Rushford Santiago Rushford Family Chiropractic, Prosperity BNI

6 Months Perfect Attendance

Brian Bonk Champlain Chevrolet, Prestige BNI

Nate Yandow Duke's Physical Fitness, Prestige BNI

Julieta Rushford Santiago Rushford Family Chiropractic, Prosperity BNI

Liz Perkins Liz Perkins Nourishing, Prosperity BNI

John Trahan Syntek Global, Prestige BNI

Keith Harvey State Farm, Integrity BNI

Laura Manfred Crossroads BNI

Nate Muehl NMA Financial, Prestige BNI

Rod Cain Rod Cain Massage, Champlain Connections BNI

Alex Pissalidis Gratitude Farms, Crossroads BNI

David Beckett Chennette Real Estate, Champlain Valley BNI

John Holzscheiter The Vermont Agency, Prestige BNI

Michael Languasco People's United Bank, Champlain Valley BNI

Scott Lowe A La Carte Web Marketing, Champlain Valley BNI

New Members – December 2015

Norm Frost Wireless Zone, Crossroads BNI

Michelle Liliedahl Cruise Planners, Integrity BNI

Sheena Crickmore Hodge Podge Printing, Integrity BNI

Lisa Champion Law Office of Lisa Gale, The Masters BNI

Monica Moore Puroclean, The Masters BNI

Greg Ranallo Teacher's Tree Service, Shelburne BNI

Anthony Neri New Horizon's Embroidery, Shelburne BNI

David Garbose Mt. Philo Inn, Shelburne BNI

Al Teodosio Ruplebon, Champlain Connections BNI

Kailee Mahoney Merchants Bank, Champlain Connections BNI

John Hamline Northeast Information Systems, Wealth Builders BNI

Renewed Members – December 2015

Robin Hanbridge Robin's Chaga, The Masters BNI

Matt Rushford Rushford Family Chiropractic, Wealth Builders

Susan Gosselin WIZN, The Masters BNI

Patricia Gervais Main Street Floor Covering, The Masters



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