



# Givers Gain<sup>®</sup> Monthly

## From Our Executive Director

**H**appy February, BNI Vermont! This month may be ridiculously cold, but that doesn't slow us down in the least. We hope that with reflection on your first 30 days of 2019 you are recognizing many choices that will lead you to further personal and professional success.

We are processing the results from the Future of BNI Vermont survey sent out in January. Thank you for all who took the time to participate! Beyond surveys, your Regional Office is hard at work, growing the BNI Vermont Team, which means more opportunities for you. We are bringing on a number of new Ambassadors throughout the year, and are making strides to bring on a regional Member Experience Coordinator and a regional Philanthropy Coordinator. Being new roles to BNI Vermont, in the coming weeks and months we will be developing what these coordinator roles entail. Stay tuned for formal announcements!

We are also hard at work planning the annual BNI Awards Banquet! Hundreds of hours go into synchronizing the dozens and dozens of pieces that make this event what it is each year. And you can help! The cost of your ticket (\$40) does not even cover the cost of food per person, which means your sponsorship has a huge impact! Whether you have a \$25 or a \$750 sponsorship, it all counts towards bringing this event to fruition. Please contact Shawna Shortsleeve at [Admin@BNIVermont.com](mailto:Admin@BNIVermont.com) to claim your spot today!



And lastly, today is the start of our annual Membership Extravaganza! We look forward to sending one (or more?) BNI Vermont member plus their guest on a cruise to the Bahamas in October 2019 with BNI Founder, Dr. Ivan Misner! Will you be one of the lucky winners? Flyers with details will be distributed at your chapter meeting in the coming weeks.

Happy Networking!

**Vickie Wacek**

BNI Vermont Executive Director

## Monthly Networking Tip: Missed BNI Benefit – Keywords

“Social Media”! These words ring sweetly to many of us because they play such a pivotal role in our Marketing. So today’s Networking Tip is about how to utilize your online imprint through Keywords in your BNI Member Profile. Many of us have taken the time to complete our BNI Profile by uploading a headshot and logo and writing up a blurb about ourselves. However, what many of us have missed is the opportunity that lies in writing out the dozens of buzz words that our customers and clients use when they think of us and our industry. When people visit our BNI Vermont.com website to search for a specific profession, they tend to use Keywords to locate you. However, if you have not updated the first tab of your BNI Profile through BNIConnect.com (not the mobile app) with these Keywords, many visitors to our website will never find your profile, which means lost revenue to your business. Also, you may not be aware of this, but we’re taking steps to encourage non-BNI members to use our website anytime they need a vendor for their business, help with their personal to-do list, or information about potential vacations or employee/employment opportunities! So taking a few minutes right now to log onto BNI Connect and write out as many Keywords as you can think of will only add a benefit to your BNI membership! Don’t miss out!

- 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.

January 16: **Episode 591:** From Self-Employed to Entrepreneur

January 23: **Episode 592:** The Value of Visitors

January 30: **Episode 593:** Growth is Not the Goal

February 6: **Episode 594:** You Need a Doorman

February 13: **Episode 595:** How Do You End a Conversation

### **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](http://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](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.

### CEO Corner: Building Global Communities

By Graham Weihmiller, BNI CEO

### Inspired Stories: A New World of Opportunity

By Ivan Misner, Ph.D, BNI Founder

### Mixed Reality and The Future of Business Networking

By Ivan Misner, Ph.D, BNI Founder

### One World One Foundation

By Kevin Barber, Chairman of the BNI Foundation  
Worldwide Inc. & ED BNI Germany South-West

### BNI Member Moments: Stories of Success

## 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](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.



**Aaron Smith**

*Landscape Contractors*

**S+D Landscapes LLC**

The Masters BNI, Colchester



**PJ Pfeifengerger**

*Life, Disability, Long Term Care*

**New York Life Insurance Co.**

Wealth Builders BNI, South Burlington



**David Rose**

*Computer Services*

**Rose Computers**

Champlain Connections BNI, Burlington



**Jay Stearns**

*Video Services*

**Accent Productions**

Champlain Valley BNI, South Burlington

# From the BNI Team



**John Kelliher**

BNI Ambassador

## Treating BNI as a Business

*By John Kelliher, BNI Ambassador*

How do you view your BNI experience? Each week we meet with fellow Chapter members, and we begin to become familiar with them. As that familiarity grows, so too can lassitude towards the policies that make BNI so successful: attendance, getting to (and staying in) the green, inviting visitors, maintaining a steady schedule of 121s, continuing to grow and develop through educational opportunities, the list goes on and on. We begin to see our weekly meetings devolve from a formal business meeting to an unstructured social experience.

Treat your BNI experience like a business. Make it your business to attend each meeting. Would you miss a business meeting with a colleague? Of course not! Make it your business to participate in the open networking portion of the meeting – get there early, deepen the trust and relationships you are growing with other members. Cultivate! Be present! Make your 121s work by NOT just having a coffee, but really getting down to learning about what your partner's needs are – who do they need you to introduce them to? What specific key words can you listen for when you are out in your circle of influence? Make yourself listen to a podcast on the way to work. Make it your business to follow the formula that has proven to be successful.

Like a business, hold others in your Chapter accountable. How is your Leadership Team managing the Chapter? Are they leading you towards success? Likewise on Membership – treat potential members like Interviewees. Would you as a business owner want to hire someone who was late for meetings, or wasn't on top of their game? Is Membership holding your chapter accountable? It is not easy to address accountability issues with your friends and colleagues, but if you don't, you are doing them (and yourselves) a disservice. Ask the hard questions of potential members, don't accept mediocrity.

Consider the time commitment that BNI exacts on you. Yes, it does require a lot of time and effort. Make that time commitment to BNI a part of your business. Include BNI in your annual business plan. Set that time aside so that you can work ON your business. This is how you will grow your business. Like anything else in life, you will get out of BNI what you put into it. Often, you will find that the rewards are far greater than the efforts you've invested. You do need to invest, there is no denying that BNI requires a commitment – Choose to be "all in". It's YOUR business.

## About the Author

### **Member of Wealth Builders BNI**

Meets Wednesdays, 8:30 – 10:00 am  
Comfort Suites

1712 Shelburne Road, South Burlington

**Current Roles:** Ambassador, BNI VT, Membership Committee,  
Wealth Builders BNI

**Past Roles:** Visitor Host, Wealth Builders BNI

# BNI Events

## New Chapters Forming!

Bennington

Brattleboro

**Hinesburg** – Making progress working on gathering enough people to set up an interest meeting! Know anyone in the area? Have them contact Heather!

Manchester

Milton

Newport

Rutland

St. Johnsbury

## STOWE

**Interest Meeting** scheduled for March 7!

This is one of the first steps in starting a new chapter! Please share this event link with Stowe area professionals you know who would like to learn more about BNI.

Waitsfield

Contact Heather Belanger, Chapter Launch Director,  
802-233-9737

## Member Success Program

The BNI Member Success Program is available online at [BNIUniversity.com](http://BNIUniversity.com) for all new members (and current 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 enjoy this new asset of membership with BNI!

For those of you that have taken the Online Member Success Program, we highly recommend that you follow it up with the Member Success Program Workshop. In this course you will outline and practice your Weekly Presentations, Feature Presentations, learn the best practices for 1-2-1's, and how to effectively use your contact spheres.

### Wealth Builders BNI Member Success Program

February 20, 2019 • 10:30 am – 1:30 pm

Comfort Suites

### Champlain Valley BNI Member Success Program

February 26, 2019 • 9:30 am – 12:30 pm

Comfort Suites

### Shelburne BNI Member Success Program

March 7, 2019 • 10:00 am – 1:00 pm

Trinity Episcopal Church

### Member Success Program Workshop

March 25, 2019 • 4:00 – 6:00 pm

Holiday Inn, Williston Road, Burlington

# Calendar of Events

## FEBRUARY

- 2/20**     **Wealth Builders BNI  
Member Success Program**  
10:30 am – 1:30 pm, Fee: FREE for members,  
\$30 for non-members
- 2/26**     **Champlain Valley BNI  
Member Success Program**  
9:30 am – 12:30 pm, Fee: FREE for members,  
\$30 for non-members

## MARCH

- 3/7**       **Stowe BNI Interest Meeting**  
8:30 – 10:30 am, Fee: FREE
- 3/7**       **Shelburne BNI Member Success Program**  
10:00 am – 1:00 pm, Fee: FREE for members,  
\$30 for non-members
- 3/14**      **Visitor Host Training**  
3:00 – 4:30 pm, Fee: \$30 for members
- 3/14**      **Mentor Mid-Term Training**  
4:30 – 6:00 pm, Fee: \$30 for members
- 3/14**      **The Business Experience Series:  
Making the Most of your Mixer**  
3:00 – 5:00 pm, Fee: \$20 for members,  
\$30 for non-members
- 3/15**      **Champlain Connections BNI Visitors' Day**  
7:30 – 9:30 am, Fee: FREE
- 3/19**      **Membership Committee Mid-Term Training**  
3:00 – 6:00 pm, Fee: \$30 for members
- 3/21**      **Prosperity BNI Visitors' Day**  
9:30 – 11:30 am, Fee: FREE
- 3/25**      **Member Success Program Workshop**  
4:00 – 6:00 pm, Fee: FREE
- 3/27**      **Wealth Builders BNI Visitors' Day**  
8:30 am – 12:30 pm, Fee: FREE

## APRIL

- 4/9**       **Prestige BNI Visitors' Day**  
8:00 – 10:00 am, Fee: FREE
- 4/10**      **Queen City BNI Member Success Program**  
8:00 – 11:00 am, Fee: FREE for members,  
\$30 for non-members
- 4/12**      **Sixth Annual BNI Awards Banquet**  
5:30 – 9:30 pm, Fee: \$40 per person
- 4/18**      **Prosperity BNI Member Success Program**  
11:30 am – 2:30 pm, Fee: FREE for members,  
\$30 for non-members
- 4/25**      **The Business Experience Series:  
The Platinum Rule**  
3:00 – 5:00 pm, Fee: \$20 for members,  
\$30 for non-members

[Register for Events](#)



# Member Recognition

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

### Julieta Rushford Santiago

Rushford Family Chiropractic, Integrity BNI

### Michael Hughart

Kinney Insurance, Integrity BNI

## 6 Months Perfect Attendance

### Curtis Gross

Nutrimost Vermont, Shelburne BNI

### Alison Davis

Quantum Leap Capital, Champlain Valley BNI

### Michael Sealy

BTV Creative, 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

### Robert Schwartz

Great Northern Construction, Integrity BNI

### Jose Lastres

CW Print + Design, Crossroads BNI

### Timothy Boltin

Delicate Decadence, Crossroads BNI

### Kristen Ginsburg

Vermont Custom Fitness, Middlebury BNI

### Erik Kolomaznik

CK Financial Resources, Shelburne BNI

### John Kelliher

NRC East Environmental Services, Wealth Builders BNI

### Jackie Budgor

The Goddess Whisperer, Champlain Valley BNI

### Jacob Gouge

Gouge Electric, Heart of Vermont BNI

### Allison Bogan

Precision Chiropractic, Shelburne BNI

### Tracie Lewis

Great Eastern Radio, Crossroads BNI

### Madelief Becherer

Green Legacy Builders LLC, Heart of Vermont BNI

### Robin Freeman

Law Office of Caroline S. Earle PLC, Heart of Vermont BNI

### Timothy King

Timothy King Attorney at Law, Middlebury BNI

### Eric Steele

Blue Morpho Technongies, LLC, Shelburne BNI

### Travis Spencer

Kinney Insurance, Champlain Valley BNI

### David Beckett

David Beckett at Chenette Real Estate, Champlain Valley BNI

### Ed Prosser

Torgorm Property Services, Champlain Valley BNI

### Sarah Haselton

Paw Print & Mail, Champlain Valley BNI

### Tom Martin

Stillwater Graphics, Heart of Vermont BNI

## 6 Months Perfect Attendance (cont.)

[Jennifer Etheridge](#)

Integrative Acupuncture, Heart of Vermont BNI

[Reed Prescott III](#)

Prescott Galleries @ Verde Mountain, Middlebury BNI

[Matthew Walker](#)

JC Image, Prestige BNI

[Melendy Comey](#)

cabi-Independent Stylist, Prosperity BNI

[Mollie Lannen](#)

CW Print + Design, Queen City BNI

[Elizabeth Davidson](#)

Clear Connection Chiropractic, Queen City BNI

[Michael Townsend](#)

Chiropractic First, Wealth Builders BNI

## New Members - January 2019

[Dylan Zane](#)

Usherwood Office Technology, The Masters BNI

[Julia Wilk](#)

Word & Web Design, Heart of Vermont BNI

[Jeff Lourie](#)

North Branch Health, Heart of Vermont BNI

[Julieta Rushford](#)

Rushford Family Chiropractic, Prosperity BNI

[Kyle Milaschewski](#)

Design Studios / Rootpoint, Heart of Vermont BNI

[Laura Bradrick Treu](#)

Gale & McAllister, Wealth Builders BNI

[Morgan Kitteredge](#)

Landmark Financial Services, Middlebury BNI

## Renewed Members - January 2019

[Alec Slater](#)

Law Offices of Marc Wiener, Prosperity BNI

[Alice Lissarague](#)

Lissarague College Guidance, Shelburne BNI

[Benjamin Fuller](#)

The Richards Group, Middlebury BNI

[Erik Kolomaznik](#)

CK Financial Resources, Shelburne BNI

[Jessica Hall](#)

Inspire Physical Therapy, Champlain Connections BNI

[Marc Weiner](#)

Marc E Wiener Law Offices, PLLC, The Masters BNI

[Natanya Lara](#)

Natanya Lara Energy Healer, Shelburne BNI

[Nick Daley](#)

Bauer Gravel Farnham, LLP, Shelburne BNI

[Peter Zuk](#)

Kyocera Document Solutions, Wealth Builders BNI

[Soren Pfeffer](#)

Central Vermont Real Estate, Heart of Vermont BNI

[Steve Hartmann](#)

Affiliated Associates, Integrity BNI

[Theresa Ferrara](#)

Coldwell Banker Hickok and Boardman, Integrity BNI



## Important Links

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

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



## BNI Vermont

PO Box 64737 · Burlington, VT 05406

Phone: 802-557-0111

[Vickie@BNIVermont.com](mailto:Vickie@BNIVermont.com)

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



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