



Givers Gain[®] Monthly

From Our Executive Director

Education is the passport to the future, for tomorrow belongs to those who prepare for it today.
– Malcolm X

YOU DID IT! Yet again, you've made incredible strides together as you completed annual Chapter Team Training; linking minds and intentions to reach for even greater heights in your 2021-2022 term! The last months of preparation have resulted in everything from updated manuals, to epiphanies about how you can put best practices to work for your incoming role, and thereby increasing your credibility and profitability in your referral team!

Over the next weeks we'll be finishing up the remaining make-up sessions (check out the **BNI Vermont Calendar** to sign up) and then celebrating chapters who achieved 100% attendance. If you haven't yet attended training, get on board ASAP so that we can recognize your chapter with \$250 in chapter branding!

And now our sights change to the October 1st transition, and our continued dialogues around Virtual and In-Person meetings.

As October 1st approaches, be purposeful with your peer who is taking over your role in the next term. Engage with them; give them ideas and support; help them quickly put best practices into effect so that they can flourish and continue building their credibility. And be sure to reach out to your predecessor in your new role for the same reasons.



It's also important to be supportive and open about your chapter's intentions to be in-person, to stay online, or to do a blend of both each month. There is a wide array of joy and frustration with the online experience, alongside the importance of keeping ourselves and our families safe. Communicate. Keep an open mind. Remember why you're here – that everything you're doing together, whether online or in-person, is serving a greater purpose of building and sustaining your reputation. This is Relationship Marketing, and you are doing a great job together!

Vickie Wacek
BNI Vermont
Executive Director

Monthly Networking Tip: My Relationship Bank Accounts

In our networking activities everything we do and say reflects back on our professional branding. We could easily compare these words and actions to making deposits into a bank account. Take this for example:

When we want to save money for retirement, vacation, or to purchase something, we put money somewhere safe.

Money goes in · it accumulates interest · it's safe · and when we need it, it's there.



Referral marketing acts in exactly the same way. We make deposits and invest in our relationships, which when accrued over time means that we can make withdrawals when we're looking for a leg-up in business. These relationship withdrawals show up in the form of asking for and getting support, referrals, employees, vendors, new locations, and more.

What's interesting about Relationship Bank Accounts is that sometimes we lose sight of how important everything we do in BNI is. When we take on a chapter role, we're making chapter-wide deposits into our relationship accounts by being visible and reliable. When we have a 1-2-1, we make deposits by showing up on time, being in a positive, solutions-focused mindset, by being goal-oriented, and by being a good listener. When we attend our weekly referral meetings, we make deposits by being prepared, dressed for our best client, and attentive.

A side effect of this is when we're not making deposits, we're making withdrawals, which can lead to overdrafts in our relationships. These withdrawal actions show up in the form of showing up late, being in a bad mood, being unprofessional / too casual, not doing our chapter role, or dressing like we're hanging out with friends instead of attending a business event.

Remember – Relationship Marketing is about your reputation! Empower your success by choosing actions that build your reputation and make lots and lots of deposits into one another's accounts.

- 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.

August 18: [**Episode 720:**](#) What's in the Way Becomes the Way (Classic Podcast)

August 25: [**Episode 721:**](#) Don't Let Your Group Deflate While You Wait

September 1: [**Episode 722:**](#) BNI Walkabout, Part I

September 8: [**Episode 723:**](#) BNI Walkabout, Part 2

Additional Podcasts

BNI New Hampshire Executive Director, Tim Roberts, has been presenting his own BNI based podcasts for a couple years. Check out the **BNI & The Power of One** and **Success Through Referrals** Podcasts by visiting your podcast provider, such as Stitcher, Castbox, Spotify, and more.

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 Why not take a few minutes right now to check out what this site has in store for you!

Member Success Program

The BNI **Member Success Program** is an online course for all new members to support their first 60 days of membership. Its accessibility through BNIUniversity.com means that the entire course can be accomplished via the BNI University App on your phone, as well as through the website. Because the workshop is virtual, it can be tackled at a pace that fits each new member (as long as it's completed within 60 days). **Cost:** Covered by annual membership dues.

For those of you that have completed the online BNI Member Success Program, we highly recommend that you follow it up with the **New Member Skills Workshop**. In this workshop you will gain real-life skills to build your business through BNI, including honing your Weekly Presentations and Feature Presentations, learning best practices for 1-2-1's, and discovering ways to effectively use your Contact Spheres. **Cost:** Covered by annual membership dues.

Chapter Success Programs are offered individually for each chapter so that all members can easily access the program annually as part of their membership. Each Chapter Success Program is geared to the needs and interests of each chapter and evolves from year-to-year. Check with your Leadership Team for the date of your next Chapter Success Program! **Cost:** Covered by annual membership dues.

The **Advanced Member Success Program** is advanced training available twice a year (May and November) for members looking to take their networking skills to a much higher level. It's recommended for members with 6 months or more of membership and features 5 workshops offered over 5 consecutive days. The program is not offered per workshop and can only be purchased and participated in full. **Cost:** \$250.00. To set up a payment plan for the workshop, contact Vickie Wacek at Vickie@BNIVermont.com

2021-2022 New Member Skills Workshops

September 20 · 4:00 – 6:00 pm

November 29 · 4:00 – 6:00 pm

January 17 · 4:00 – 6:00 pm

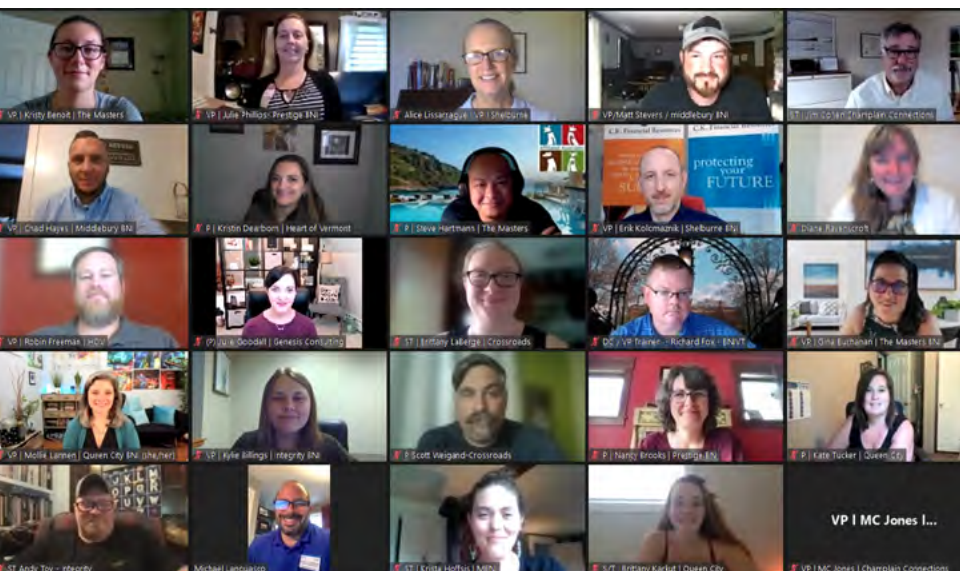
March 28 · 4:00 – 6:00 pm

May 23 · 4:00 – 6:00 pm

July 18 · 4:00 – 6:00 pm

Location for all Workshops:

Virtually hosted until further notice



August 30, 2021 Leadership Roundtable attendees.



Gina Buchanan
*BNI Vermont
Ambassador*

The Power of Visibility

By Gina Buchanan, BNI Vermont Ambassador

Being a Virtual Assistant can be difficult when developing our own visible platform. Yes, we can brand our business with a website, and it can have all the bells and whistles, but that doesn't make everyone comfortable working with us.

The most common forms of visibility for a virtual assistant or VAs, are through social media, answering VA Help Wanted ads, or even joining a VA assignment company but this is not why I started a business.

Our professional and personal success is defined by the way in which we serve or support each other. We need people to trust us and see that as business owners, we have the knowledge, integrity, and credibility to do what we do. This is what branding is all about.

Visibility, on the other hand, is more about the actions we take to get our personal or business brand noticed...and this is a whole different beast in itself.

Here are some different visibility tactics that have been proven to work for me time and time again:

- Consistency – develop a strategy on how to promote yourself and/or your business, who to target and how your product or service gives them the solution they need.
- Focus – show how your key skills and your unique experience make you stand out and create an impact with your target audience.
- Content – develop great content that attracts people to you and your business. This helps guide users through your sales pipeline and them to you about a service that you're offering.
- Social Media Platforms – understand which ones help you make connections and then use them to build relationships.
- Developing Relationships – don't be the hunter, be the farmer: develop the life-long business relationships that help us to continue to grow our businesses.
- Get in front of people – being in front of an audience whether in-person or on video is a truly powerful way to build your visibility and share your expertise.
- Know what you bring to the table - understand who you are, your value, what you have learned and what you have to offer. Focus on your mindset and your ability to stay motivated and engaged in your business and how you help people. This progress is what will inspire you to keep moving forward.

The only thing that is truly unique is you!

All of the above tactics are part of the 'Visibility' element of the Visibility, Credibility, and Profitability model that is taught to us in our BNI Membership. Everything that we do should be focused on how we're going to make that connection and build a relationship... developing the trust that make us employable or use our services. Visibility is the steppingstone to what lies ahead: a creditable and profitable business!

About the Author

The Masters BNI

Meets Thursdays, 8:00 – 9:30 am

The Masters BNI Virtual Meeting Room

Current Roles: Vice President of The Masters BNI (2 terms),
BNI Vermont Ambassador

Past Roles: Visitor Host

Events

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

SEPTEMBER

- 9/17 Event Coordinator Training (Makeup)**
10:00 am – 12:00 pm, Virtual Zoom Meeting Room
- 9/23 The Business Experience: Train the Trainer – Level 1**
The Psychology of Becoming a Successful Trainer
3:00 – 5:00 pm, Virtual Zoom Meeting Room
- 9/24 Mentor Coordinator & Mentor Training (Makeup)**
11:00 am – 2:00 pm, Virtual Zoom Meeting Room
- 9/27 Visitor Hosts & Visitor Host Coordinator Training (Makeup)**
10:00 am – 1:00 pm, Virtual Zoom Meeting Room
- 9/28 What is BNI? Interest Meeting**
11:00 am – 12:30 pm, Virtual Zoom Meeting Room
- 9/30 Chapter Webmaster Training**
1:00 – 3:00 pm, Virtual Zoom Meeting Room

OCTOBER

- 10/26 The Business Experience: Train the Trainer – Level 2**
The Techniques of a Successful Trainer
3:00 – 5:00 pm, Virtual Zoom Meeting Room

NOVEMBER

- 11/15 BNI Vermont Leadership Team Roundtable**
2:00 – 5:00 pm, Richmond Free Library

[Register for Events](#)

New Chapters Forming!

Bennington
Brattleboro
Grand Isle
Manchester

Northeast Kingdom (NEK) – Contact Erin with interested parties!

Online-Only – Contact Vickie with any interested parties

Rutland

Stowe – Your new Stowe referral group continues to make progress towards launching! [Click here to register](#) yourself or a visitor for their meeting. They meet **Tuesdays from 8:30 – 10:00 am** via Zoom. Contact Heather with any questions or introductions to Lamoille County professionals you'd like to introduce to the group!

Waitsfield

Contact Chapter Launch Directors

Heather Belanger 802-233-9737, Heather@BNIVermont.com

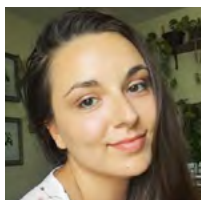
Erin Perrin 802-871-5965, Erin@BNIVermont.com

Vickie Wacek 802-557-0111, Vickie@BNIVermont.com

Member Recognition

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.



Jillian Bouchard
Health & Wellness Products
Beautycounter Independent Consultant
Prosperity BNI, Williston



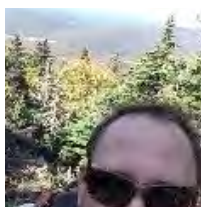
Heather Belanger
Kitchen & Bath Designs
Lacillade's Home Design Center
Queen City BNI, Burlington



Christy Feiker
Essential Oils
Thrive Journey, Inc.
Shelburne BNI, Shelburne



David Palmer
Insurance Broker
Palmer Insurance Agency
The Masters BNI, Colchester



John Kelliher
Environmental Consulting
NRC East Environmental Services
Wealth Builders BNI, South Burlington

Chapter Growth

BNI Vermont chapters have just launched the annual **Drive For Five** membership competition! Good Luck, and we look forward to celebrating you and your chapter's success over the coming months!

DRIVE FOR FIVE

SEPTEMBER 1 – DECEMBER 31, 2021

Induct **5 NEW MEMBERS** to Win!

EVERY MEMBER IN A CHAPTER

that inducts 5 new members

with application dates on or between

September 1 – December 31, 2021

will receive a

Large BNI Card Holder or a **BNI Padfolio** of their choice and a

voucher to attend one of

The Business Experience Series Workshops in 2022

EVERY MEMBER

who sponsors a new member

with an application date on or between

September 1 – December 31, 2021

will receive a

\$40 Gift Card to any Vermont-Based Business

Member Recognition

Monthly Member Traffic Lights Report PERFECT SCORES OF 100!

Gina Buchanan

Buchanan Virtual Office LLC, The Masters BNI

6 Months Perfect Attendance

Alice Lissarrague

Lissarrague College Guidance, Shelburne BNI

Allison Bogan

Precision Chiropractic, Shelburne BNI

Amy Crawford

Clover Ridge Media, Integrity BNI

Bob Boucher

Dependable Cleaning, Middlebury BNI

Christine Golden

Golden Consulting LLC, Champlain Connections BNI

David Hills

Waypoint Management Services, Middlebury BNI

Jessica Hubis

Missing Piece Bakery, Prestige BNI

Justin Loati

La Panciata, Crossroads BNI

Kate O'Malley

Juice Plus+, The Masters BNI

Kate Tucker

Hall Communications, Queen City BNI

Larry Gilbert

Vermont Security, Heart of Vermont BNI

Mary Catherine Jones

Voice Over Vermont, Champlain Connections BNI

Matt Stevers

White Oak Construction, Middlebury BNI

Paul Richardson

StoryWorkz Photography, Crossroads BNI

Richard Fox

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

Steve Hartmann

Affiliated Associates, The Masters BNI

Tracy Stolese

Shelburne Gift Company, The Masters BNI

Robin Freeman

Earle & Freeman PLC, Heart of Vermont BNI

Amy Wolf

Edward Jones, Queen City BNI

Lori Bielawa

Waggles LLC, Queen City BNI

Rosann Kramer

Runway Auto, Champlain Connections BNI

Andrew Toy

Rob Shea Carpentry LLC, Integrity BNI

Jeremy Baldwin

Jeremy Baldwin Photography, Shelburne BNI

Kristy Benoit

Balance to Thrive in Wellness LLC, The Masters BNI

Madigan Rollins

Synergy Home Care, Shelburne BNI

Mironda Meyer

Mironda's House of Wellness and Fitness, Champlain Connections BNI

Stephanie Gurrieri

Pames Provisions, Queen City BNI

Heather Belanger

Lacillade's Home Design Center, Queen City BNI

Kylie Billings

Professional Financial Associates LLC, Integrity BNI

6 Months Perfect Attendance (cont.)

PJ Pfeifenger

New York Life Insurance Co., Wealth Builders BNI

Victoria Crowne

Bemer Group, Middlebury BNI

Tom Stuessy

Green Square Consulting, Shelburne BNI

Angela Zaikowski

Bennett & Zaikowski P.C., Champlain Connections BNI

New Members – August 2021

Brian Farnum

B. Farnum Photography, Shelburne BNI

Randy Wallock

The Broken Pencil Project, Shelburne BNI

Brad Conger

North Country Repair Service, Champlain Valley BNI

Shannon Moore

Rose Computers, Shelburne BNI

Renewed Members – August 2021

Sarah Harrington

Coldwell Banker Hickok & Boardman Real Estate,
Champlain Connections BNI

Beth Hartmann

Imagine Wellness, Shelburne BNI

Megan Flood

Flood Financial Services, The Masters BNI

Holly Lemieux

Holly K Lemieux Esq PLLC, Integrity BNI

Aubrey Carpentier

JoAnn's Uniforms & Embroidery Works, The Masters BNI

Suzanna Miller

Miller Estate Law PLC, Queen City BNI

Michael Havemeyer

Kinney Pike Insurance, Heart of Vermont BNI

Catherine Moller

Side Pony Boutique, Champlain Connections BNI

Geoff Garrow

Symmytree, 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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