



# Givers Gain<sup>®</sup> Monthly

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## From Our Executive Director

*We will open the book. It's pages are blank.*

*We are going to put words on them ourselves.*

*The book is called **Opportunity** and its first chapter is New Year's Day.*

*– Edith Lovejoy Pierce*

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2021 - what a year to reflect on! We have all levelled-up big time over the last 12 months, and the gift of this global experience is that we're doing this together. Some may feel that our shift to technology has been difficult, and may even dream of our days back in-person. While I understand this, I am frankly more grateful for our current technological situation because without it, we would truly be isolated.

How is your 2022 starting off? We're kicking butt and taking names here at the regional office! Only a few weeks into the new year and many of our BNI communities have applications pending with new partners, we have 4 new BNI

communities that are slated to open this year in Vermont, and we set a new state record in 2021 for annual ROI per partner at \$53,000! If that doesn't all add up to a glowing and exciting 2022, I don't know what does!

We're getting really gung-ho for our **9th Annual BNI Vermont Awards Banquet** taking place in-person on Friday, April 8th from 5:30-10:00pm at the **Doubletree by Hilton in Burlington**. Tickets are on sale now and we look forward to celebrating in our finest and in-person for the first time in 3 years! Sponsorships have sold quickly, and if you want to get your business in front of over 100 Vermont professionals, contact **Admin@BNIVermont.com** for a list of available sponsorships.

As you consider your vision of this year ahead of you, I encourage you to start by taking a moment to reflect on what you accomplished and experienced in 2021 in your BNI partnership; the 121s you had, the Continuing Education you participated in, the referrals you gave and received. What will you do in 2022 to do the same, or less, or more... but more importantly, get smarter results from the same efforts! Take ownership of your activities and results in your relationship marketing, and we look forward to celebrating even higher milestones of referrals and Thank You For Closed Business with you!

Happy Networking!



**Vickie Wacek**  
BNI Vermont  
Executive Director

## Continuing Education

### Monthly Networking Tip: Why "Qualify" a Referral?



Giving and receiving referrals are the heart and soul of our BNI partnerships; hence our *Givers Gain* philosophy.

But the action of passing referrals isn't always as simple as "Here's a referral". There are important nuances that greatly impact our credibility among each other. And because our reputation is a closely protected part of our businesses, we want to empower you with insights about Qualifying Referrals to help you launch your new year!

Let's start with defining a referral...

**A referral is an *opportunity* to connect with someone interested in your products or services.**

It is not a guaranteed sale. The key word here is that it's an *opportunity*.

Now when it comes to **receiving a Qualified Referral**, it's about knowing what you want. This knowledge evolves from month to month and year to year. As you develop as a professional, so does your awareness of what is true opportunity, and what is simply a waste of your time. And once you know what you want, you need to communicate it to your referral partners A.S.A.P.! Weekly and Feature Presentations, One-to-Ones, and Open Networking are important

avenues to do this. Failure to do so will result in receiving referrals that don't work for you, which can lead to frustration. If you're getting poor referrals in your BNI activities, you may not be clearly communicating your referral qualifications.

Next, **giving a Qualified Referral** means that you clearly understand what the recipient considers a true opportunity. And these qualifications are rarely stagnant. The professionals we are giving to are constantly growing and evolving, which means it is our responsibility to check in regularly to ask if an introduction we're about to make is a true opportunity for your Referral Partner. As Givers, we get excited at the prospect of helping someone, and in that enthusiasm we may lose sight of the importance of confirming the quality before giving.

So as you endeavor 2022, get clear on what qualifies as a Referral for you. And as you practice your Giving Skills, check in with your partners regularly to make sure that you are helping them, not accidentally hindering them.

## 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.

**December 15:** [Episode 737](#): Creating a Life Plan (Classic Podcast)

**December 22:** [Episode 738](#): Richard Branson on Legacy

**January 5th:** [Episode 739](#): Networking: A Matter of Life or Death

**January 12th:** [Episode 740](#):

### 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.

## From the BNI Vermont Team



## 3 Ways to Bring Your Vision to Fruition FASTER

By [Mironda Meyer](#), BNI Vermont Director Consultant

Since October our BNI chapter has been goal setting for our own businesses. Sometimes this can feel like a bunch of numbers and lifeless tasks that we have to check off so that we can quickly get to the next thing. It can feel robotic or like driving on a highway, being lulled into a coma with the sound of the thumping of the road. [READ MORE](#)

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## Regional and National Events

Join BNI partners from across the state and the world for webinars, workshops, and networking to enrich your BNI experience by boosting your visibility and perspective!

*Click our [Event Calendar](#) button to access all of these great opportunities!*

### Event Calendar

#### **New Member Skills Workshop (hosted on Zoom)**

Monday, January 24th, 4:00-6:00pm

#### **BNI Connect Deep Dive (hosted on Zoom)**

Thursday, January 20th, 12:00-1:00pm

Thursday, January 27th, 12:00-1:00pm

Thursday, February 3rd, 12:00-1:00pm

Thursday, February 10th, 12:00-1:00pm

#### **What Is BNI? Interest Meetings (hosted on Zoom)**

Tuesday, January 25th, 11:00am-12:30pm

Tuesday, February 8th, 11:00am-12:30pm

Tuesday, February 22nd, 11:00am-12:30pm

#### **Crossroads BNI ProActive Referral Workshop (hosted on Zoom)**

Thursday, January 27th, 8:30-10:30am

#### **The Masters BNI Chapter Success Program (hosted on Zoom)**

Thursday, January 27th, 10:00am-1:00pm

#### **Prestige BNI Chapter Success Program (hosted on Zoom)**

Tuesday, February 8th, 10:00am-1:00pm

**Visitors' Days (hosted on Zoom)**

Wealth Builders BNI, Wednesday, February 9th, 8:15-10:15am

Shelburne BNI, Tuesday, February 10th, 8:30-10:00am

**BNI Vermont Leadership Team Roundtable (hosted on Zoom)**

Monday, February 21st, 2:00pm-5:00pm



**9th Annual BNI Vermont Awards Banquet**

In-Person, Doubletree by Hilton, Burlington

Friday, April 8th, 5:30-10:00p

[Tickets on sale starting January 1st!](#)

## Calling Sponsors!

Get your business in front of the crème de la crème of Vermont Professionals by sponsoring a portion of this year's event.

Contact [Admin@BNIVermont.com](mailto:Admin@BNIVermont.com) for a list of available sponsorships.

Pricing ranges between \$75 and \$1,000

## Calling Silent Auction Donations!

For years BNI Vermont has been able to donate thousands of dollars through our annual silent auction as part of our awards banquet. Would you like to get visibility for your business and donate a service or product to help us make an amazing impact on a school or teacher in the coming year?

Contact [Admin@BNIVermont.com](mailto:Admin@BNIVermont.com) with your donation item, and thank you!



The **BNI Member Success Program** is an online workshop for all new partners to support their first 60 days of partnership. It's accessibility through [BNIBusinessBuilder.com](https://BNIBusinessBuilder.com) means that the entire course can be accomplished via the BNI Business Builder App on your phone, as well as



through the website. And because the workshop is virtual, it can be tackled at a pace that fits each new partner (as long as it's completed within 60 days).

**Cost:** Covered by annual dues



And 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 One-to-Ones, and
- Discovering ways to effectively use your Contact Spheres.

**Cost:** Covered by annual dues

### 2022 New Member Skills Workshops

January 24 · 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 New Partner Skills Workshops:

Virtually hosted until further notice



Don't forget your chapter's annual **Chapter Success Program**, which is offered individually for each chapter. 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 or the [BNI Vermont Calendar](#) for the date of your next Chapter Success Program! **Cost:** Covered by annual partnership dues.



# New Chapters Forming

We are excited to introduce you to these new communities that are forming around Givers Gain and Relationships Marketing!

Help us grow your ROI by introducing us to professionals located in these Vermont towns and counties!



## **Town**

**Northeast Kingdom (NEK)**

**Online-Only**

**Manchester**

**Lamoille County**

## **Who to Contact**

Erin Perrin

Vickie Wacek

Vickie Wacek

Launching in March 2022!

## **Contact Chapter Launch Directors**

**Erin Perrin** 802-871-5965, [Erin@BNIVermont.com](mailto:Erin@BNIVermont.com)

**Vickie Wacek** 802-557-0111, [Vickie@BNIVermont.com](mailto:Vickie@BNIVermont.com)

Don't see your town listed? Contact Erin or Vickie and we'll be happy to help!

## Drive for Five



We look forward to celebrating the final results of the 2021 Drive For Five in next month's Newsletter!



# Partner Recognition

## BNI Partner Profile of the Week

Each week we feature one BNI Vermont Partner. 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.



**Kim Ransom**  
*Financial Coach*  
**121 Financial**  
Middlebury BNI, Middlebury  
[LEARN MORE](#)



**Mason Graddock**  
*Commercial Insurance*  
**Essex Agency**  
Prosperity BNI, Williston  
[LEARN MORE](#)



**Janina McCue**  
*Cake Designer and Baker*  
**Red Poppy Cakery**  
Queen City BNI, Burlington  
[LEARN MORE](#)

**Jeremy Baldwin**  
*Photographer*



## Jeremy Baldwin Photography

Shelburne BNI, Shelburne

[LEARN MORE](#)



## Kristy Benoit

*Exercise Physiology*

### Balance to Thrive in Wellness

The Masters BNI, Colchester

[LEARN MORE](#)

## Monthly Achievements

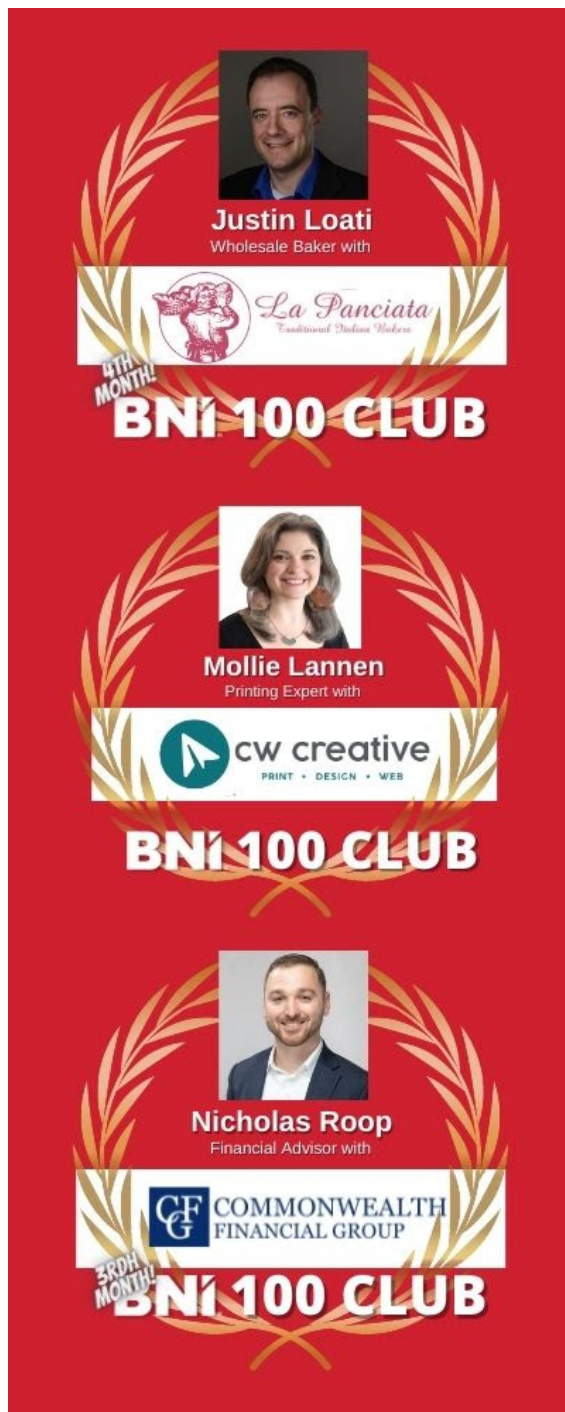


## Justin Loati

La Panciata  
Crossroads BNI

## Mollie Lannen

CW Creative  
Queen City BNI



**Nicholas Roop**  
 Commonwealth Financial  
 Group  
 Prosperity BNI

**Champlain  
 Connections  
 BNI**

**6 Months Perfect Attendance**

**Christine Golden**, Golden Consulting LLC  
**Rosann Kramer**, Runway Auto  
**Steve Fuchs**, \_\_\_\_\_

**6 Months Perfect Attendance**

**Michael Languasco**, People's United Bank

**Champlain  
Valley BNI**

**Robert Caneco**, Robert A. Caneco, R.A.

**Crossroads  
BNI**

**6 Months Perfect Attendance**

**Paul Richardson**, StoryWorkz Photography

**Heart of  
Vermont BNI**

**6 Months Perfect Attendance**

**Howie Michaelson**, Sun

**Larry Gilbert**, Vermont Security

**Robin Freeman**, Earle & Freeman PLC

**Soren Pfeffer**, Central Vermont Real Estate

**Middlebury  
BNI**

**6 Months Perfect Attendance**

**Chad Hayes**, Carter Insurance

**Matt Stevers**, White Oak Construction

**Prestige  
BNI**

**New Partners**

**Nicole Broderick**, Coldwell Banker Hickok &  
Boardman

**6 Months Perfect Attendance**

## **Prosperity BNI**

**Blair Knowles**, Ridgeline Real Estate

**Jeff Teplitz**, Academy Mortgage

**Jillian Bouchard**, BeautyCounter

### **Renewing Partners**

**Alec Slater**, Wiener & Slater, PLLC

**Jillian Bouchard**, BeautyCounter

## **Queen City BNI**

### **6 Months Perfect Attendance**

**Elizabeth Davidson**, doTerra

**Lori Bielawa**, Waggles LLC

## **Shelburne BNI**

### **6 Months Perfect Attendance**

**Gillian Franks**, Gillian Franks Feldenkrais

**Madigan Rollins**, Synergy Home Care

### **New Referral Partner**

**Claire Giroux-Williams**,

Burlington Paint and Sip Studio

## **The Masters BNI**

### **6 Months Perfect Attendance**

**Kate O'Malley**, Juice Plus+

**Kristy Benoit**, Balance to Thrive in Wellness

**Steve Hartmann**, Affiliated Associates

**Tracy Stolese**, Shelburne Gift Company

### **Renewing Partners**

**Marc Wiener**, Wiener & Slater, PLLC

## **Wealth Builders BNI**

### **6 Months Perfect Attendance**

**John Jacob**, John Jay Entertainment

**PJ Pfeifenberger**, New York Life Insurance

**Rick Gomez**, RVG Electrical Services LLC

### **New Referral Partner**

**William Pikul**, Edward Jones



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BNI Vermont  
PO Box 64737  
Burlington, VT 05406-4737

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