



# Givers Gain<sup>®</sup> Monthly

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## From Our Executive Director

*Responsibility equals accountability equals ownership.  
And a sense of ownership is the most powerful weapon  
a team or organization can have. – Pat Summitt*

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Happy October, BNi Vermont! This is always such a hugely exciting month as we celebrate the experiences and achievements of the previous term, and endeavor the excitement of the new ideas and passion that comes from our October 1st transition! A deepfelt thank you to all of our outgoing Presidents, Vice Presidents, and Secretary/Treasurers, and all of the supporting roles who made the last year possible ❤️

Today I want to reflect on the empowerment that comes from considering our General Session topic from September's chapter team training; *Taking Ownership*. Being in business, whether as owners, employees, non-profits, consultants, or sales people, means that there is so much in our control; our

successes and failures. Within a marketing endeavor like Relationship Marketing, everything is even more in our control because we get to decide day-in and day-out what our actions are going to be. And actions are the **full currency** of our results in BNI.

Here, just 17 days into our 2022-2023 term, we've just begun to leverage our reputation, credibility, and therefore opportunity to achieve our goals for this term. Together, our combined commitment to our chapter roles and our own success will result in fun and results for everyone! We look forward to working alongside you to achieve your goals and dreams this term!

Happy Networking!

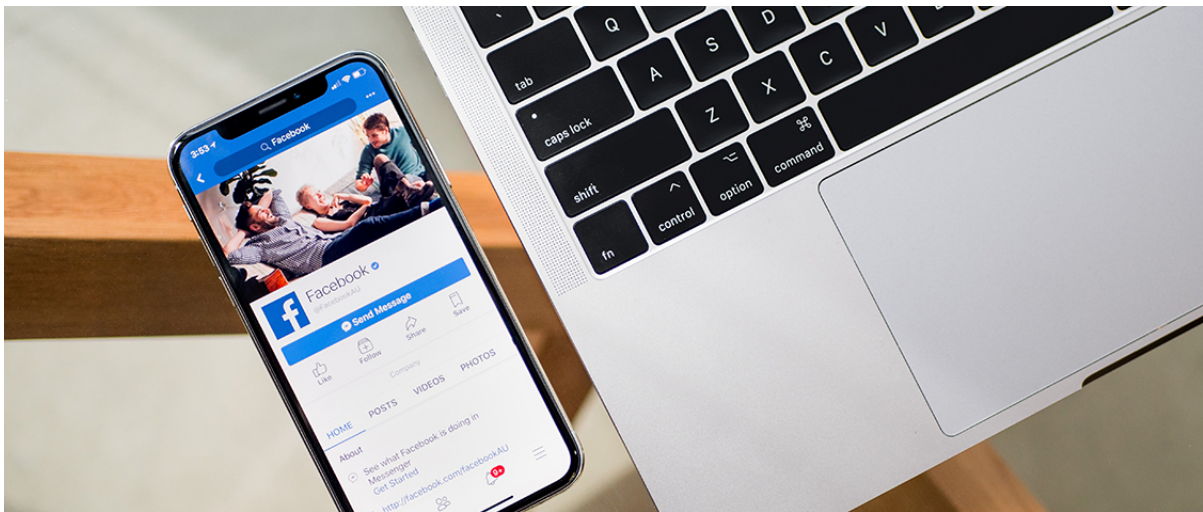


**Vickie Wacek**  
BNI Vermont  
Executive Director

## Continuing Education

Monthly Networking Tip:

**Social Media Builds 121 ROI**



The VCP Process (Visibility, Credibility, Profitability) is the backbone of marketing. We need Visibility so that our community knows that our exists; we need Credibility to build trust and set ourselves apart from our competitors, and we need Profitability to serve our clients, save up for retirement, and enjoy all that life has to offer. So today's networking tip is here to help you build all three in one swoop with a new 121 tactic!

A key part of our BNI marketing plan is One-to-Ones. When done with purpose, these commitments to our referral partners build all three part of the VCP Process by showing up, conducting ourselves with professionalism, and by focusing on specific referral generation. So what more could be added to these weekly marketing meetings to greatly boost ROI potential? The answer... *social media*.

Social media is a powerful tool to create visibility for your business. With enough of a following, you can get your business in front of hundreds, if not thousands of people. So what would happen to your business, and your BNI Referral Partner's business, if you started using social media in your 121s? Try a few of these techniques in your 121s, and watch your VCP Process shoot up!

### **Technique #1: 121 Selfie!**

VCP *starts* with Visibility, so get into the habit of taking a picture of you and your 121 partner, and both of you posting on your various social media outlets! Make it even more powerful by sharing a first-hand story about each other's businesses and your experience working together.

### **Technique #2: Share a Testimonial**

We build Credibility by sharing first-hand stories of the impacts of our business with the world, and this is where Testimonials prove to be a powerful part of our

121 activities. Spend a portion of each 121 posting a testimonial about one another's businesses on your social media.

### **Technique #3: Ask for a Referral!**

Profitability comes when we take purposeful action, and social media can be a key part of this. In your 121s, take time to post a specific request for your Referral Partner. What are they in need of right now in their business? A specific type of client? An employee or vendor? An introduction to a specific profession for an out-of-chapter 121? Post this inquiry to your social media following to invite opportunities for growth and profit!

When you're ready to increase your Return On Investment in BNI, add one or more of these social media techniques to all of your 121s, and enjoy the benefits of all that additional VCP!

- Vickie Wacek, Executive Director, BNI Vermont

## Podcasts



Each Wednesday, BNI Founder, Dr. Ivan Misner posts a Podcast featuring tips on Word-of-Mouth Networking.

**Remember to log your CEUs on BNI Connect**

1 Podcast = 1 CEU

**September 21st:** [Episode 776](#): How BNI Changed My Life

**September 28th:** [Episode 777](#): Education Coordinators

**October 5th:** [Episode 778](#): Humility Makes for a Great Networker (Classic Podcast)

**October 12th:** [Episode 779](#): Enrolled, Not Sold

### **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.

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## From the BNi Team



### Testimonials Make You More Money

By [Adrian Bannister](#), BNi Vermont Ambassador

The core intention of BNi is to create a community of support for growing our individual businesses. There are lots of ways to give and receive that support. One that you may not have considered is generating testimonials for one another. [READ MORE](#)



Celebrating our September 26th New Member Skills Workshop!

## 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, November 14th, 3:00-5:00pm

**National Speed Networking** (hosted on Zoom)

Tuesday, October 18th, 4:00-5:00pm

Tuesday, October 25th, 4:00-5:00pm

Tuesday, November 1st, 4:00-5:00pm

Tuesday, November 8th, 4:00-5:00pm

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

Thursday, October 19th, 12:00-1:00pm

Thursday, October 26th, 12:00-1:00pm

Thursday, November 2nd, 12:00-1:00pm

Thursday, November 9th, 12:00-1:00pm

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

Tuesday, October 25th, 1:00pm-2:30pm

Tuesday, November 8th, 1:00pm-2:30pm

Tuesday, November 22nd, 1:00pm-2:30pm

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

Wealth Builders BNI, Wednesday, November 2nd, 8:30-10:00am

Middlebury BNI, Monday, November 7th, 8:30-10:00am

Shelburne BNI, Thursday, November 10th, 8:30-10:00am

**BNI Vermont Leadership Team Roundtable** (Richmond Free Library)

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

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# B I G G E R B E T T E R S T R O N G E R

**BNI** GLOBAL CONVENTION SINGAPORE 2022



## **BNI has announced the 2022 Global Convention!**

This year's event will be hosted in Singapore, November 16th to the 19th.

Tickets at \$69 for virtual and \$449 for in-person are available!

[Click here to check it out and claim your ticket now!](#)

TENTH ANNUAL

**BNI**  **VERMONT**

## AWARDS BANQUET

FRIDAY, APRIL 7<sup>TH</sup>, 2023

5:30pm to 10:00pm

EMERALD BALLROOM

DOUBLETREE BY HILTON, BURLINGTON

## **Mark Your Calendars and Join Us in 2023!**

[Tickets are on sale now!](#)

**BNI**  
VERMONT 

**MEMBER  
SUCCESS PROGRAM** 

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 [BNI Business Builder.com](https://www.bni.com/BNI-Business-Builder) 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

**November 14th** · 3:00pm - 5:00pm

All workshops are live and hosted on Zoom

*Pre registered attendees will receive the Zoom link and workbook the morning of the event*



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.



## Chapter Growth



## 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**

**Rutland**

**Saint Albans**

**Contact Chapter Launch Director**

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

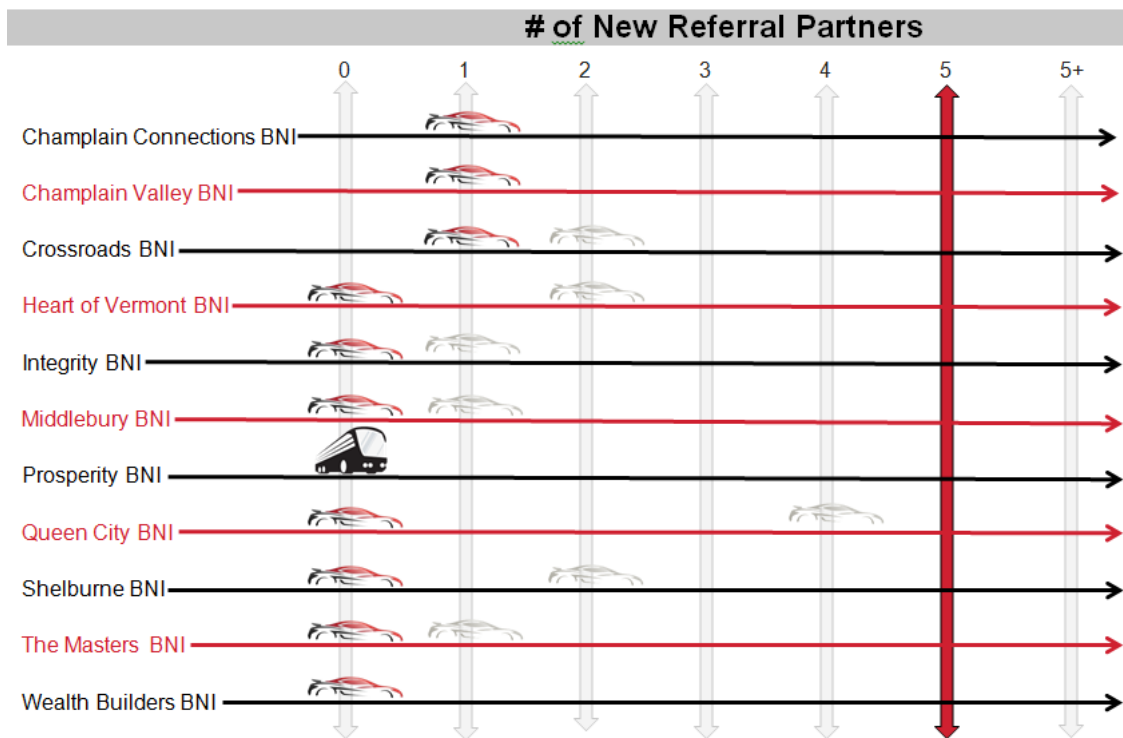
Don't see your town listed? Contact Vickie and we'll be happy to help!

## Drive for Five





# Induct 5 NEW PARTNERS to Win!



**BNI Vermont chapters are two months into our annual Drive For Five!**

**The Goal:** Each of our referral teams inducts 5 new partners before Dec 31st

**The Award:** Every winning chapter receives a chapter mixer hosted by BNI Vermont, and every sponsoring partner receives a \$40 gift certificate to a Vermont based business of their choosing!

We look forward to celebrating everyone's amazing new business opportunities alongside these amazing new professionals we're meeting and bringing into our relationship networking actions!



## Partner Recognition



## BNI Partner Profile of the Week

Each week we feature one BNI Vermont Partner 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.



**Steve Hartmann**  
*Employee Benefits*  
**Affiliated Associates**  
The Masters BNI, Burlington  
[LEARN MORE](#)



**John Jacob**  
*Disc Jockey / DJ*  
**John Jay Entertainment**  
Wealth Builders BNI, South Burlington  
[LEARN MORE](#)



**Jim McCarthy**  
*Caterer*  
**The Mill Market and Deli**  
Champlain Connections BNI, Burlington  
[LEARN MORE](#)



**Alison Davis**  
*Financial Advisor*  
**Quantum Leap Capital**  
Champlain Valley BNI, South Burlington  
[LEARN MORE](#)



**Beth Pombar**  
*Residential Real Estate Agent*  
**KW Vermont**  
Crossroads BNI, Berlin  
[LEARN MORE](#)

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# Monthly Achievements



**Mollie Lannen**  
*Printer*  
**CW Creative**

Queen City BNi  
👏 50th Month! 👏

**Dr. Julieta  
Rushford  
Santiago**  
*Holistic Doctor*  
**La Panciata**

Prosperity BNi  
👏 17th Month! 👏

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## New Partners

[Jason LeFabvre](#), Re/Max North  
Professionals

## Champlain Connections BNI

[Rebecca Racine](#), Ridgeline Real Estate Co.

### 6 Months Perfect Attendance

[Rosann Kramer](#), Runway Auto

## Champlain Valley BNI

### New Partners

[Jaeger Nedde](#), Nedde Real Estate

[Sheridan Gray-Jones](#), Margaret Holland Inn

### 6 Months Perfect Attendance

[Brad Conger](#), North County Repair Service

[Stacey Lax](#), Coldwell Banker Hickok &  
Boardman

[Michael Languasco](#), M&T Bank

[Robert Caneco](#), Robert A. Caneco Architect

## Heart of Vermont BNI

### Renewed Partners

[Julia Wilk](#), Word & Web Design

### 6 Months Perfect Attendance

[Deborah Phillips](#), The World

## Integrity BNI

### Renewed Partners

[Theresa Ferrara](#), Coldwell Banker Hickok  
and Boardman

### 6 Months Perfect Attendance

[Amy Crawford](#), Clover Ridge Media

[Theresa Ferrara](#), Coldwell Banker Hickok &  
Boardman

### 6 Months Perfect Attendance

[Jennifer Partch Whitehurt](#), JPW Accounting

## Middlebury BNI

Services, LLC

## Prosperity BNI

### Renewed Partners

[Mary Capparuccini](#), New York Life Insurance  
Company

### 6 Months Perfect Attendance

[Katie Delp](#), The Animal Collective

[Mary Capparuccini](#), New York Life Insurance

## Queen City BNI

### Renewed Partners

[Jessica Hill](#), Movement Matters LLC

[Erin Perrin](#), Academy Mortgage Corporation

### 6 Months Perfect Attendance

[Cora Kreischer](#), Walk In The Garden  
Nutrition LLC

## Shelburne BNI

### 6 Months Perfect Attendance

[Allison Bogan](#), Precision Chiropractic

## Wealth Builders BNI

### New Partners

[Elizabeth Moore](#), Rossi & Riina Real Estate

### 6 Months Perfect Attendance

[Rick Gomez](#), RVG Electric

**Peter Cassells-Brown**, Mountain Energy  
Design



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