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Givers Gain[®] Monthly

From Our Executive Director

"Autumn is a second spring, when every leaf is a flower." - Albert Camus

Happy November BNI Vermont!

We're finishing up the last of fall and the winter tires are making their annual arrival in preparation for our stunning winter months. We're also celebrating our 2nd month in our new Leadership Teams - making progress towards our new goals and growing and prospering because of it! Let's dig into what else is happening across Vermont!

Our annual Drive for Five is making a great impact on our businesses! As of Friday the 10th, Champlain Connections BNI currently holds the lead with 4 approved applications and 1 applications pending! And Shelburne BNI is close with 3 approved new partners and 2 pending. There are also several fellow chapters with wonderful progress towards 5 new partners by December 31st

(scroll down for a full update). The whole purpose of Drive For Five isn't growing our BNI chapters - it's growing our businesses! The larger our referral teams, the more referrals are generated, and the more money we can make and lives we can touch. Keep up with the amazing work!

November also marks the first of our quarterly Leadership Team Roundtables (← LTs, please register)! Each quarter we meet to discuss the trajectory of the chapters, sharing insights and ideas about growing and evolving our referral activities statewide. This roundtable we've got D.E.I. implementation on the brain, as well as community outreach/marketing activities. Can't wait to see all of our Presidents, Vice Presidents, and Secretary/Treasurers together, in-person on November 20th!

November 27th marks our last New Member Skills Workshop. You won't want to miss the chance to attend this! The workshop introduces us to the basic skills necessary to evolve our networking techniques so that we see a direct ROI from our time spent networking together. If you haven't registered for this live Zoom workshop, click the link above and join us!

This newsletter also marks the start of planning for chapter holiday events! What is your chapter doing to celebrate the close of another important year in our lives? A holiday shindig at someone's home, a round of bowling, a group dinner, a Secret Santa swap? Whatever you do, make it fun, make it welcoming, and don't hesitate to share your event on our BNI Vermont Facebook Group.

Happy Networking!



Vickie Wacek
BNI Vermont
Executive Director

Continuing Education

Monthly Networking Tip: "We Are a Sales Team, not a Client Base"



Video for Networking Tip: <https://youtu.be/pz62woBEy1U>

It's been a while since we had a chance to talk about the difference between being a group of co-clients for one another versus being a sales team in our BNI activities. Now some of us reading this might think that this is old news;

something we no longer need to concern ourselves with because our chapters are thriving. However, as long as businesses need clients there will always be situations where “the hard sale” feels necessary for a business to survive. And surprisingly, we’ve had some situations recently arise that point out now might be a good time to review Training versus Selling. Because when we slip into the hard sale, the relationships in our chapter turn sour.

There are two things that can turn a BNI referral group into an out-of-control free-for-all of sales pitches and hard selling. Those two things are bad habits and desperation.

Bad habits tend to come from our newest referral partners, which means all of us have probably been guilty of this at some point in our past. Before BNI, the way we primarily marketed our businesses was through print advertising, social media, digital marketing, and more. These types of marketing are powerful and important tools! But from the user’s perspective, they have a transactional feel...

Step 1: Create social media post

Step 2: Post to my social media outlet

Step 3: Wait for the customers to roll in

(although ask an expert in any of these fields and they’ll show you how relationship-based they truly are!)

When we’re new to Relationship Marketing, like what we do in BNI, we bring our perspectives about marketing (see above) into our new referral partnerships, which leads to a mentality of **Step 1:** Go to meeting, **Step 2:** Give Weekly Presentation, **Step 3:** Wait for BNI members to hire me / buy my products. We mistakenly use our Weekly Presentations, our Feature Presentations, and our One-to-Ones to try to convince our peers that they need what we sell! And then we are confused when our client pipeline stays empty. Why does it stay empty when we sell to one another? Because people don’t like to be sold to! And our referral teams aren’t for selling, they’re there so that we can **train each other**.

Now if you’ve overcome your bad habits, excellent and congratulations! You’re really understanding what Relationship Marketing is all about! However, sometimes even when we know better, we might hit a bump in our business journey and experience desperation. When this happens, we turn to the marketing we know so well (our BNI referral team) and we start questioning why these people we spend so much time with aren’t using our services. We question if they really care for us and if this Givers Gain thing is even real. And

when our thoughts go in that direction, our attitudes shift, our tone of voice shifts, and our choice of words becomes accusatory and needy. When this happens, our BNI Referral Partners slowly, steadily, and silently stop generating referrals for us. Desperation is a bitter addition to relationship marketing and hurts our businesses every time.

So remember - we're not in BNI to turn one another into customers. We're in BNI to train, and train, and train one another about our businesses. We inspire one another to want to talk about each other's businesses. And that's the true backbone of BNI!

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

October 25: [Episode 832](#): Membership Committees Are Critical (Classic)

November 01: [Episode 833](#): Networking in the Digital Age

November 08: [Episode 834](#): Identify Your Most Profitable Client

November 15: [Episode 835](#): A Radical Shift to Greater Success

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 Team

BNI Vermont Team Article



I'm So Busy!

By [Mary Capparuccini](#), BNI Vermont Ambassadors

In July of this summer the BNI Vermont team had a surprise visit (via zoom) from Dr. Ivan Misner. He talked to us about one of his upcoming books and a phrase he is trying to get rid of, "I'm so busy." [READ MORE](#)

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

BNI Talks: LinkedIn 102: Building Authority (hosted on Zoom)

Friday, November 17th, 12:00-1:00pm

BNI Vermont Leadership Team Roundtable

Monday, November 20th, 2:00-5:00pm

National Speed Networking (hosted on Zoom)

Tuesday, November 21st, 1:00-2:00pm

Tuesday, November 28th, 1:00-2:00pm

Tuesday, December 05th, 1:00-2:00pm

Tuesday, December 12th, 1:00-2:00pm

Tuesday, December 19th, 1:00-2:00pm

Tuesday, December 26th, 1:00-2:00pm

New Member Skills Workshop (hosted on Zoom)

Monday, November 27th, 3:00-5:00pm



The 2024 BNI United States Conference was just announced! It will be in Las Vegas NV at the Planet Hollywood, Tuesday – Thursday, April 30th – May 2nd!

[Tickets are on sale via this link](#)

You can also follow BNI USA on [Facebook](#) and [Instagram](#)



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://www.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

2023 New Member Skills Workshops

November 27th · 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 BNI to these new communities! Could you introduce us to a small business or non-profit in the area that would benefit from a structured, professional, and positive group to build and support their business?



Help us grow your ROI and Givers Gain!

Town

Bennington

Brattleboro

Northeast Kingdom (NEK)

Stowe

Rutland

Who to Contact

Vickie Wacek

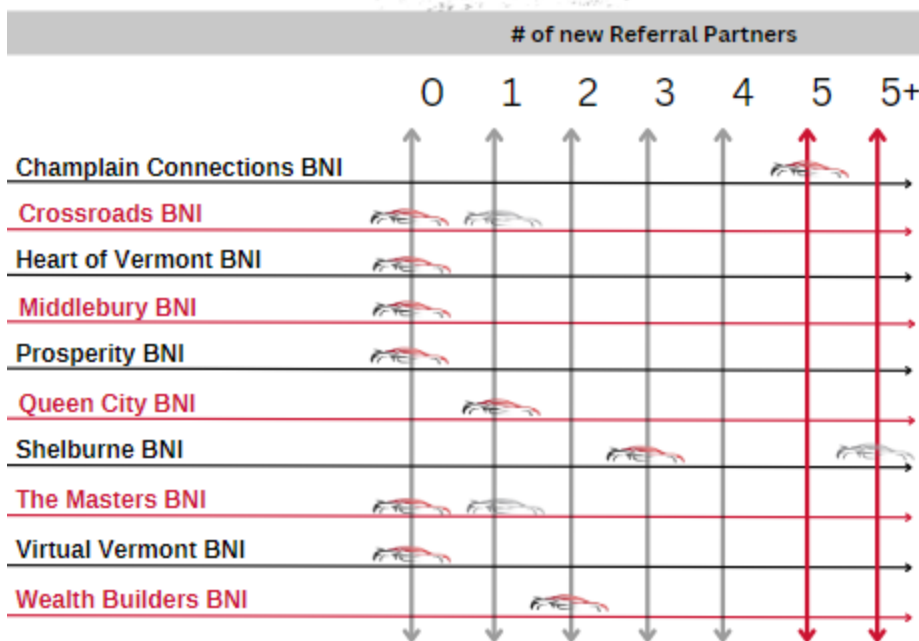
Contact Chapter Launch Directors

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

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



Induct 5 NEW PARTNERS to Win!



BNI Vermont chapters are 3 months into our annual Drive For Five partnership competition! We also look forward to celebrating new additions to the BNI Vermont Gold Club!

Build your business, build your chapter, and help your chapter drive to higher levels! Good luck, and we look forward to celebrating you and your chapter's success over the coming months!



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 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.



Nathan Payne

Photographer

Dream Anchor Photography

Virtual Vermont BNI, Montpelier

[LEARN MORE](#)



Peter Cassels-Brown

Energy Services

Mountain Energy Design

Wealth Builders BNI, South Burlington

[LEARN MORE](#)



Angela Zaikowski

Litigation

Bennett & Zaikowski P.C.

Champlain Connections BNI, Burlington

[LEARN MORE](#)



Timothy Boltin

Caterer

Delicate Decadence

Crossroads BNI, Berlin

[LEARN MORE](#)

Monthly Achievements



Brittany Winfield
Social Media Expert with
The Winfield Creative
8TH MONTH!
BNI 100 CLUB

Catherine Moller
Clothing & Accessories Retailer
SIDE PONY BOUTIQUE
2ND MONTH!
BNI 100 CLUB

Julie Danaher
Residential Realtor with
RIDGELINE REAL ESTATE CO.
7TH MONTH!
BNI 100 CLUB

Brittany Winfield
Social Media
The Winfield Creative

Queen City BNI
👏 8th Month! 👏

Catherine Moller
Clothing & Accessories
Retailer
SidePony Boutique

Champlain Connections BNI
👏 2nd Month! 👏

Julie Danaher
Residential Real Estate Agent
Ridgeline

Queen City BNI
👏 7th Month! 👏

BNI
VERMONT



Chapter
Traffic Lights
Report

CHAPTERS IN THE GREEN

Congratulations to

Queen City BNI

To access your Chapter's Traffic Lights Report, go to:

BNIConnect.com → Reports → Chapter → Chapter Traffic Lights

Champlain Connections BNI

New Partners

[Erin Regan](#), United Way NWWT

Renewed Partners

[Rosann Kramer](#), J & R Kramer Inc d/b/a
Runway Auto

6 Months Perfect Attendance

[Rosann Kramer](#), J & R Kramer Inc d/b/a
Runway Auto

[Steve Fuchs](#), Steve Fuchs Health Coaching

Crossroads BNI

6 Months Perfect Attendance

[Charles Goodman](#), Goodman Construction,
Inc.

Prosperity BNI

Renewed Partners

[Rich Jones](#), State Farm Insurance

[Jeff Teplitz](#), Academy Mortgage Corporation



New Partners

[Melinda Wright](#), Prop Ready

Renewed Partners

[Antonio Federico-Coppola](#), True Warrior Fitness

[Amanda Grant](#), North Road Productions (Video Production)

[Leslie Chadwell](#), Essential Elements

[Stephanie Gurrieri](#), Cooking With Stephanie

6 Months Perfect Attendance

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

[Liisa Reimann](#), Liisa Reimann Copywriting



New Partners

[Andrea Grayson](#), Create Change Lab, LLC

[Mike Joseph](#), True Vector Management Consulting



Renewed Partners

[Mike McCormick](#), Halcyon Financial Partners

6 Months Perfect Attendance

[Alex Duval](#), Wendell's Furniture

Virtual Vermont BNI

Renewed Partners

[Heidi Fortsch](#), Dirty Girl Coaching
[Michael Sacco](#), Stratalyne Business Solutions, LLC

6 Months Perfect Attendance

[Joshua Jarvis](#), Merrill Lynch
[Michael Sacco](#), Stratalyne Business Solutions, LLC

Wealth Builders BNI

New Partners

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

[Alan Chester](#), Thryv

Renewed Partners

[Elizabeth Moore](#), Ridgeline Real Estate

6 Months Perfect Attendance

[Peter Cassels-Brown](#), Mountain Energy Design



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