

SuccessNet

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ISSUE 35D | SUMMER 2005

EDUCATION *and* INFORMATION BULLETIN *for* BNI MEMBERS

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Großevent in London zeigt BNI's wahre Werte

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LAWSONS' LORE

If a picture is worth a thousand words, then our cover photo (from last month's London Members' Day) needs no comment – other than, perhaps, to marvel at how far our organisation has come in eight years, and reflect on its huge success.

BNI stalwarts who recall our first UK members event in 1998, will remember how excited we were to attract around 90 entrepreneurs to a day of intensive workshops and presentations. And rightly so because, from the start, BNI captured the imagination of the business community.

Fast forward seven amazing years, and those who were fortunate to participate in our recent Members' Day, will understand its significance, not simply for the obvious benefits - acquiring new knowledge, gaining valuable contacts or lining up potential new contracts – but for visibly reaffirming the growing stature that BNI commands in the world of business.

Why is it that we could easily have filled a larger venue than Westminster's QEII Conference Centre? Why is it that among the 750 lucky delegates, at least two thirds declared they would win new business through their attendance that day? And why is it that BNI boasts amongst its ranks, not just SME's but some of the UK's largest institutions – like the sponsors of this event, NatWest Bank? Coincidence? Of course not!

BNI continues to expand rapidly for the same reason it was created 20 years ago by Dr. Ivan Misner, namely to help people benefit from its unique system of word-of-mouth business networking. That's why, each month we see scores of new chapters launched across the globe. Not because of slick advertising or PR spin, but simply because good news travels fast - spread naturally, by word of mouth... •

The Secret of Success

As the author of seven best-selling books on word-of-mouth marketing and business networking, and in constant demand on TV, radio and at business seminars around the world, BNI's Founder Dr Ivan Misner is never short of material for keynote addresses.

In London, he based his theme on the principles of effective networking described in his book 'Masters of Success', setting out the values every member needs to adopt to succeed in business.

He told delegates: "You need passion in business – a determination to win – and, from the outset you must have clear goals, since you will never reach a target you haven't yet set. You will also have to turn adversity into opportunities. When things go wrong, look for solutions, learning from mistakes and growing stronger."

Reminding members that "the secret of success without hard work is still a secret", Dr Misner added: "You will never be a champion of your business unless you learn the fundamentals. In BNI these include having the right attitude, delivering excellent 60-second presentations, attending training workshops, and working hard to grow relationships."

He added: "Successful networking is not about what you know or even who you know, but how well you know them, which means building business relationships based on trust. Do this, and no matter what business you are in, you can speak the language of referrals." •



BIG IMPRESSION: Trainer Andy Bounds proved a big hit

They arrived from all over the world on London's hottest day of the year, eager not only to hear the wisdom of top BNI directors, but also to do business – lots of it – with other networking enthusiasts.

With all 750 seats pre-sold and a waiting list of over 100 members, the NatWest-sponsored London Members' Day created the largest gathering of its type in BNI's 20-year history, as delegates gathered at Westminster's prestigious Queen Elizabeth II Conference Centre, to be treated to half a dozen high-powered workshops – launched by a memorable hour-long keynote address from Founder and CEO Dr Ivan Misner.

While the formal sessions provided valuable insights into acquiring new business skills, with delegates introduced to a host of networking techniques ranging from the latest proven systems for generating solid referrals

to simple hints and tips, of equal importance was the unique chance to make new contacts and forge embryonic business relationships with hundreds of like-minded BNI colleagues.

Six hours later, before they departed home to all points of the UK (not to mention Australia, Sri Lanka, Barbados and countries in mainland Europe!), the packed conference hall was invited to indicate – by a show of hands – how many were going away with genuine potential new business.

Two thirds of the audience – around 500 members – eagerly thrust their hands into the air, signalling the results of a hectic but profitable two-and-a-half hours of intensive one-to-one's with new faces in breakout sessions, when colour-coded badges helped everyone find their most promising new contacts by grouping synergic businesses into six well-defined power circles.

Time will tell how much new business was generated in that single session, but no-one doubted it would be substantial, not least after the results of a delegates' survey during the day. Every participant had been invited to write down (confidentially) on cards, the current monetary value of their BNI membership. The outcome? Among just the 50% who were happy to divulge the amount of business they'd gained across their respective BNI breakfast tables, the figure was a staggering £15.2 million!

Earlier, the day had started with a passionate assurance from NatWest's Head of Productivity for Business Banking, Jim Edgar, that the Bank was wholly committed to BNI's Givers Gain philosophy, so much so that its management had recently launched a strategic document – 'To BNI or not to BNI' – aimed at

LONDON MEMBERS' DAY

Mark Sullivan



THEY CAME, THEY SAW... THEY CONQUERED!

encouraging all of its branches to place a senior manager in the local BNI chapter.

As the events main sponsor, he said NatWest was determined to fill every available banking seat in every UK chapter, and promised, tongue-in-cheek: "You might think it is difficult to trust a banker in just a couple of months, but we will be absolutely resolute in training and educating our managers not just about the benefits of joining BNI, but about becoming better, effective referrers."

Dr Misner's keynote presentation (see 'The Secret of Success') was followed by other

powerful workshops from BNI directors Andrew Hall ('How to achieve BNI success in seven days'), Terry Hamill ('Ten Key Success Factors') and Andy Bounds who delivered a thought-provoking presentation on how members can gain more business from their 60-second infomercials.

In a racy half-hour spot, National Directors Martin and Gillian Lawson presented delegates with 30 specific initiatives – each taking just 30 minutes to perform – that could boost their own, and their chapter's achievements, and the day ended in a quick-

fire "Ask the Founder" session, allowing Dr Misner to wax lyrical in responding to some serious, and not so serious, members' questions.

"It was a remarkable day, one that lived up to its promise in every way" said Gillian Lawson. "The business temperature inside soon exceeded the heatwave outside, and nobody could have left empty handed. While the majority clearly went away with a lot of potential new business, everyone made valuable contacts, and gained a great deal of extra business knowledge." •

HAILED AS BIGGEST AND BEST EVER

BNI nets big catch for Richard

Potteries chartered accountant and keen angler Richard Nadin not only netted one of his best-ever business deals through a BNI referral – he also landed a specialist fishing rod from a grateful customer!

A partner with Newcastle-based accountants Dean Statham, Richard played a leading role in helping local entrepreneur Steve Shutler sell his multi-million pound company to one of Europe's largest laboratory and consultancy companies for "a significant sum".

To mark the smooth disposal of his business, Steve who launched his business just 17 years ago as a 'man



with a van' sole trader, presented Richard (Pictured left) with a 16ft salmon rod, "for his good advice."

The men were introduced through one of Richard's Britannia Chapter colleagues in Newcastle-under-Lyme. Richard commented: "BNI has been our single most successful channel for acquiring new clients over many years, and the Shutler deal was one of my biggest ever pieces of business. It was the perfect way to hand over my BNI seat to one of my colleagues Peter Brown, pending my imminent retirement!" •

Contact Richard on 01782 614618



OSWALD'S SUCCESS IS IN THE NET

Members of Durham's Oswald Chapter have taken Givers Gain into the world of amateur sport, by sponsoring a local schoolboys' football team. Despite doing well in their league, members of Riverside's squad felt impoverished turning out against other

school teams, because they didn't have a proper football strip. Andrea Machin, Membership Co-ordinator said: "We're going from strength to strength and wanted to share our success by investing something back into the local community." •

Let them eat cake . . . because they certainly deserve it!! Members of Scotland's very first BNI chapter – Glasgow Alpha – are pictured with a celebratory cake in the shape of a giant referral slip, after passing their 10,000th referral a few weeks ago.

The 30-strong group notched up its milestone referral exactly seven years after becoming Scotland's founding chapter, during which time members have found a remarkable £3 million worth of business for each other.

Chapter Director Euan MacLeod, a business manager with the Royal Bank of Scotland said: "Our members are dedicated to providing quality business referrals and we are immensely proud of what we have achieved over the years.

"It was a landmark moment when the 10,000th referral was passed at a recent meeting and the group continues to go

from strength to strength, with positions in Alpha Chapter still eagerly sought after by would-be members."

While they may have earned their huge cake, health-conscious members decided it would be appreciated even more by the residents of Craigpark Home for children with special needs. "The Home is a really deserving local charity, and I'm sure the youngsters made short work of their treat," Euan added. •



10,000

REFERRALS? IT'S A PIECE OF CAKE!

POPULAR GALWAY FOUNDER DIES

Pádraic Ó Concheanainn, a founder member of Galway's An Gaillimhe Chapter died suddenly on 24th May at the age of 56. He leaves a wife and three children.

Pádraic attended the Chapter's very first open visitors meeting in March 1999, and had been an outstanding chapter member, playing a full part in its leadership as Secretary/Treasurer and Chapter Director.

His greatest pride – aside from his family - was the way he built and developed his contract furnishing company, Socos Teoranta, and he was

the first to acknowledge the part that BNI played in this success.

Chapter Director, Gerard Hosty said: "He became a good business colleague and a wonderful friend. He always found good referrals and was quick to acknowledge and thank us for the referrals he received. He looked to us for help and advice when he needed it, and he was there to offer help when we asked. We are the richer for having known Pádraic and we will miss him sorely. •

'Ar dheis Dé go raibh a anam dílis.' "

NEWS IN BRIEF

WHERE THERE'S A WILL....THERE'S BNI

A fast-growing Scottish company has urged all of its consultants to take out membership of BNI.

Bosses at Legal Services Scotland (LSS), which specialises in will-writing, trusts, inheritance tax and estate planning, made the decision after observing soaring sales figures from their agents who had already joined.

LSS Director Scott Ettershank said: "We track all sales figures and it was noticeable that consultants in BNI chapters right across the country had significantly higher returns, making it clear that BNI's superb networking system was not just working, but a major key in the success of our company.

"It doesn't take rocket science to conclude that BNI is an ideal vehicle for our consultants, so we are encouraging all of them to join a local chapter. It gives a tremendous boost to the business."

David Russell, an LSS consultant in Edinburgh's Dunedin Chapter said: "BNI has made a substantial impact and 50 per cent of my portfolio has come through chapter referrals. The networking opportunities it opens up are invaluable." •

Contact Scott Ettershank on 01382 774332.

HARROGATE INITIATIVE PULLS IN THE VISITORS

Members of Harrogate's Thursday Chapter are reeling over their own success after launching a newsletter that has boosted interest in BNI. Since introducing its monthly bulletin last autumn, the group has identified a 50% increase in visitor conversions to membership.

Membership Co-ordinator Stewart Harrison said: "As well as keeping members informed, it promotes their services to visitors and the wider business community. We know from the feedback, that having our own bulletin is proving a useful tool in gaining new members." •



A WELL EARNED REST

Colchester Centurion Chapter's Robin Webb receives well-deserved treatment for his aching limbs from chapter colleague, qualified therapist/masseuse Julie Alderton, after completing one of the most gruelling physical events in the UK – a 12-day coast-to-coast charity trek across 200 miles of Scotland's most mountainous terrain.

Robin, Managing Director of Colchester consulting engineers RWCL, who raised £1,500 for the city's St Helena Hospice, thanks to sponsorship by

members of both his own and Colchester's Castle Chapters, said: "I did my best to train for it, but there are no mountains in Essex so the best I could do was walk up and down Balkern Hill – our highest point – for two months."

Julie commented: "This event would have challenged a fit young man, but for a middle-aged man who'd undergone major heart surgery barely two years ago, Robin's achievement was remarkable." •

Contact Robin Webb on 01206 860900

VIELE VORTEILE DURCH BNI-MITGLIEDSCHAFT

Zu BNI kam ich wie die Jungfrau zum Kinde...

...nämlich durch meine Mitarbeiterin, Frau Kalbfleisch, die von einem Gründungsmitglied des ersten BNI Chapters in Darmstadt, dem Büchner-Chapter, eingeladen worden war. Frau Kalbfleisch erzählte mir von dem

Als ich – obwohl darauf vorbereitet – frühmorgens (zu unchristlicher Zeit) am Treffpunkt eintraf, spürte ich ein Gefühl freudiger Erregung, Aktivität und Hochspannung in dem Raum und war sofort davon eingenommen. Dieses

mich der zweiten Gruppe in Darmstadt, dem Goethe-Chapter, anzuschließen, das am 29. Juni gegründet wurde.

Wir haben durch BNI, und vor allem durch die sehr interessanten Mitglieder der beiden Chapter Kunden gewonnen, die wir so nicht erreicht hätten. Die Firmen, die wir Dank BNI betreuen dürfen, haben uns bis dato ein Umsatzplus von ca. €45.000,00 verschafft. Tendenz steigend. Dies ist ein natürlich wichtiger Aspekt... aber es ist nicht der einzige.

Ich bin mit meinem Unternehmen in zwei Chapters vertreten und zwar gleich für zwei Jahre, da mich das BNI-Konzept sofort überzeugt hat. Auf die Zukunft bin ich sehr gespannt. Man lernt Unternehmen und deren Entscheidungsträger kennen, zu denen man ohne BNI kaum oder nur sehr schwer Zugang bekommen hätte. Wir bekommen Einblicke in Branchen und deren Problemstellungen und können diese Informationen bei der Auswahl von Mitarbeitern gezielt berücksichtigen. So unterstützt BNI gleichzeitig unseren hohen Qualitätsanspruch. •



Ilse Göbig (rechts) mit Ihrer Mitarbeiterin Erika Kalbfleisch

Gespräch und war sehr euphorisch, denn wir suchen immer neue Möglichkeiten zur Kundenakquise.

Wer mich kennt weiß, dass ich bestimmten Dingen gegenüber sehr misstrauisch bin. Organisationen, die sich so toll darstellen und sich so einfach präsentieren, müssen einen Pferdefuss haben – dachte ich! Meine Mitarbeiterin ging trotzdem zu ihrem ersten BNI-Treffen und hat mich anschließend dazu überredet, einfach zum nächsten Treffen mitzukommen; dafür danke ich ihr heute.

erlebte Gefühl der Sympathie, das Interesse, die Neugier auf die Menschen ist es, was mich nach wie vor gern zu nachtschlafender Zeit aufstehen lässt, um an den Treffen teilzunehmen.

Eigentlich wollte ich nur als Vertreter meiner Mitarbeiterin agieren, aber das konnte ich nicht, denn ich hatte das Gefühl etwas zu versäumen. Also sind wir im „Doppelpack“ zu den Treffen gegangen und nach der sehr erfolgreichen Gründung des Büchner-Chapters im Februar bin ich gerne dem Angebot gefolgt,

Ilse Göbig
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MEHR UMSATZ DURCH BNI



Es ist mir zunächst schon schwer gefallen, für den Besuch des Schiller-Chapters in Mannheim im ungemütlichen November meinen Wecker vorzustellen, um pünktlich vor Ort zu sein. Durch die vielen Erfahrungen aus anderen Veranstaltungen und die erfolglosen Versuche, lose Netzwerke in der Unternehmerschaft zu etablieren, waren meine Erwartungen nicht besonders hoch gesteckt. Was ich bei meinen ersten Besuchen jedoch bei BNI antraf, hat meine Erwartungen bei Weitem übertroffen.

Was ich im Schiller-Chapter in Mannheim vorfand, waren Unternehmer mit einer äußerst positiven Einstellung, Freude an Ihrem Job, hoher Sozialkompetenz und dem festen Willen, etwas zu bewegen. Dieses „Sprühen“ breitete sich im ganzen Raum aus und ging auch an mir nicht vorüber. Besonders die klare Parole „wie wollen Geschäft für unsere Partner suchen und vermitteln“, dieser selbstlose „Spirit“ hat mir besonders gefallen.

Nach dem Motto „lasset Taten folgen“ konnte mir mein Chapterkollege Norbert Bentz vom Architekturbüro Sandreuther & Bentz einen Endkunden vermitteln, den wir mit unserem Sanitär-, Heizungs- und Lüftungsbetrieb im normalen Geschäftsverlauf nicht hätten gewinnen können. Mit diesem neuen Kunden haben wir in der Folge Aufträge in Höhe von €25.000,00 abgewickelt. Weitere Aufträge mit einem Volumen von €28.000,00 sind derzeit in der Projektierung und Auftragsvorbereitung.

Dass dies kein Einzelfall ist, konnte ich erfreulicherweise bei der Vermittlung eines Hausverwalters durch das Ingenieurbüro Uhrig feststellen. Nach meiner 60-Sekunden-Präsentation, in der ich unseren Leistungsbereich der professionellen und zerstörungsfreien Leckageortung und Bautrocknung vorgestellt hatte, konnte Herr Uhrig spontan einen Hausverwalter nennen, der für einen Wasserschaden in einer Liegenschaft dringend eine qualifizierte Bautrocknung benötigt. Nach der Kontaktaufnahme konnten wir dem Hausverwalter ein kostengünstiges Alternativangebot unterbreiten und haben hierauf den Auftrag erhalten. In den persönlichen Vier-Augen-Gesprächen mit den einzelnen Chaptermitgliedern haben wir weitere Ansätze für qualifizierte Empfehlungen herausgearbeitet.

BNI ist für jeden engagierten Unternehmer ein Schlüssel zu mehr Umsatz und Erfolg. •

Avron Leitermann
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Darmstadt – Peking: BNI ist wirklich international

Wir sind mit unserem Architekturbüro dem Büchner-Chapter in Darmstadt beigetreten, weil wir einmal auf ganz andere Weise Kontakte in und um Darmstadt knüpfen wollten und damit unsere Aquisemöglichkeiten zu erweitern. Da die Mitglieder unseres Chapters von meiner mehr als zehnjährigen Erfahrung mit großen internationalen Projekten in Südostasien und Südamerika wissen, habe ich kürzlich eine Empfehlung bekommen, bei der ein Unternehmen in Peking einen deutschen Architekten sucht. Ich bin heute in Verhandlungen mit dieser Firma und möglicherweise haben wir schon wenige Monate nach der Gründung unseres Chapters eine internationale Aquis zu verbuchen. BNI-Kontakte sind also nicht nur regional bezogen, sondern auch länderübergreifend. Ein großes Plus für uns und ein Beweis für die gute Zusammenarbeit im Büchner-Chapter. •

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Edwin makes it happen for Carlisle's 'Sister Act'

When you've done everything you set out to achieve in your corporate career, you've recently got divorced and have no ties, what do you do? Why, have some 'fun' by starting your own company, of course. And when your sister is in exactly the same position – well, there's only one thing for it: go into business together!

This unusual scenario has proved a winning formula for Debra and Beverley O'Connor who have taken Carlisle's business community by storm, thanks largely to what Debra says has been her single most important business decision – joining the town's Edwin Chapter.

The sisters gave up their high-flying jobs last year to launch the new company, AdIT Business Support Centres Ltd, providing tailor-made business support and consultancy services, and versatile serviced office facilities in central Carlisle.

Despite their combined experience, Debra acknowledged that had she not joined BNI, their venture would have taken much longer to get off the ground. "Getting involved with BNI just as we were setting up the business enabled us to tap into the expertise of many chapter colleagues, and we've received huge benefits and referrals from BNI members across the whole of Cumbria," she said.

"One of the extra advantages of using the trusted services of BNI members, is having the exceptional personal support that comes with it. This has been tremendous in building the relationships we needed as a new business. Our first year with BNI has been fantastic with a good percentage of our business - worth up to £12,000 - coming from some brilliant referrals," said Debra, the Chapter's Membership Co-ordinator • For further information, call Debra on 01228 517710 or email: debra.oconnor@aditcentres.com

HOW DOES SOMEONE GET TO RUN A WORLDWIDE ORGANISATION? IS IT DIFFICULT, OR IS IT ACTUALLY FUN? AND WHAT MAKES SUCH A PERSON TICK – PROFESSIONALLY, AND PERSONALLY? SUCCESSNET'S EDITOR MALCOLM GROSVENOR CAUGHT UP WITH BNI'S FOUNDER AND CEO DR IVAN MISNER AT THE RECENT LONDON MEMBERS' DAY, AND PUT HIM ON THE SPOT.

Ed: You created your unique word-of-mouth marketing concept 20 years ago when, as a management consultant you lost your major client. Had that event never arisen, do you think BNI would exist today?

Misner: I guess the simple answer is 'No', but as with all things in life, necessity is the mother of invention. Fortunately, most of my business already came from speaking engagements or referrals through existing clients. That gave me the idea to create a system to guarantee me new referrals, rather than finding ad hoc business – and 'The Network' (the forerunner to BNI) was born.

Ed: Nobody could have built such a large and dynamic organisation without some challenges, especially in the early years. Did you have to make personal sacrifices, or ever wonder if the increasing demands of a growing BNI, were worth it?

Misner: Within four years, I'd grown BNI to nearly 80 chapters across four U.S. states and I reached a crossroads. There weren't enough hours in the day to run my consultancy as well as personally manage a fast expanding BNI. The decision was surprisingly easy: I chose the latter, knowing I could touch and improve the lives of hundreds of people, rather than help just a few consultancy clients.

Sure, during those formative years when I was filling every role from CEO to janitor, it was tough, but always stimulating and rewarding. Very early in BNI's history, I got my best ever referral when I met my wife, Elisabeth, who was then a chapter director. Twenty years on, I've learnt to bring balance into my life, so much so, I'm taking my first ever two-month vacation this summer. If I'm honest, that's due to my 12 year old son Trey who complained that he didn't see enough of me, and told me that after 20 years of running BNI, I should be able to have time off. So yes, it's always demanding, but I wouldn't change any of it.

Ed: You've achieved every goal you set out to achieve for BNI back in the 1980s. What is it that continues to motivate you when, presumably, you could retire a wealthy man tomorrow and never have to think about the organisation again?

Misner: (Laughs) I don't think I could quite retire tomorrow, but more importantly, I don't

want to. I have an exciting 10 year plan for BNI and I want to be part of it. My aim is to relinquish the CEO's chair in due course, handing over day-to-day operations to a successor, allowing me to move into a more ambassadorial role as president or chairman, where I can take a broader perspective on our progress.

Ed: You often refer to the fact that word-of-mouth marketing is never taught in university and business management courses, despite it being the most effective method. Do you have any plans for the BNI 'system' to gain recognition in the wider business community?

Misner: Training on networking, or winning business by referral, is never going to happen in our colleges where most professors are academics with no experience of the commercial world. You'll never hear them talk about closing a deal. However, while BNI is not a training organisation, we are developing strategic alliances with some of the very first commercial companies to start networking training. Here in the UK, you have the new Referral Institute initiative, and I hope such bodies will be using BNI materials and expertise in teaching word-of-mouth marketing to aspiring business entrepreneurs. An additional spin-off is that I anticipate a significant number of their trainees will join BNI chapters around the UK.

Ed: Given the organisation's success at many different levels, what single aspect of BNI 'in action', gives you the greatest personal buzz? And do you still get the same sense of satisfaction when you hear about the latest member's success story?

Misner: The fact that despite being a truly worldwide organisation, we are constantly

MAN OF THE PEOPLE MAN OF THE WORLD

evolving, improving and performing better, is hugely rewarding. While Givers Gain works the same way in every country with a free market economy, subtle differences in business etiquette mean that original ideas are always emerging – and we will continue to tweak our system to accommodate good new practices. On a personal level, I still get a big buzz when I meet up with a member whom I saw maybe three or four years earlier, to find they've put BNI's philosophy into practice and become hugely successful!

Ed: Do you ever worry that with BNI's phenomenal growth, the organisation may grow so large, it becomes impossible to maintain the quality of training and leadership?

Misner: The bigger we become, the greater the need for management integrity – but this is a journey not a destination, and new solutions emerge all the time. For instance, a key project right now is the merger of all our different directors' training manuals around the world, to create a definitive global manual that will meet everyone's needs. It is a big challenge to maintain a single, tangible organisational culture when we're in 23 countries, but we are determined to do so – and strengthen it.

Ed: With 76,000 members worldwide, BNI has struck a major chord among the global business community, but can membership benefit everyone? Don't you need a gregarious personality or have to be a natural networker, to make BNI work for you?

Misner: BNI is not for everyone. I want chapters to be selective in picking people who will work hard to succeed, and desire is the key. Give me anyone with just 50% ability but

100% desire to win, and BNI can help them become successful. And yes, even wallflowers can flourish in BNI, because they are among friends, and we will make them more confident and professional.

Ed: You've suggested BNI will have 15,000 chapters and 300,000 members "within the foreseeable future". Will the time come when you want to 'cap' BNI's expansion?

Misner: BNI has grown by looking for the right people, not places. We will continue to go wherever business people want to embrace Givers Gain, but we would never try to establish ourselves in a specific location 'just to be there'. We don't need to. In the USA alone, there is capacity for 12,000 BNI chapters and currently we have just 3,000 – so BNI will still be growing long after I've departed.

Ed: In 10 years time when you're still a young 60 year old and decide to take a back seat, do you hope one of your children may succeed you in running BNI?

Misner: Only if one of them really wanted to and even then, not as CEO. I'd like them to pursue whatever vocation truly motivates them. My daughter Cassie is already a talented artist, while my older daughter Ashley will probably head towards a career in visual communications.

Ed: When the world comes to write your epitaph, how would you like to be remembered as the creator of the world's largest and most successful networking organisation?

Misner: Gosh, what a question! I suppose, something like: "He believed in Givers Gain, and he walked the talk. •

Adopting the BNI principle of never letting an opportunity slip, has led Walpole (Ealing) Chapter Director Mark Foster to open a major 'one-stop shop' service for organisations wanting to improve disabled access to their businesses.

And, in true givers gain spirit, the launch of Lifestyle Access & Mobility Ltd was a team effort by more than a dozen members of several chapters who helped carry out the refurbishment and launch of its new Acton offices, training facilities and showroom in record-breaking time.

The company was born after Mark got chatting to a breakfast visitor, Errol Charles. A subsequent one-to-one revealed that Mark's disability access auditing consultancy business dovetailed perfectly with Errol's company, which specialised in the provision of disability equipment to the professional and healthcare sectors.

"When we discovered our visions were complementary, we decided to combine our businesses," said Mark. "Having found the ideal premises, large enough to offer a wide range of mobility products as well as our training and auditing services, it was so much easier being able to call on the expertise of BNI members to help us realise our plans.

"We used eight of my own chapter colleagues, and half a dozen from other chapters who between them got us operational in just eight weeks!" •

Contact Mark Foster on 020 8752 9660

Team effort in West London

PERFECT PARTNERSHIP: Partners Mark Foster (centre) and Errol Charles (left) with Retail Director Adil Dean, outside their new LifeStyle showrooms and headquarters in Acton.



ABWARTEN UND TEETRINKEN – DEN REST MACHT BNI

Seit März dieses Jahres bin ich Mitglied im Chapter Rembrandt in Frankfurt. Zu meiner Überraschung wurde ich schon im April und Mai zum Networker des Monats gekürt, was mich jetzt auch dazu bewogen hat die Aufgabe des Trainingbeauftragten zu übernehmen.

Ende 2002 habe ich mich als unabhängiger Umzugsberater selbständig gemacht und übernehme Umzugsberatung und -vermittlung sowie das komplette Umzugsmanagement für private Haushalte und Unternehmen. Schon in der Gründungsphase hatte ich verschiedene Netzwerke kennengelernt und auch damals schon ein Empfehlungsnetzwerk besucht. Aus Kostengründen hatte ich mich zunächst dagegen entschieden, obwohl mir die Idee der Geschäftsempfehlung von Anfang an gut gefallen hatte. Zwei Jahre später kam ich dann über ein virtuelles Netzwerk in Kontakt mit einem BNI-Mitglied, der ein Umzugsunternehmen suchte. Nicht für sich, sondern für das Chapter, wie sich später herausstellte. Kein Kunde - aber meine Neugier hatte er geweckt!

Was mich bei BNI überzeugt hat, waren aber letzten Endes die Mitglieder. Schon beim ersten Treffen spürte ich, dass es sich um einen Kreis sehr kompetenter Unternehmen handelt. Gerade die Handwerksbetriebe und Dienstleister rund um das Haus bilden eine sehr gute Ergänzung zu meinem Service. Und auch die angenehme Atmosphäre half bei der

Entscheidung, BNI Mitglied zu werden.

Neulich verriet mir ein Chapter-Mitglied, dass er anfangs sehr skeptisch war, als er von einem Umzugsberater hörte und sich überlegte, ob man so etwas denn überhaupt braucht. Als ich dann in meinen 60-Sekunden-Präsentationen verdeutlichen konnte, was mein Leistungsspektrum und der Nutzen für den Kunden ist, wurde jedoch schnell klar, dass man meinen Service sehr gut weiter empfehlen kann. Denn jeder zieht mindestens einmal im Leben um und bei vielen kommt allein beim Gedanken an den Umzug schon Stress auf.

Spätestens nach unserem Vier-Augen-Gespräch war auch dem Skeptiker klar, dass es einige Anknüpfungspunkte für gemeinsame Projekte gibt. Inzwischen hat er mich bei einem seiner Hauptkunden empfohlen und ich konnte für ihn einen Kontakt zu einer Existenzgründerin herstellen, die ihn bei der Vermarktung seiner Büroflächen unterstützen wird.

„Abwarten und Teetrinken! Den Rest macht IHR UMZUGSEXPERTE“ Das ist mein Motto und inzwischen auch mein Gedächtnisanker geworden. Dank BNI kann ich nun aber auch selbst ganz entspannt Teetrinken und warte nicht nur auf die Aufträge, sondern bekomme sie auch. •

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Johannes Wörle zeigt den Nutzen seines Leistungsspektrum



UMSATZ VON ANFANG AN

Seit März 2005 nehme ich für unser Unternehmen, die GL-Leasing GmbH, am Unternehmerfrühstück des Münchner Chapters Citrin teil, das am 1. Juni 2005 gegründet wurde. Sehr positiv überrascht hat uns, wie viele qualifizierte Empfehlungen schon in der Gründungsphase des Chapters ausgetauscht wurden. Schon vor der Gründungsveranstaltung konnten wir durch Empfehlungen über €30.000,00 Umsatz generieren. Viele andere Empfehlungen sind noch in der Bearbeitungsphase und wir freuen uns schon auf die weitere Zusammenarbeit im Chapter. Wir sind so vom Erfolg des BNI-Programms überzeugt, dass wir in eine weitere Münchner Gruppe eintreten werden. Die Firma GL-Leasing beschäftigt sich mit dem Vertrieb von Kraftfahrzeugen und bietet Kunden Fahrzeuge zu Großhandelskonditionen an. •

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BNI IN BONN ERFOLGREICH: SCHON ZWEI CHAPTER GEGRÜNDET

FÜR VIELE BNI-MITGLIEDER HAT SICH DAS ENGAGEMENT BEREITS AUSGEZAHLT

BONN. – Nachdem im Dezember 2004 und jetzt im Juni jeweils ein neues Chapter ins Leben gerufen wurde, gründet BNI in Bonn nun bereits die dritte und vierte Arbeitsgruppe. Unternehmer verschiedener Branchen – Handwerker, Dienstleister und Ärzte aus der Region treffen sich wöchentlich, um sich gegenseitig über Ihr Leistungs- und Produktangebot zu informieren und konkrete Geschäftsempfehlungen auszutauschen.

So hat der Bad Honnefer Dachdeckermeister Michael Mohr – der sich selbst gerne den „Fliesenleger des Himmels“ nennt – mehrere Aufträge über Empfehlungen aus seinem BNI Chapter erhalten. Allein die Arbeiten für die Sanierung eines Altbaus haben ihm einen zusätzlichen Umsatz von mehr als 11.000 Euro gebracht. „Ein Drittel davon sind Materialkosten, der

größere Teil sind Arbeitslöhne“, weiß der Unternehmer. Damit wurde sein finanzieller Beitrag für BNI in Höhe von 700 Euro plus 150 Euro Aufnahmegebühr im ersten Jahr schon lange kompensiert.



Chaptermitglieder Torsten Bergmann (links), Kurt Schöppe (mitte) und Michael Mohr (rechts)

Auch der Bonner Architekt Torsten Bergmann bestätigt, dass sich die Mitarbeit bei BNI für ihn lohnt. „Ein Mitglied hat mich Freunden empfohlen, die einen Architekten für ihr neues Einfamilienhaus suchten.“ Das war im Herbst 2004, mittlerweile ist die

Baugenehmigung erteilt und der Rohbau kann beginnen. Wenn alle Arbeiten abgeschlossen sind, haben Bergmann und seine Mitarbeiter Leistungen im Wert von 20.000 Euro umgesetzt – mehr als das 25-fache eines Jahresbeitrags für BNI.

Auch Dr. Kurt Schöppe, Orthopäde und Leiter eines eigenen Therapiezentrums, ist froh über seinen Schritt zu BNI. „Ich habe hier viele kompetente Menschen kennengelernt, die mich unterstützen: ob Handwerker, EDV-Spezialisten oder Journalisten – diese Kontakte haben für mich einen großen Wert.“ Darüber hinaus haben ihm BNI-Mitglieder viele neue Patienten vermittelt. Die wiederum waren so zufrieden mit der Behandlung, dass Sie Schöppe weiter empfohlen haben. Für den Mediziner hat sich die Mitgliedschaft bei BNI damit schon mehrfach ausgezahlt. •

Das Rembrandt Chapter feiert gern

Das Rembrandt Chapter in Frankfurt wurde im Oktober 2004 gegründet und hat derzeit 32 Mitglieder. Um sich über den Rahmen der wöchentlichen Treffen hinaus besser kennen zu lernen, organisierte das Chapter am 4. Mai 2005 ein großes Gartenfest.

Obwohl es den ganzen Tag regnete und entsprechend geringe Temperaturen zur Sorge Anlass gaben, klarte der Himmel über Frankfurt gegen Abend auf und die Party konnte beginnen. Fast alle Chaptermitglieder waren gekommen, und zwar meist sogar in Begleitung, um einander in lockerer Atmosphäre und ohne Zeitdruck noch besser kennen zu lernen. So trafen sich im Garten des Webdesigners Jockel Hofmann fast 60 fröhliche Menschen.

Für einige Chaptermitglieder war das Treffen eine willkommene Gelegenheit, um Ihre Produkte und Dienstleistungen zu präsentieren: Die Weinhandlung Berdux kredenzte während des ganzen Abends Prosecco, ausgesuchte italienische Weine und verschiedene Grape.

Die Kellerei Herberth schenkte neben vielen anderen Spezialitäten aus ihrem Getränkehandel das Frankfurter Nationalgetränk, ihren mehrfach

prämierten Apfelwein aus.

Für das Cateringunternehmen des Chapters, die „Party-Company“ von Stefan Seidel, war der Abend die perfekte Gelegenheit, um sich in die Herzen und Mägen der Mitglieder zu kochen. In kürzester Zeit hatte das Team den Garten dekoriert und einen Platz zum Showkochen eingerichtet. Den ganzen Abend wurden die Gäste dann mit delikaten Vor-, Haupt- und Nachspeisen verwöhnt.

Zwischen den Mahlzeiten wurde das Chapter mit professioneller Live-Musik unterhalten. Mikes Musik Maschine spielte gemeinsam mit dem singenden Badgestalter Andreas Fox bekannte Countrylieder.

Alles in allem, hat das Chapter samt Partnern 7 Stunden zusammen verbracht, sich ausgetauscht, bessere Kontakte geknüpft und nicht nur über Geschäfte, sondern auch über Hobbys und vieles mehr gesprochen. Alle konnten sich von der erstklassigen Qualität der Produkte und Dienstleistungen der Chaptermitglieder überzeugen und haben dadurch ein hohes Maß an Vertrauen in die Arbeit der aktiv beteiligten gewonnen. In jedem Fall war dieser Abend ein großer Schritt zu vielen neuen qualifizierten Empfehlungen. •



train & gain

Getting the most from membership is something every member seeks – through diligent application of the Givers Gain philosophy, attending training workshops and, of course, constantly looking for good referrals to pass to chapter colleagues. But sometimes we miss the most obvious answers. In these two complementary articles, James Sanderson, Executive Director for London South-Central offers some valuable advice...

BATTERIES NOT INCLUDED, BUT BNI GIVES YOU EVERYTHING ELSE!

People often ask me for a simple, definitive description of BNI and I tell them that it is a Degree Course in Personal Marketing. What someone can learn by becoming a member of BNI is truly unique and cannot be gained anywhere else – not from any school, course or university, anywhere.

The simple proof of its value, even to those with a limited understanding of its benefits, can be seen in the fact that so many visitors to chapter meetings quickly take the attitude that they can't afford not to become a member. But, exactly what sort of benefits are we talking about? More business of course, but in a recent members' survey, the other major benefits of membership were highlighted:

- It introduces you to excellent suppliers
- It teaches you how to present your business in a clear, appealing way that others can easily understand
- It helps you to develop many new contacts
- It provides a ready supply of new customers
- It forces you to make time for marketing your business
- It offers a support network of businesses colleagues ready to offer feedback and free advice
- It opens the door to establishing yourself in a group of businesses with whom you are likely to have a close working relationship
- It gives you a focused 90 minutes each week to concentrate on developing your business
- It presents you with the opportunity to



JAMES SANDERSON: Author of this issue's two training articles.

- build your business in a particular town or region
- It speeds the development of your business
- It teaches you better communication skills - ideal for one-to-one interaction
- It gives you the most powerful marketing programme to advance your business through Givers Gain
- It keeps you ahead of the competition
- It gives you access to some of the most advanced coaching and training resources through BNI skills workshops and other educational events

The implication from all this is that by simply becoming a member, the most extraordinary transformation will take place in your business and you will rapidly scale the dizzying heights of success and achievement.

Unfortunately this is not necessarily true. BNI is not a guaranteed success programme for all, because not everyone knows how to work it to their best advantage.

Why not? Well, using our organisation's title as an appropriate analogy, it could be apt to say that the letters of BNI stand for 'Batteries Not Included'. Like even the best-oiled machine, BNI still needs power to operate it, and that impetus and energy can only be provided by each individual member of your chapter.

Visiting many different chapters both in the UK and abroad, I have observed a huge variety in the experiences – and levels of success - of different members, but most staggering of all has been the realisation that different people who essentially do exactly the same job as one another, can achieve vastly different results. How can that be?

I always believe that success leaves clues, and the best way to become successful in anything is to find someone who is already successful in that particular field, and try to do exactly what they do.

Don't be clever and try to reinvent the wheel. Don't add or even subtract from what they are doing, just observe and follow their practices to the tee and you should achieve exactly the same results. If it sounds too simple - and almost like cheating - don't be put off! In reality it is by far the most successful approach and one that, after all, is simply a variation of any skills training programme: look, learn, copy, practise and profit!

But above all else, seize the benefits of membership to gain your Degree in Personal Marketing - with a Distinction. It is the most valuable qualification that you could achieve for your business. •

THE BNI HOUR OF POWER

In my eight years as a BNI Director I have observed that the secret to BNI is not what happens in our meetings each week, but what happens away from the meeting, during the rest of the week. Similarly, I have noted that the most successful members are those who are most active outside the meeting.

The weekly chapter breakfast is not, and should not be the focus of your BNI week. Instead, it should represent the culmination of all of the activity that has taken place during the week and, in my view, if there has been very little BNI activity during your week, then the meeting is likely to be a waste of time. A lot of words may be exchanged, but really it's just going through the motions.

So, how can a member be most effective in pursuing BNI activities during the week, particularly when the demands of his or her own business may be most pressing? The answer is by employing a strict regime of time management and devoting a very specific window of focus to BNI each week. We call this the "BNI Hour of Power" and the results it can produce can be truly extraordinary.

My chapter leadership teams encourage members to set aside one hour a week in which they focus solely on BNI activity. Think about it: if you stopped everything in your day and decided just to focus on BNI for one hour, what would you do? Would you be at a loss to fill the time? Or would you have a number of different activities that you could immediately pursue to give you a tremendous impetus in developing business for chapter colleagues, whilst also giving your own business a major boost at the same time?

Let's break the "Hour of Power" down into three distinct and easily identifiable groups of activity:

1. Focus on generating referrals:

- work on referrals for the previous week's 10-minute speaker
- review each members' "most-wanted" referral from the previous week. (This ensures that you are

carefully recording what each of your colleagues are looking for at each meeting)

- follow up on possible referrals, to turn them into certainties
- review your contacts list to see what introductions can be made for fellow members
- review your diary of upcoming customer/client meetings to see what opportunities there might be to introduce other members' businesses or services at each meeting

2. Focus on inviting visitors:

- follow up previously invited visitors to see if they are ready to join
- review the list of trade/professional categories that your chapter most wants to fill, and update your own customer and contacts lists to see if you can identify suitable visitors
- make invitation calls
- send invitation cards and emails confirming venue details for visitors
- make reminder follow-up calls to visitors the day before the meeting

3. Focus on your one-to-ones:

- plan, diarise and prepare for your one-to-one meetings with other members
- follow up on actions arising from previous one-to-one meetings

We have found that the Hour of Power can transform any member's experience within BNI, almost instantaneously increasing the value of business generated and received by over ten-fold.

None of the benefits of BNI membership are guaranteed, just as success in life is never a matter of luck. It is always the result of working and developing a carefully honed and fine-tuned system of success. What is your system for success in BNI?

Applying and incorporating the Hour of Power into your weekly schedule will take you a long way towards receiving the best possible return on your membership. Adopt it, and see the benefits flow! •

A new initiative has been mounted to ensure that all BNI members can access consistently high-quality training in different parts of the country.

To achieve and maintain uniform standards of training throughout the UK and Ireland, the organisation has invested in specialist expertise to help develop training tools for use by BNI directors in any part of the country, enabling them to run skills training workshops to a high professional standard.

National Director Martin Lawson said: "The majority of BNI's directors have already attended training courses to learn how to present effective workshops for members on referral skills, presentation skills and networking skills but, in addition, every director now has access to our new 'Train the Trainer' packages developed specifically for these three workshops."

TRAINING THE TRAINERS

"Our goal is to give every member access to at least one workshop on one of these topics every month. All the evidence shows that the more members of a chapter who attend these workshops, the more referrals per member are passed in the chapter on an ongoing basis."

He added: "BNI is widely recognised as one of the most effective providers of personal and business skills training, but with our rapid growth came the challenge of ensuring consistently high training standards across every region. Every member should now be able to obtain the appropriate skills training they want, at a local level."

So, if your own region is not yet offering regular skills workshops on these topics, you should be lobbying your local BNI director to provide them as soon as possible. •



When you've got a professional entertainer in your midst, you can expect some fun and games – which is why our photos show members of Harlequin (Richmond) Chapter in unfamiliar guises.

Happily, all were willing participants in a series of charity event challenges (based on the TV 'Generation Game' show) that ranged from balloon modelling to pantomime horse racing.

Organised and hosted by the chapter's entertainments specialist Paul



Farris – with contributions from several chapter colleagues - the evening raised over £4,000 from an auction of prizes donated by members, for the Shooting Star Childrens' Hospice and Research into Eating Disorders.

Paul said: "It was a fantastic night of high spirits, fun and of course, some great networking!" •

Contact Paul Farris on 0208 334 9905

HARLEQUINS PLAY THE GENERATION GAME



ALL SMILES FOR TAKE OFF: Cill Dara's leadership team are pictured at the Chapter's recent launch. From left to right: Kieran Horgan (Education Co-ordinator), Brenda Farrell (Secretary/Treasurer), Dermot Fitzgerald (Membership Co-ordinator) and Kathryn Byrne, the inaugural Chapter Director.

CILL DARA BRINGS BIZ BUZZ TO KILDARE

Barely two months old, and the Cill Dara Chapter has brought a new business buzz to Naas, the fast-growing county town of Kildare, says inaugural chapter director Kathryn Byrne.

Famous across the world for its horse racing (three of Ireland's most famous courses are close by) and the home of the Irish National Stud, Naas is now also a burgeoning business centre – reflected in Cill Dara's growth to 23 members after just two meetings in the town's Osprey Hotel.

Kathryn, who runs Limelight Communications, said: "We are delighted with the chapter's early success. BNI is a great motivator and after just a few weeks, the buzz and enthusiasm at our meetings is fantastic. It's noticeable that long after our formal agenda is over, members stay on, developing new business synergies and generating business for each other".

Among other recently launched UK and Irish chapters are:

- Business4U (Southgate, London)
- Cookson (South Shields)
- Dorchester (Dorset)
- Emerald (Milton Keynes)
- James Cook (Guisborough)
- Letterkenny (Londonderry)

- Mavericks (Liverpool)
- Menapia (Enniscorthy, Co. Wexford)
- Meridian (Chingford)
- Moonrakers (Middleton, Manchester)
- Phoenix (South Kensington)
- Premiere (Rickmansworth)
- Setanta, Celbridge (Co. Kildare)

In mainland Europe, 18 chapters have been launched since the last SuccessNet.

In Germany:

- Fuchs (Berlin)
- Schiller (Mannheim)
- Goethe (Darmstadt)
- Nibelungen (Bonn)
- Dolomit & Citrin (Munich)
- Cube & Jump (Stuttgart)

In the Netherlands:

- Ibis (Rotterdam)
- Aquamarijn & Topaas (Amsterdam)

In Switzerland:


- Blüemlisalp (Thun)
- Berner Rose (Berne)
- Pilatus & Sursee (Lucerne)

In Italy:

- Boccaccio & Michelangelo (Milan)

In Spain:

- Picasso (Puerto Banus) •



DEAL WITH CHAPTER 'ISSUES' QUICKLY

Says Martin Roach, Chapter Director of Hammersmith, London

In my four years of watching leadership teams come and go, I've noticed that the group always runs at its smoothest when problems are dealt with quickly and effectively. So, when I took over the chair I was determined to resolve any 'member issues' as a priority.

We expect members to follow BNI's philosophy and procedures, so it is incumbent on the leadership to help them, by removing the cause of potential conflicts. For instance, if someone is sending a substitute too often, or a substitute poses a conflict of interest, I don't wait until someone complains. Instead, I'll get on the phone and sort out the issue. Similarly, if a member isn't pulling their weight, I address it before it starts to disrupt the group.

Each week I make lots of phone calls to members to make sure everyone is staying focused, but also because I want everyone to feel involved.

We believe that 'involvement' is the other key to success. Members need to do more than just turn up for the meeting, so we ensure that everyone has a specific role – over and above the usual positions – to improve the chapter, such as developing contact spheres, identifying potential visitors, or encouraging members to participate in training workshops. Giving people responsibility is a great way to keep them motivated. •

Martin is a director with epitype. Contact him on 020 8987 8700



FROM THE CHAIR

This town IS big enough for the both of us...

Says Jude Glide, Taunton County Chapter's first Director

When I moved to Taunton last year and joined the County Chapter core group, there was more than a little scepticism from founder members about whether the modest county town was big enough to support a second BNI chapter.

When we launched last November, I was privileged to become its first Chapter Director and now, at the end of my stint I'm delighted to report on the great start we've enjoyed. Enthusiasm for BNI's fantastic personal development programme has been a key factor whereby, without realising it, everyone involved has grown personally as well as in business.

However, we also decided to have lots of fun while growing our businesses, so at Christmas everyone wore reindeer antlers during their one-minute presentations, and in February we set our presentations in a teacher/classroom scenario, where we each had to address 'the class'. I wasn't sure the idea would work, but it proved to be one of our best breakfasts to date! Similarly, on Red Nose Day, members delivered their infomercials wearing a Red Nose, creating some hilarious moments.

As a professional coach/trainer, my job is to inspire people, and my role as Chapter Director gave me the platform to motivate members, encouraging them to think (and sometimes step) outside the box. I hope I succeeded



because they are a very inspirational, loyal group with a great team spirit, and we give each other lots of business and personal support. Even newcomers are confident to start their own one-to-one's within weeks of joining, and now I've moved into the role of educational co-ordinator, power circles are next on the agenda.

County Chapter can now blow its own trumpet, having passed well over £50,000 worth of business in our first few months. Not bad for a small Somerset town that already had a well-established BNI group (Deane Chapter)! •

Jude Glide (pictured above) runs Focus On Living. Contact her on 07759 263842



Killarney members invited to adopt a sheep

In a BNI world full of unusual requests for referrals, few can match the call that goes out from Anne Nieuwenhuizen, a member of the Killarney Chapter in County Kerry.

Among the more regular contacts sought by her chapter colleagues each week, Anne urges her fellow members to find people willing to adopt one of the 1,000 sheep and 600 lambs grazing happily

on the mountainous terrain of her farm at Moll's Gap, Kenmare - and give it a name.

She developed the idea for Adopt-a-Sheep with partner John Kissane (the couple are pictured below left) as part of an ambitious venture to attract tourists to their working farm. Visitors can enjoy sheepdog and sheep-shearing demonstrations, take part in educational walks and treasure trails, stroke the pet lambs and, if they're so inclined, adopt one for just €45 a year.

Netherlands-born Anne said: "Our goal is to preserve the Irish heritage of sheep in the mountains. People can pay an entrance fee to visit our farm but if they adopt a sheep they can come along free and enjoy lots of privileges. Some of my BNI colleagues were initially bemused by the idea, but I'm pleased to say two members have already adopted their own lambs, and paid them a visit." •

If you want to know more (you don't have to live in Ireland to adopt a sheep), visit www.adopt-a-sheep.ie or contact Anne on +353 64 34791



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Watford WD24 7ND
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Printed by: Tony Batkin, Alpine Press,
Tel: 01923 269777

Photography: Pictures on cover, pages 2 & 12,
courtesy of Andy Barnes, Tel: 07956 609124

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OUR LATEST TOP TWENTY!

Top of BNI's black badge 'hit parade' this quarter are a husband and wife team from Suffolk, a new member from South Kensington, and an Avon chapter director.

Danny Davey and his wife Cheryl (Ipswich's Cobbold Chapter), joined the Gold Club together, while Sarah Ferguson received her black badge for sponsoring six members of Kensington's Phoenix Chapter before it even launched! Meanwhile, Clevedon's Heyhoe Chapter Director James Pike not only introduced seven new members, but also brought most visitors, and gave most referrals!

Other new Gold Club members are: Rob Copeland (Robert Burns Chapter, Ayr), Caroline Bevan and Kirsty Merriman (Cheltenham), Charles Gallagher (Nexus, Eaglesham), Mark Gask (Echo, Inverurie), Violet Harrison (Falcons, Newcastle), Steve Root (Garden of England, Faversham), Brian Herdman (Halesowen), Norman Campbell and Alison Hatrick (James Watt Chapter, Greenock), Clive Catton (Lindvm, Lincoln), Ian Oakley (Mole Valley, Leatherhead), Rory Buchanan (Newry), Andy Bullard (Phoenix, Rugby), Julie Hunter (Scarborough), Michele Cole and Karen Wright (St.Georges, Whitstable), and Jim Gore (Woking). •

you and SuccessNet...

SuccessNet is published quarterly and distributed free of charge by BNI to all members. We are delighted that with each successive edition, we receive more and more of your emails, letters and calls, asking us to include your news or picture items in the newsletter – but please remember we don't have space for them all!

If you have an item you'd like us to consider for inclusion, please email it to: successnet@grosvenorassociates.com - making sure you include your phone numbers (office and mobile) and address as well. •