

INSIDE THIS ISSUE >

P2

Chapter Building Drive: Fabulous prize draws take place

P3

New 'Members of the Quarter' Scheme announced

P8&9

Mission Impossible? Not likely!

P12&13

Train & Gain: Turning more visitors into members.

ISSUE 37 | WINTER 2005

EDUCATION *and* INFORMATION BULLETIN *for* BNI MEMBERS



WOT A LOT WE GOT !

P4 > **Referrals go loopy in Glasgow**

LAWSONS' LORE

As our latest chapter building drive reaches its conclusion this month, it is important for every BNI member to reflect on the huge benefits of growing your chapters - irrespective of whether you are one of the lucky QM2 prize draw winners.

Our Givers Gain philosophy works best when our chapters are buoyant, with the optimum mix of trades and professions bringing new and often unexpected business opportunities for everyone. Repeated analysis of our business performance confirms that the number of referrals quadruples when your chapter doubles in size so, growing your membership by just 50% will actually double the business you conduct.

That alone should make us all committed to being part of a bigger, stronger chapter - especially when repeated research among UK groups shows the average annual value of a chapter 'seat' is £27,000. Consider how much greater that figure would be, if all our chapters boasted a 40-strong membership, and just think how much more business you would receive! That's why everyone should make building larger chapters an ongoing priority - because it is the surest route to greater success.

Meanwhile, we endeavour to recognise the efforts and commitment of individual members, so we are delighted to be announcing a new initiative - BNI's Members of the Quarter Scheme - to encourage everyone to go 'that extra mile' for your chapter colleagues, and to acknowledge those who strive to be the best of the best.

We look forward to heralding its first winners but remember, whether you are an award recipient or not, every member will be a winner by pursuing these simple objectives. A happy and successful New Year to you all! •



TRIP OF A LIFETIME AWAITS LUCKY WINNERS!

QM2 AND NEW YORK BECKON AFTER CHAPTER BUILDING DRIVE

UP TO A DOZEN LUCKY BNI MEMBERS WILL THIS MONTH LEARN THAT THEY HAVE WON THE TRIP OF A LIFETIME: A LUXURIOUS CRUISE TO NEW YORK ABOARD THE WORLD'S GREATEST OCEAN LINER, CUNARD'S INCREDIBLE 150,000-TON QUEEN MARY 2.

Their transatlantic voyage to the Big Apple is part of the spectacular reward for winners of a series of regional prize draws taking place this month, following the recent chapter building drive, and as SuccessNet went to press, more than 40 chapters had already confirmed they had recruited the minimum six new members required during the qualifying period, enabling their members who have sponsored new recruits to go into regional prize draws. Among the first chapters to announce their qualification were:

Beacon (Great Barr), Blackwell (Darlington), Bournemouth, Business Leaders of Tomorrow (Sandwich), Capital (Edinburgh), Chariots (St.Albans), Cheltenham, Chichester, Churchill (Bromley), Castle (Colchester), Connexions (Radlett), Cookson (South Shields), Diamond (Tunbridge Wells), Dunelm (Durham), Falcons (Altrincham), Falcons (Newcastle-upon-Tyne), Fleet, Fosseyway (Newark), George (Washington), Grant (Cambridge), Hadlee (Bristol), Harald (Stockton), Harlequin (Richmond-upon-Thames), Hastings, Herts of Oak (Stevenage), Icarus (Clitheroe), Knole Park (Sevenoaks), Leeds North, Newhaven, Premier Armouries (Leeds), Robert Burns (Ayr), Southampton, Steel City (Sheffield),

Strayside (Harrogate), The Prince Bishop (Bishop Auckland), Tudor (Hampton, Middlesex), Victoria (Westminster), Walpole (Ealing) and Wellingborough.

Early qualifying chapters on mainland Europe include: Ferrit (Munich), Holderlin (Mannheim-Darmstadt), Morgenstund (Bonn-Aachen), Ritter (Heidelberg) and Topaas (Amsterdam).

This list is not comprehensive so, if your chapter qualified, and you sponsored one or more members, your name will have gone into the draw - giving you one chance for each new member sponsored.

Winners and their partners will join the QM2 at Southampton in May, ready for six nights of opulent living. Once in New York, they will enjoy two nights in Manhattan's Sheraton Towers Hotel, a helicopter tour down the Hudson River to the Statue of Liberty, sightseeing cruise around Manhattan, and ferry tickets to Liberty and Ellis Islands, before returning by air to the UK.

National Director Gillian Lawson said: "Even if their chapters did not qualify for the draw, everyone who introduced two or more new members in the qualifying period will receive a two-night break at a top UK hotel, but the reality is that all members have gained, because by helping to increase the size of their chapters, more business will be generated for everyone." •



UK National Office

Business Network International plc,
BNI House, Church Street,
Rickmansworth WD3 1BS

Tel +44 (0)1923 891 999

Fax +44 (0)1923 891 998

Email bniuk@eurobni.com

Executive Editor: Gillian Lawson, BNI National Director

Editor: Malcolm Grosvenor
Grosvenor Associates, New House, Palmer Crescent,
Kingston Upon Thames KT1 2QT

Tel: 020 8541 0600 Fax: 020 8241 7163
Email: successnet@grosvenorassociates.com

Design and Production: Origin 1
52 Wenta Business Centre, Colne Way,
Watford WD24 7ND

Tel: 01923 246116 Fax: 01923 246113
Email: info@origin-1.co.uk

www.bni-europe.com

Printed by: Tony Batkin, Alpine Press, Tel: 01923 269777



WILL YOU BE OUR FIRST MEMBER OF THE QUARTER?

SUCCESSNET LAUNCHES NEW RECOGNITION SCHEME FOR TOP PERFORMERS

SuccessNet is delighted to introduce the all-new "Member of the Quarter" awards - designed to give the widest possible recognition to members who consistently show that they are BNI's true 'stars' - whether through their chapter performance or simply their unflinching commitment to the organisation's aims and philosophy.

In every issue of SuccessNet, starting in April, we will announce FOUR new 'Members of the Quarter' who, having been initially nominated by their individual chapters, will first be short-listed by their executive director(s) before being chosen by a national panel of BNI directors from the final list of 39 - comprising one member from every BNI region in the UK and Ireland.

A primary purpose of the awards is to provide well-deserved nationwide

publicity for the sustained efforts of winners through SuccessNet, whose readership is now estimated to exceed 40,000 and is rising all the time.

Over the next few weeks, all leadership teams will receive full details of the award scheme, setting out the general criteria on which judging will be based, and providing a timetable for the first quarter's nominations (only one per chapter per quarter).

Reflecting the aim of the awards to recognise individual sustained effort, service, support and commitment, there will be no hard and fast rules for nominations but, as National Director Gillian Lawson commented: "Obviously we're looking for the best of the best - members who set the gold standards for performance both in their weekly chapter meetings and throughout the rest of the working week.

She added: "In chapters right across the UK and Ireland there are members

who are consistently high performers, most obviously in the number of referrals they manage to pass, or the quality of visitors and new members they attract to their groups. These will be important factors, but we'll also be looking at members who devote exceptional amounts of time, energy and personal commitment to making sure their chapters stay vibrant and run efficiently.

"I hope that in the months to come, we will see many different types of BNI member being recognised for their contributions, and we are looking forward to seeing the first short-listed nominations."

If your chapter has not been given more detailed information about the 'Member of the Quarter' awards by early February, make sure the leadership team raises the matter with your BNI director. Good luck - and get thinking about your first nominations! •

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. •



IT WON'T BITE: But it looks impressive! Some of Iomart Chapter's members with their ever-growing referrals snake. Photo courtesy of Anthony D'Arcy, Kappa (Kilmarnock) Chapter.

Referrals going loopy in Glasgow

Members of Glasgow's Iomart Chapter have found a novel and highly visual way of demonstrating the business power of BNI to their visitors.

Instead of banding all their pink referral slips into the usual 'bricks' or putting them into a plastic bag for the statistics section of their weekly meeting, they add their latest referral slips to a large and ever-growing snake-like 'Referral Loop', comprising a BNI-coloured rope around which are entwined all the referral slips passed since the Chapter's launch more than five years ago.

The idea was dreamt up by former leadership team members Robert McGroary and David Smith and found

immediate support from Scotland West's Executive Director Hugh Lee who said: "It's a phenomenal idea. The Referral Loop is like an anaconda and weighs an absolute ton. Visitors can't help but be impressed when they feel the sheer physical weight as the end of the loop is passed round the room, especially knowing that every single one of the thousands of individual slips represents valuable new business."

Since sharing the power of their referrals 'snake' with other BNI members

during leadership team training, Iomart have received a number of visitors from other chapters wanting to see it for themselves with a view to introducing a similar initiative for their own meetings.

Chapter Director Richard Britton added: "Having an ever-growing referrals loop is also a nice piece of nostalgia, since it recognises and reminds us all of the referrals that we passed years ago." •

Contact Richard on 0141 337 1440



With just hours to go to their wedding, most brides-to-be are sitting nervously having their hair restyled for the umpteenth time, or making final tweaks to their bridal costumes. But not Lynn Rawkins whose only concern on the morning of her recent marriage, was getting to her new member orientation session!

A founder member of the George Chapter in Washington, County Durham, Lynn surprised colleagues when she arrived to take part in the breakfast session - wearing a 'mock' wedding headdress - just hours before marrying fiancé Graham Henderson.

But she knew exactly what she was doing! "My mother was in a terrible flap, so escaping to the relative peace of my chapter was a

blessing in disguise."

It wasn't the only shock Lynn sprang on her big day. One of her fiancé's friends donated an articulated lorry cab to drive the couple to their reception. Lynn, pictured left with new husband Graham, added: "It might have looked fun, but trying to retain any dignity while clambering into the cab wearing a full length bridal frock, wasn't easy."

Back at work in her fancy dress business, Cockaroo Costumes, Lynn said: "Joining BNI has helped me hugely, not just finding new business but also in terms of members' support." •

Contact Lynn on 0191 417 3220

Bride Lynn says: Get me to the... Chapter on time!

PHILIP'S 'LOSS' IS BNI COLLEAGUES' GAIN - 55 TIMES!

As a new BNI member looking for new business, Kent-based building materials risk specialist Phillip Hanna was delighted to be invited to attend a two-day "Meet the Buyers" event at Heathrow. Unfortunately, it quickly became obvious to him that none of the big buyers present were interested in his specialist services.

Not to be outdone, Phillip remembered what he'd been taught just a few weeks earlier at his new member orientation



training - and pulled out a bulging file of all his chapter colleagues business cards. "Well, would you be interested in any of these services offered by my trusted colleagues?" he asked the same line-up of buyers. And yes, they certainly were!

So much so that at his next meeting of the new Robinson Chapter at London Bridge, Phillip produced so many hot

referrals - no fewer than 55 - for his BNI colleagues, that the group temporarily ran out of new referral slips, and he had to improvise by passing some around on pieces of notepaper.

"The buyers event was nothing to do with BNI, but I'd thought someone there might be interested in my specialist services to assess the risk of dangerous materials - like asbestos - in buildings. But as soon as I realised I wasn't going to gain any worthwhile new business introductions, I was determined not to waste my two days of firm appointments with top buyers, so I turned all my efforts into winning solid referrals for my new chapter colleagues and was genuinely surprised to find how many of their services were in demand.

"The event had proved disappointing for me, but my loss was definitely my BNI colleagues' gain - and I'm sure many of my referrals will lead to valuable business," added Phillip, pictured (centre) holding all his referrals. Among his chapter's biggest beneficiaries were printer Clive Sinclair and builder Tony Martin, who each received 10 referrals. •

Contact Phillip at Alternative Risk Management Ltd on 01689 897767

SCOTS CELEBRATE ANOTHER YEAR OF SUCCESS

It just goes on getting bigger and better every year: that was the unanimous verdict of hundreds of BNI members north of the border who recently came together for the Scottish Awards Dinner at Glasgow's Marriott Hotel, sponsored by WPA Healthcare.

A champagne reception and superb meal was followed by top-drawer speakers including BBC comedy script-writer Stewart Smith and Alex Salmond, Leader of the Scottish National Party (and former economist with the Royal Bank of Scotland), who joined WPA area managers Richard Firestone and Jamie McGowan to present a galaxy of awards to BNI's best-performing



DESERVING WINNER: Perth Fair City Chapter's Mary McPherson receives her Member of the Year Award from Alex Salmond (left) and WPA's Jamie McGowan.

members in 2005, who came from as far north as Aberdeen and as far south as Ayr.

BNI member and corporate events specialist Don Spence, whose company organised the event said: "WPA are members of BNI throughout the UK, and ideal sponsors of these awards, since many of their customers are self-employed or working for small to medium sized businesses which often don't offer any medical insurance. The awards night has been growing bigger every year, but by common consent this one was very special." •

Contact Don Spence on 0141 332 6626

NEWS IN BRIEF

BLACK BADGE QUARTET

Among BNI's latest recruits to its prestigious Gold Club is the following quartet of new black badge recipients, all of whom have introduced six or more new members to their chapters:

Anthony Klein (Aldgate Chapter, London Central), Andreas Liondaris (Business 4 U Chapter, Southgate, North London), Edith Maskell (Churchill Chapter, Bromley) and Nigel Reynolds of the Meridian Chapter in Chingford, Essex. Congratulations to each of you! •

RECIPE FOR THE COUNTRY'S BEST CHAPTER?

While Chapter One in Harrow was celebrating its 9th birthday as the UK's first chapter, members of Concord Chapter in neighbouring Northwood were equally keen to mark their nine-year milestone as Britain's second BNI group - by staging an additional dinner meeting at which 86 'extra' referrals were exchanged, adding to their 3,000-plus total passed during 2005.

All 43 members, including founder member Steve Pursey were present to hear Chapter Director Gary Batchelor claim that they had found the perfect recipe to BNI success, mixing fun with business - so much so that he was moved to recite what he described as The Concord Recipe:

Take Steve Pursey & lots of other committed Hot & Spicy members, Slowly add a constant supply of new members, stirring regularly, Pour in a dedicated leadership team with a strongly-flavoured membership committee, Sprinkle on loads of humour and simmer for nine years... Hey Presto, you've just made the best chapter in the country! •

Contact Gary on 01923 450944

BREAKFAST BONANZA

From earliest chapter to the newest early risers

The BNI world is full of happy coincidences, but few can have been more unlikely than one that arose from a phone call received by Harrow's Chapter One Director Steve Dolden just before Christmas.

"It was from my brother in law, Steve Halligan, who lives in Dubai and he asked: "What's the name of that networking group you're always talking about... is it BNI?"

"I told him it was, and he said he'd just become a founder member of Dubai Marina's first BNI group, The Early Risers Chapter that was launching the following Tuesday morning. By an amazing co-incidence I replied that on the very same morning, my own chapter was staging a special celebration to mark its ninth anniversary as BNI's first-ever UK group."

Chapter One's Director added: "We have an excellent meeting venue at the Grimsdyke Golf Club in Pinner,

but when I told colleagues and visitors about my brother-in-law's attendance at the inaugural meeting of Dubai's first chapter, I think more than a few of them would have happily swapped our damp and chilly morning for the warmth and sunshine enjoyed by the Early Risers launch, looking out over the blue waters of the Gulf.

"Nonetheless we had a fantastic ninth birthday meeting with lots of visitors, the presentation of several special service awards to members and of course, a big birthday cake!"

Meanwhile more than 100 people from Dubai's enthusiastic business community proved they were equally happy to be up early, by attending the Early Risers' launch meeting. Steve Halligan commented: "It was a really good attendance and we have a lot of potential new members." •

Contact Steve Dolden on 020 8429 1330

NINE UP - AND GOING STRONG: Steve Dolden, Chapter Director of BNI's very first UK group, Harrow's Chapter One, is pictured (left) holding the chapter's ninth birthday cake with founder member, IT consultant Phil Stanton, and some of the other chapter stalwarts in the background. (Photograph courtesy of Will Dennehy Photography on 020 8428 1722).

Everyone who has attended a national BNI members' day knows the impact that carefully chosen motivational music can have in setting the mood for the day's proceedings.

Now, members of Lincoln's old Lindvm Chapter have adopted the concept and come up with a 'first' in the form of a specially commissioned theme tune to count down the final minute of their open networking session which preludes their weekly meetings.

Theme tune puts Lindvm in mood for business

The idea came from Chapter Director Richard Poole who needed to look no further than chapter colleague Clive Catton whose son Michael Datoos and fellow members of his band, rose to the challenge of composing, performing and recording a stirring number called '60 Seconds'.

Richard commented: "The response from members has been great, and our new theme tune has proved an excellent way to move from open networking into the formal meeting without losing any momentum. It's a superb call to action and creates a high octane start to our meetings."

It also seems to have struck the right chord with the band itself, whose members - Michael Datoos, Daniel Woodhouse and Ryan Stokes - now use '60 Seconds' as the opening number for their own gigs. Michael's father, Clive, added: "I was really proud of the quality of work the band produced. The only down side to the project is that my son is the drummer in the band and there are no headphones for when he practices!"

You can listen to a low quality MP3 version of '60 Seconds' on Clive's company website at www.octagontech.com or, if you'd like your own high resolution chapter copy on CD, contact: clive@octagontech.com. •





BIRD ON THE BREAKFAST MENU: Rolf, a real, live Harris hawk, created a BNI 'first' when he attended a recent meeting of Cheltenham Chapter!

When your work involves training hawks and falcons, it's not easy to illustrate to your chapter colleagues exactly what you do - unless of course, you bring along one of your favourite birds to breakfast!

So that's precisely what Neil Curtis did - introducing Rolf (one of his highly trained Harris Hawks) as the 50th 'visitor' to the Cheltenham Chapter under its current leadership team.

To the initial apprehension and then mirth of BNI colleagues, Rolf caused a real flutter of excitement as he sat on his perch, impeccably behaved and, to Neil's great relief, displaying perfect manners.

Neil said: "Rolf generally only squawks a lot when the test cricket is on television, so I wasn't too worried about him interrupting the chapter's proceedings. I was more concerned that he might deposit a little present or two on the carpet of our smart venue, Thistle Hotel, because he'd had rather a good meal the day before,"

confessed Neil whose business, NBC Bird & Pest Solutions, trains and uses hawks and falcons to deter and disperse nuisance birds.

Fortunately Rolf proved a model visitor and enabled Neil to leave a lasting visual impression about his specialist work. "Taking one of my birds to a business meeting helps people understand what I do. The Harris Hawk is a very gregarious bird and gets on well with people. Our birds are hand reared, so they are quite friendly, and I'm delighted that Rolf made more than a few new friends during his visit," Neil added.

Chapter Director Diana Beaver said: "We are always delighted to welcome visitors in any shape or form. They are our life-blood and broaden our horizons. In Rolf's case, his visit illustrated how valuable the right 'prop' can be in explaining your business to colleagues". •

Contact Neil on 07879 654530

Stone the crows! We've got a hawk for breakfast

KRIS CROSSES NORTH SEA TO ATTEND CHAPTER!

When café group development manager Kris Ford found himself in need of numerous business services to help his firm's expansion into Yorkshire, he was offered an obvious solution: Visit a local BNI chapter and you'll get all the help you want.

The problem was that Kris was stuck in the Netherlands, and the breakfast meeting to which he'd been invited was taking place the next morning in Hull! But that wasn't going to stop him, so Kris booked himself onto an overnight North Sea ferry, arriving in Hull just in time to attend the city's Wilberforce Chapter, as a guest of promotional gifts specialist David Reid.

David said: "It started when I received a call from Kris who said he needed various services and supplies to help his company open up in Yorkshire. He hadn't heard of BNI but it was obvious to me that by visiting one of our breakfast meetings, he would be introduced to all the services he needed, saving him a lot of time and worry.

"He was very enthusiastic - and relieved - but said the problem would be getting to our meeting, because he was in Amsterdam. However, he just made it - and colleagues were impressed when they discovered he'd sailed overnight from Amsterdam to attend our breakfast."

The result? More than half a dozen chapter members are now working on different aspects of the company's northern expansion, and Kris aims to join BNI as soon as he's established a base in Yorkshire. •

Contact David Reid on 07968 730072

BNI members are renowned for their generosity and, while SuccessNet cannot possibly feature every charitable event staged by chapters, sometimes we have to make an exception - to reflect the exceptional imagination BNI members inject into their fund-raising projects. Here we feature just four recent ventures.

MISSION IMPOSSIBLE! NOT LIKELY!

INTREPID TRIO STAGE CHARITY 'IRON-IN' FOR EVERY PREMIER LEAGUE CLUB!

How do you visit every Premier League football club in the country, get its star players to sign a soccer shirt and then proceed to iron each shirt on the pitch - all within 36 hours!?

In terms of the organisation alone, it was a huge logistical challenge but, as one of BNI's most intrepid member trios has recently proved, if you are determined to help needy children anything is possible - especially when you belong to the world's biggest business networking organisation, and



MIXING WITH THE STARS: Ben Walton with Wigan defender Stéphane Henchoz, and Pudsey, at the Club's JJB Stadium.

your fellow members can pull strings and open doors that are normally closed to most people!

And so it was that Andover Anton Chapter's Ben Walton of Ben's Quality Dry Cleaners, assisted by BNI colleagues Andy Cattle from chauffeur company Gordonson Cars, and photographer Dave Burlison set out from Hampshire to drive hundreds of miles visiting every Premiership club and ironing a signed shirt, starting at Newcastle United's St James' Park early on Thursday morning and arriving at the last of 20 clubs - Portsmouth - by 7pm the following evening.

"It took us months of planning, and even then there were a few clubs who needed extra arm-twisting, which is where BNI's fantastic member networking came into its own," said Dave. "For instance, through the talents of our own chapter's Neil Dyke (Stitch-a-Logo) who'd impressed Puma Sportswear's UK Marketing Manager Alan Bevan, Alan was happy to open some difficult doors, while individual players and even Terry Wogan helped persuade the odd reluctant club," said Dave.

Thanks to another BNI member, business development manager Peter Westerback of Newbury Chapter, the trio had the benefit of Audi sponsorship, with the car giant lending them a sporting A6 Quattro for their whistle-stop UK tour. "Believe me, there were times we needed its fantastic performance," Dave added.

Throughout their record-setting journey, the threesome found themselves media celebrities, taking



AT THE FEET OF THE STARS: Ben Walton admires the statue of Wilf Mannion, arguably Middlesbrough's best-ever player, outside the Riverside Stadium.

precious minutes out of their schedule to appear on a variety of regional TV programmes and club TV channels, local radio shows and in local newspapers. After being met by Pudsey Bear in Pompey and handing over a dummy cheque worth more than £10,000, the trio ensured that every neatly-pressed and signed shirt was put up for auction on the BBC Children in Need's 'Great Big Bid' section of Ebay.

Soccernote: If you'd like to view pictures of the trio's visit to your Premier League favourites, visit: www.burlisonphotography.co.uk and click on Pudsey and then event portfolios. •

Contact Dave on 07771 803025



THREE HEADS ARE BETTER THAN ONE: Especially when, as in the case of these three Bournemouth members, their sponsored head shave helped raise thousands of pounds for Childen in Need. (Photo courtesy of Noel White at Rowan White Photographic).

BNI GOES TO THE HEADS OF BOURNEMOUTH MEMBERS - LITERALLY!

Raising funds for charity is all about getting noticed, so when three members of Bournemouth Chapter put their heads together to come up with a novel idea for boosting the "Children in Need" appeal, the outcome was bound to highlight one thing: BNI!

The south coast trio - plant and garden consultant Roger Hirons, air purification expert Jonathan Rose and fundraiser Derek Miller - staged a sponsored head shaving (BNI-style) as their contribution to the Chapter's action-packed fund-raising night, leaving one initial each on the back of their heads, together spelling out 'B' 'N' 'I'!

With co-organisers Steve Worth, (an accountant and current chapter director), photographer Noel White, and local Mail

Boxes specialist Howard Woodward, they mounted a sell-out charity evening at Bournemouth Football Club, with 250 local business people raising over £4,500 for Children in Need and the Round Table's "Children's Wish" charity which helped to send several children with life-threatening illnesses to see father Christmas in Lapland.

Attractions included horse racing, a magician, raffles and an auction of some fantastic donated gifts, including a signed tee-shirt from Olympic gold medallist Paula Radcliffe. Among the participating celebrities was Harry Redknapp, the South Coast's celebrity floating football manager and players from Bournemouth FC. Chapter Director Steve Worth said: "It was a great night. As well as raising a sizeable amount for charity, it led to our gaining several new members." •

For further information contact Steve on 01202 314500, or at: steveworth@taxassist.co.uk

KILLARNEY MEMBERS RAISE £10,000 FOR REFUGEES

Members of BNI's Killarney Chapter raised an amazing £10,000 for the Irish charity Refugee Trust International by staging a grand charity lunch just before Christmas, supported by 100 business people from Kerry and Cork.

A significant contribution came from the auction of a rare bottle of Château La Fauconnerie 2000, donated by Stephen Wallace of Wine Buff in Tralee, which alone raised £500. Organisers Joanne O'Regan and Chapter Director Anne Nieuwenhuizen were delighted with their success, adding: "We are already thinking about a Charity Ball next year. As well as helping a deserving cause, it's a great way to bring the local business community together." •

Contact Anne on +353 (0)64 34791 or +353 (0)87 2146114



QUINTET'S AERIAL LEAP FOR CHARITY

You don't have to be a little bit crazy to belong to BNI - but sometimes it helps, especially when one of your colleagues casually suggests jumping out of an aircraft at 4,000 feet!

It was easy of course for Newcastle Collingwood Chapter's Ray Doyle, because as a seasoned parachutist with 14 successful jumps for charity under his belt, nerves were a thing of the past - but when he invited chapter colleagues to join him, well that was a different proposition!

In the event, three brave fellow members - Gareth Mitchell, Yves Broers and Ross Cooney, along with a fourth, Peter Bennett from nearby Cookson Chapter in South Shields, agreed to make the jump with Ray, raising more than £1,000 for the Royal Newcastle Infirmary's Marrow & Stem Cell Transplant Charity.

Our photograph (left) shows Ray (second from right) with three of his enterprising colleagues, Gareth, Ross and Yves holding the charity's cheque, while the top picture shows Ray and chums preparing for their aerial adventure. •

If you're feeling brave and fancy joining Ray on his next jump, call him on 07704 609460

Norman is new name for Norwich

Members of Norwich's thriving five year old City Chapter marked their most recent change of leadership team by adopting a new name, to honour one of the group's first chapter directors, Chris Norman, who died last year.

The Chapter's advertising copywriter Trevor Gray said: "The decision to rename ourselves as the Norman Chapter not only reflected the historical significance of Norwich with its 900-year old Norman castle and cathedral, but was also an ideal tribute to ex-member Chris Norman whose untimely death last year was a blow to many BNI members."

Chris was a founder member of the City Chapter in 2000, soon becoming chapter director and eventually an assistant director. "With his mixture of sage advice and realism, he was one of BNI's leading lights in East Anglia, much respected, and now sadly missed by members of his own chapter and those of other chapters in the region, many of which he was instrumental in setting up. The number of BNI members who attended his memorial service was a clear affirmation of this," Trevor added.

Chris's widow, Denise Norman was a special guest of honour at the chapter's breakfast when it formally took on its new name. •

Contact Trevor on
01603 700547

FITTING TRIBUTE: Denise Norman with the re-named Norman Chapter's Director Alan Hitter (left) and BNI Executive Director James Cruickshank.



MURAL MAN MAKES CONNEXIONS: Radlett Chapter's painter and artist Robert Murray busy creating another murals masterpiece.

Anyone who has difficulty finding good referrals, should talk to Borehamwood murals painter and artist Robert Murray. In exactly 18 months as a member of North London's Connexions Chapter in Radlett, he has passed over 650 referrals to his BNI colleagues estimated to be worth £160,000!

His 'secret' is taking the time to learn about all of his clients' needs, not just in terms of his own services, but those offered by his chapter colleagues. "When I'm talking to any client or business prospect, I'll spend as long as is

growing success, Robert says he gets just as big a buzz from finding potential business for his fellow chapter members.

"Connexions is a lively chapter with some strong characters, and I thoroughly enjoy our weekly breakfasts, especially when I can go along with a dozen or more solid referrals. And, in my current role as membership co-ordinator, it's also rewarding to be adding new members to our group. We're very close to our ideal capacity," he added.

Unsurprisingly, Robert's ongoing achievements have landed him a hatful

MAGICAL ROBERT MAKES THE 'CONNEXIONS' - 650 TIMES!

necessary to find out how I and my fellow members can help them.

"It might sound clichéd, but just being a good listener is all it takes to find good referrals. That, and giving 100 per cent commitment to the BNI philosophy - because I don't see the point of doing anything unless you do it to the best of your ability," said Robert, whose creative artistry is attracting prestigious corporate clients - from top legal firms to major public sector organisations.

The results of his creative enterprise now adorn the walls and other structures in schools, nurseries, GP and dentists' waiting rooms and numerous office boardrooms from the City of London to Monte Carlo, but despite his

of awards including his chapter's star performer award last year, and no fewer than 13 notable networker awards to add to his blue badge and imminent black badge (for which he needs to recruit just one more member).

"Last week I handed out 38 referrals, but it's not about numbers, it's about finding solutions to my clients' business needs and putting them in touch with my trusted BNI colleagues. I love BNI and jokingly tell people that if they cut my wrists they'd find my blood flowing in BNI's colours!" •

Contact Robert on 020 8953 3350 or 07903 95543, or view his artistry at: www.magical-murals.co.uk

Competitors share spoils in Newcastle

Who says competitors can't enjoy success in the same chapter? Two different suppliers of door entry systems in South Shields' Cookson Chapter have just discovered that offering complementary expertise has landed them a great piece of business that neither would have won on their own!

Lawrence Laidlow's company, Intelligent Access Systems, supplies biometric (fingerprint recognition) door entry systems while his Cookson 'rival', Simon Stewart from Pinnacle Services provides electronic door entry and CCTV systems - a perfect combination, as it turned out, when Lawrence was invited to quote for a major installation at a local secure storage depot.

"My customer wanted to utilise the best of both worlds, with biometric

readers, high tech CCTV and electric barriers so I called Pinnacle and, despite being rival firms in some respects, we were able to work perfectly together to give the client a custom-made, state-of-the-art system," said Lawrence (pictured right.)

"On our own, neither of us would have been able to offer the total solution he required, but mixing our respective specialist services was so successful that it's now opened the door for collaboration on further similar jobs."

Pinnacle's boss, Rob Crawford - who belongs to the neighbouring Newcastle Falcons Chapter commented: "It just goes to show that teaming up with a potential competitor can sometimes create a great alliance. We worked closely with Lawrence's team and thanks to a good working partnership, we both

won, netting more than £11,000 each from the project - a great result! •

Contact Lawrence on 0191 536 9255 and Rob on 0191 414 8149



Artistic teamwork in the Circus

Business entrepreneur Simon Eason likes to keep things in his BNI 'family' - so much so that in the past 10 months alone, he's directly referred over £200,000 worth of business to colleagues in Bath's Circus Chapter, after receiving an unusual referral from the group's accountant, Vivien Davies.

Vivien recommended that Simon looked at acquiring fine arts publisher, Prime Arts - a referral which Simon quickly snapped up, leading to his giving referrals to 17 different BNI colleagues in order to get his new venture off the ground quickly.

"We needed to hit the ground running, so where better to find all the resources I needed than from my BNI Chapter colleagues?" he said. "The rich source of expertise around our Circus table included everything I wanted, including brand marketing, vehicle leasing, photography, accountancy and legal advice, design, printing, secretarial and telemarketing support, human resources, interior design, public

relations, IT systems and support, and charity/corporate responsibility expertise.

"This has really been a win-win for everyone so far," Simon added, "and there is still an opportunity for other members to get involved. We're looking for distribution referrals and submissions from artists for our products worldwide, so if any BNI reader thinks they can help, I'd encourage them to visit our website www.prime-arts.co.uk and get in touch".

Graham Massey, director of brand marketing agency thehouse, whose company was asked to re-engineer the identity and positioning of Prime Arts said: "This was an amazing example of how BNI brings people's skills together. We already have a strong family

feeling in our Chapter, and being connected together through such a project is a unique and rewarding experience".

So maybe it's true what they say about finding your fortune - just run off and join the Circus! •

Contact Simon on 01225 707500

KEEPING IT IN THE FAMILY: Simon and Annette Eason have involved 17 different chapter colleagues to help them launch their latest business venture, Prime Arts.





train & gain

TURNING MORE VISITORS INTO MEMBERS

By Ian and Lynley Robb,
Executive Directors, Northumbria

All BNI members are constantly reminded that the key to getting more referrals is to grow their chapters. Bigger chapters pass more referrals because of the diversity in the group, so the incentive to grow chapters is clear.

However, if you've had a recent flurry of visitor day activity, you may be wondering why your chapter didn't have a better conversion rate to new members. Well, it's all in the follow up.

You may have heard your Director tell you: "Run your chapter like you would operate your business." And that's good advice. For instance, most of you invite potential clients to visit your businesses - especially on open days and for special events - so they can observe the benefit of using your products and services.

The fact they have turned up indicates their interest, so surely you follow them up with a telephone call after the event, to find out what they thought? And if they want further information, you invite them back for

a second look, or a personal chat. Well, it's no different with your Chapter's visitors after a Visitors' Day.

We compare a visitors' day to running a marathon. It requires considerable effort and you have to prepare for it weeks in advance. And, after the big event itself, you'll probably hear members say 'well that went well', or 'we should get a few new members from today's event'.

In fact, the most important part of the race has yet to be run! If you were running a marathon, would you stop 100 yards short of the finish line? No! You'd focus all your energies on completing the last few painful yards to cross the finish line!

Interestingly, if you ask visitors why they didn't come back to the following week's meeting, a typical answer is: 'Because nobody asked me to!' Nobody likes rejection so, the visitor who wasn't given a follow up call fears he is not wanted in the group, while members are worried about making follow-up calls to their visitors in case they say 'I'm not interested'.

Using these simple pointers will help you focus on the follow up:

1. Educate members on the follow-up process as part of their planning for every Visitor Day.
2. Tell members there are 3 phone calls they need to make:
 - First: Call to find out if their visitor(s) are attending.
 - Second: Call the day before Visitors' Day, to remind them.
 - Third: Call after the Visitors' Day to follow up individual interest.
3. Allocate a member to co-ordinate visitor responses.
4. Keep all members informed of returning visitors, so everyone can prepare.

By focusing more attention to the follow-up of your visitors' day, you should significantly increase your visitor-to-member conversion rate, which of course will help you generate even more referrals and greater business. •

Contact Ian or Lynley on 0191 237 9820

RAY HITS 31 NOT OUT

Quality not quantity is Ray Johnson's yardstick when it comes to inviting visitors to his Kent Chapter. And, judging by the results, his formula could well be adopted as BNI's national gold standard!

In just under eight years as a member of the old Folkestone Chapter, and more recently Ashford, insurance consultant Ray has introduced no fewer than 31 new members - despite having invited barely twice that number of visitors to his chapters over the same period.

"I know there are some members who have invited almost as many guests in a single year as I have during all my time in BNI," said Ray, "but while I wouldn't criticise anyone's reasons for bringing visitors, I believe in doing a lot of

background checks before I even consider extending an invitation to someone to visit my chapter.

"Quite simply, I need to find out whether any potential visitor would make an excellent member before I issue an invitation. I look into their business activities, assess their professionalism and try to ascertain whether they would have the substantial commitment required to make a good BNI member. And of course, I also look at their personality, and consider how well they would fit in with the existing dynamics of the chapter."

He said it would be easy to play the numbers game and bring along scores of visitors, but unless he felt someone was likely to want to play a major role in the group for at least two years, he would not

invite them. "I don't see the point of wasting my time, the visitor's time and of course, the chapter's time, unless I'm pretty confident that a particular visitor is likely to make a significant contribution.

"I've witnessed many visitors days when a group may have attracted say 20 guests, but not found a single visitor they would want to retain as a member - and I see no point in that when, by doing your homework beforehand, you can be pretty sure your visitor will be interested in joining - and go on to make a good member." •

If you'd like to know more about Ray's expert approach to attracting the right visitors, contact him on 01303 221188

TURNING WIN, WIN INTO WIN, WIN, WIN, WIN, WIN!

By Duncan Webster, Executive Director for Northants & Leics

We have all heard of win - win and understand this within BNI as gives gain. If I give you business you will want to give me business, and therefore both parties are clearly in a win-win situation.

How nice would it be to take this further and turn it into a win - win - win - win - win situation without too much extra effort? I am now going to describe a simple networking scenario where the wins are achieved through a BNI referral triangle.



1. The first win clearly comes for the BNI member (whom we'll call Ben) when he receives a warm referral into a company he is looking to do business with.

2. At the same time, it is also a 'win' for the Referrer (whom we'll call Ann) because, by passing a good referral, she is automatically building up confidence amongst other members of the chapter about her commitment to Givers Gain, her enthusiasm and support. So, being seen as a Giver is the second win, and this happens every week within BNI.

3. When Ben is given a referral, he normally gains additional information from Ann that isn't contained on the referral slip.

How nice would it be at this time to ask Ann if there is any way that he can use his initial contact with the potential client, to either promote Ann's business to the client or, if Ann already provides services to the client, to make the client aware of any new or different services that Ann can offer. Either way this is a good way to boost Ben's credibility with the client as a great networker, and help Ann - representing a third win.

4. Clearly, if the referral duly leads to work for Ben, the client will have benefited by gaining a great service in a timely fashion from a qualified introduction and without having had to take the risk of randomly choosing an unknown supplier from the Yellow Pages. A fourth win in the same series!

5. Now comes the part I like best, the fifth (potential) win. How fantastic would it now be for Ben to say to the satisfied client: "Wasn't it good that Ann (the original Referrer) put us in touch with each other? I've enjoyed working with you and I just wondered if there is anyone you know who could utilise Ann's services, because it would be really nice to return the favour to her."

All this may seem very obvious, but I have found it a great way not only to benefit me by doing work for a client but also, indirectly, getting a non-BNI member to look for a referral for the fantastic Giver who originally passed me the referral. Isn't that what BNI is all about?•

Duncan Webster can be contacted on 0870 446 6043



WORKING WELL: James Cash (left) and Andy MacNamara have forged a great working partnership.

Halesowen Chapter member James Cash stood up and announced: "It's my ten-minute slot today, but I'm not going to say anything." But, as members looked on in bemusement, he pressed a hidden 'play' button and added: "Instead, you can watch the premiere of my new video."

James had commissioned Chapter colleague Andy MacNamara from Big Button Media to make a promotional film about his IT company, and the results not only gave the audience a

THE 10 MINUTE SLOT - IN SILENCE (WELL ALMOST!)

deep insight to James' business, but provided a great testimonial to Andy's creativity.

James told SuccessNet: "How do you make an IT business look visually interesting? Andy's solution was to turn three chapter members into film stars who each told how commissioning my services had made very positive differences to their businesses."

Hilary Benton explained how James had sorted communications problems between PCs and Macs in her marketing company, accountant Andrew Smith told how his file-sharing and data problems were fixed with a networking solution, and print company boss, Nic Beales showed how James had eliminated computer problems causing frequent breakdowns to his expensive machinery.

Since being streamed onto James' website, the video has brought him new customers, more than covering its costs. •

Contact James on 0845 0580499 and Andy on 0121 224 8265



Some of Wexford Town's best-known companies were among the big launch party celebrating the recent inauguration of the town's new Menapia Chapter.

Over 140 local business people attended and, as is customary BNI practice, everyone was encouraged to showcase their businesses and exchange contacts, establishing new business links that led to a substantial amount of business being transacted during Menapia's launch breakfast.

Chapter Director Margaret Fitzsimons said: "Many of those invited weren't sure what to

WEXFORD GOES TO TOWN WITH NEW CHAPTER LAUNCH



expect but after the meeting everyone said how pleasantly taken aback they were at the sheer range of different businesses and services now operating in Wexford. They were very impressed at the amount of business being transacted through BNI." •

For more information about BNI in Wexford, contact Maiken O'Byrne on +353 (0)51 428 493

Meanwhile, other recently launched UK chapters include: Saxon (Billingham), The Prince Bishop (Bishop Auckland) and White Water (Thornaby/Stockton), all in Durham & Cumbria; Cromwell (Ely), and Victory (Holt) both in East Anglia, Three Swords (Grays, Essex), Basingstoke Business, Capital (Winchester), Solent (Southampton) and Spitfire (Hedge End), all in Hampshire; North Orbital (Chiswell Green, Herts & Beds), Amethyst (Milton Keynes), Central (Walthamstow, NE London), Isis (Ealing, NW London), Studio (Borehamwood, NW London), Opera (London North Central), Mercury (St Helens, Merseyside), Hinckley (Leicestershire), George (Washington, Northumbria), TGI (Edinburgh), Beacons (Stonehouse, Gloucs), Minster (Leominster, Hereford), Sir Stanley Matthews (Stoke on Trent), Midas (Bognor Regis) and Victory (Crawley in Sussex).

Mainland European chapters launched in recent weeks include: Hölderlin (Mannheim-Darmstadt), Ferrit (Munich) and Fächer (Karlsruhe) all in Germany, Grischun (St Gallen) in Switzerland, Passy (central Paris) in France and Invictus Chapter, Oporto in Portugal. •

SHARING THE GLOBAL LANGUAGE OF REFERRALS

More and more BNI members are discovering the value of belonging to a worldwide networking organisation - able to visit (and learn from) chapters spread across 26 countries from Sweden to South America.

Just one such visit occurred when Ringwood's Avon Chapter Director Karen Rayner took advantage of a trip to her father's home in Fort Myers, Florida, to attend one of the city's chapters, introducing one of her father's real estate company employees, Shirley Connor, to BNI.

"I regularly visit my father, but having become chapter director, I felt I should use the occasions to visit some Fort Myers chapters - and it certainly paid off when I attended the Paradise Business Builders Chapter. Not only did I get my father's company interested in joining BNI, but I picked up a practical idea which I've adopted for my own chapter, making the referrals part of our meetings flow more smoothly and maintain a high momentum," she said.

A financial adviser with the Millfield Partnership, Karen added: "It is a great feeling to be able to turn up at a BNI meeting in a foreign country, and know you're going to meet people with the same goals and enthusiasm. It showed me the tremendous value of belonging to an international organisation - one from which we can constantly gain new business skills and ideas."

Karen's experience is reflected in BNI's new global mission statement for 2006, which declares: "We all speak the Language of Referrals".

UK National Director Gillian Lawson commented: "With over 82,000 members and more than 4,100 chapters worldwide, BNI is a major business force establishing itself in more countries every year. It won't be long before you'll be able to find a BNI chapter almost anywhere in the world where business is conducted." •

Contact Karen on 01425 485325

WE ALL SPEAK THE LANGUAGE OF REFERRALS: Ringwood Chapter Director Karen Rayner, pictured above and below (centre in white top) with Paradise Chapter President Bob Huber (in flowery shirt) to the right, during her recent fact-finding visit to the Fort Myers Chapter.



FIVE STAR SERVICE WINS VOTE FOR HEATHSIDE'S TRAVEL ACE

Not only was joining BNI one of the best business decisions Sejal Patel ever made - but it has helped her win a top 5-star award in The Daily Mail's influential 'Mystery Shopper Guide' to key retailer services.

Sejal (pictured right) became a member of North London's Heathside Chapter nine months ago, as the local representative of Travel Counsellors, and she was one of five leading High Street travel agencies - including Going Places and Thomas Cook - to be contacted undercover by the newspaper, each given the same vague brief to find the best, most imaginative choice of holiday.

Priding herself in offering customised holidays, Sejal set to work and duly sent five options to the incognito investigator. "The service I provide closely reflects BNI's business philosophy, and it obviously worked here," she said.

When the results were published, Sejal's competitors were left trailing. While she won a maximum five stars and was described as offering "a faultless performance," the nearest rival earned just three stars and another gained only one star.

She said: "When I joined BNI, it boosted my confidence immensely



and was definitely one of the best decisions I ever made. I have since recommended many of my Travel Counsellor colleagues to join their local chapter, the latest of whom - Sylvia Feldman - is delighted with the way her business is growing through London's Edwarebury Chapter."

BNI membership is so important to their business that all Travel Counsellors' consultants have a dedicated BNI message board for swapping ideas and advice, enabling new consultants to ask existing members for help and advice. •

Contact Sejal on 0208 371 8273

BNI SAVES PETER TIME, MONEY AND EFFORT - JUST FOR STARTERS!

After serving nearly 25 years in the forces, Geordie Peter Moody admitted the prospect of starting his own business was more frightening than anything he'd experienced as a communications specialist on a nuclear submarine.

Following sleepless nights and much soul-searching, he grasped the nettle and launched Matrix-Direct-Recycle, specialising in the removal and environmentally-friendly disposal of waste electrical electronic equipment in accordance with new Government regulations (the WEEE Directive).

"But as soon as I started trading, I discovered most North East businesses did not know about the new regulations. I found myself trying to sell a service no-one thought they needed! If I was to survive, I had to educate the business community very quickly."

Enter BNI - and the solution. "Someone told me that what I lacked was networking, and BNI was the best networking organisation. I invited myself to Newcastle's Collingwood Chapter, and from my first meeting I knew it was the answer. Joining BNI was a master stroke," added Peter (pictured below).

That was less than six months ago, but already Peter's business has turned around. "Not only do I now have lots of



colleagues whom I've taught to educate other businesses about the new regulations, but it's also given me a fantastic sales force and best of all, I've gained many friends with lots of business knowledge, who offer objective advice and let me bounce ideas off them.

"In business, time is always in short supply but, as well as providing new business opportunities, joining BNI has saved me time, money and effort. It has made all the difference." •

Contact Peter on 0191 236 8018

Three years ago, after spending more than 20 years in senior management with a major Northern Ireland company, Jim Robb decided it was time to follow his "personal star".

Having previously been introduced to 'Neuro-Linguistic Programming' (NLP), he decided that it not only held the answers to what he'd been looking for in life but, by becoming an expert in its techniques, he could become a professional NLP trainer.

"My aim was to run workshops and one-to-one sessions, but to do that I first needed to dramatically expand the number of people I knew throughout the UK. I'd heard about the potential of BNI membership and this seemed the obvious way to go, so I was fortunate to join Belfast's Waterfront Chapter two years ago.

"As a direct consequence, so many opportunities have opened up for me. For

instance, as a result of a visitor to my chapter hearing my 60-second slot, I'm now anticipating considerable business from a major national organisation while, thanks to another BNI referral, I have just submitted a proposal to introduce NLP to a large multinational organisation," said Jim.

He is now running workshops and working with individuals on a regular basis, many producing quite spectacular results for his clients, who include members from various Northern Ireland chapters.

"I am in no doubt that without BNI, my idea would still be just a dream. Membership has enabled me to turn this into reality and I'm sure it will produce even better results in future," he added. •

Contact Jim on 028 9756 2520

BNI TURNS JIM'S DREAM INTO REALITY



FROM LITTLE BEGINNINGS, GREAT COMPANIES GROW...

Lincoln entrepreneur Adrian Rigby could have been forgiven for thinking his business ambitions were being thwarted when he set about acquiring quality standards certification to attract larger, corporate clients.

Five years ago, this ex-trawlerman, RAF engineer and Formula One engine builder launched a new business, AB Cartridges - supplying and recycling printer and copier cartridges nationwide - but he was dissatisfied with his company's growth and knew he needed to attract bigger customers.

"To do that, I had to show I could meet industry quality standards, so I went to several companies who help businesses gain ISO9000 certification, but when I told them I was a one-man band, they said: 'Forget it. You're too small,'" Adrian recalled.

Fortunately, thanks to a chance business call from Lindvm Chapter's IT consultant Clive Catton, Adrian was first introduced to BNI and then to a new ISO9000 assessor who promised him: "If you are determined to meet the required standards, we'll help you gain the accreditation..."

Last summer, Adrian's newly burgeoning business received the vital certification he'd wanted, opening doors to major new customers. Meanwhile, he'd joined the Lindvm Chapter and was reaping not only referrals but more importantly, gaining a new outlook on his personal and business skills. "I really can't overstate what a big influence BNI has had on my life," said Adrian.

"I'd always been a backroom chap, and I had no presentational or networking skills. But as soon as I joined BNI, I met a new type of business colleague - people who wanted to be my friends as well as business associates. Through chapter colleagues I discovered my true potential for the first time.

"For instance, when I first attended chapter meetings I was scared stiff about standing up to talk about my business even for 60 seconds. Now, BNI has given me the skills and confidence to address a roomful of people anywhere, about almost anything."

Adrian acknowledged that in little more than a year, BNI membership had boosted his turnover by 30% allowing him to employ three staff, but he added: "The best part has been transforming the way I view people and business. I've now got numerous business colleagues who are also genuine friends, and BNI has made me a different, more outgoing and positive person." •

Contact Adrian on 01522 683460

Chipping in with their 15,000th referral...

Everything is certainly chipper in North London's buoyant Chipping Chapter where members enjoyed a pre-Christmas celebration by passing their 15,000th referral.

Barnet-based accountant David Jacobs handed chapter colleague, printer Mitchell Harris a referral which has subsequently proved to be worth a cool £40,000 and David - who has twice been Chipping's chapter director - said it was particularly fitting that the landmark referral had gone to a colleague who had previously introduced him to major business.

He said: "About three years ago,

Mitchell referred me to one of his colleagues in a different Kall-Kwik franchise, as a result of which I've gained additional business worth around £60,000 a year. So I was delighted when the leadership team announced that my referral to Mitchell was the group's 15,000th, and even happier to learn that it has developed into a valuable account."

Our photograph (courtesy of chapter photographer Jeff Nyman) shows David (right) handing the milestone referral to Mitchell. •

Contact David on 020 8441 6466

...and passing their first 1,000 !

Meanwhile, across the Irish Sea, members of Dublin's still young Grosvenor Chapter were busy passing their 1,000th referral - involving a referral from incoming Chapter Director Stephen Brown to the group's management accountant. Ciarán Doyle, received on his behalf by outgoing Chapter Director Mary O'Driscoll (see photo, right).

Using BNI's 'Show me the Money' tracking system to evaluate business

generated within the group, Stephen confirmed that referrals to date had produced more than □500,000. •

Contact Stephen on +353 (0)1 677 1951

