

# BNI help move lighthouse

Eric Greber – Eastbourne Chapter

**A**fter the dramatic cliff fall at Beachy Head last November, which left the 165 year-old Belle Tout Lighthouse only 9ft from the edge of a 400ft sheer drop, the plans to rescue the landmark from the elements took on a new urgency.

Eric Greber, the French Chartered Building Surveyor at the heart of the operation to save Belle Tout, first met the owner Mark Roberts at a BNI breakfast meeting at the Eastbourne chapter last November. Mark was standing in for Tim Cobb, his PR consultant on the 'Save Belle Tout Lighthouse Appeal'. After hearing Eric's one minute slot, Mark was sufficiently impressed to ask Eric to oversee the endless planning details to make the

move possible.

Over 100 journalists and 15 TV

crews from around the world witnessed the 850 ton landmark rolled back to safety on steel girders fixed to the underside of the building.

Tim Cobb, the founder chapter director for BNI Eastbourne had the delicate PR task of controlling the media in a potentially dangerous spot. The success of the whole operation, thanks in part to the professional help of two key BNI members, has saved the lighthouse for at least another 50 years.

Eric said "As a surveyor, I feel honoured that my company Professional Property Service has been chosen to work on such a historical project. My late father painted many local scenes around the Belle Tout. He would be pleased to know that I am involved in saving it."



EASTBOURNE GAZETTE

## Scotland smash world record!

*Hugh Lee – Regional Director, Scotland West*

SCOTLAND can boast BNI's biggest launch ever – worldwide! Over 190 visitors flocked to the Bothwell Bridge Chapter, South Lanarkshire for a memorable evening, which beat the previous world record by nearly 50.

Hugh Lee, Regional Director Scotland West said, "It was a fantastic result. The response has been such that, within just four weeks of the launch, not only has the

Chapter filled to the maximum 40 Members, but the spin-off has generated sufficient interest to start another four or five Core Groups."

The first of these spin-offs launched in nearby Hamilton, attracting over 130 visitors on the 11th March. Other spin-off core groups are about to close at East Kilbride and Glasgow Victoria Chapters as we go to press. New core groups are starting in Glasgow West Central on Mondays at the the Kelvin Park Lorne  
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## From Wimbledon...to California English gardens flourish with BNI

Andrew Fisher Tomlin – BNI Wimbledon

WE ARE a team of landscape designers and builders who have built our business on word of mouth recommendation, throughout London, the South of England and lately in Europe. Designing a new garden is a significant outlay for most of our clients. They come to us because of our reputation for quality work at reasonable prices.

When we joined BNI Wimbledon last August our main challenge as a company was to develop local business. We were delighted with the initial results, within 3 months 10% of our turnover had come through BNI and it was all in Wimbledon. We also had a consistent source of other trades within BNI to refer to our clients and soon saw its value.

Winter is not the friendliest time for landscape gardeners. We all jump at the chance to take a holiday. So in January this year I flew off for a break in California. About to take on the role of Chapter Director I thought I'd take a look at 'how they do it over there' and found myself one morning as a guest at BNI San Francisco. Same agenda, same enthusiasm, same referral system as in Wimbledon. To my surprise I walked out with opportunities to develop our business in California. Contacts have been made and I can see it is only a matter of time before we'll be heading halfway across the world for a couple of warm, sunny weeks creating an English garden in San Francisco, while it snows at home.



WITH PERMISSION OF RICHARD MARTIN – COPY HOUSE

Wherever you find yourself in the world I'd recommend checking out the local BNI Chapter. You'll find a warm welcome, make a few new friends and you never know you might get a referral. Thank you Ed Crane and San Francisco BNI for making me feel so at home – I'll see you again next year.

Andrew can be contacted on :  
0181 542 0683

## Riot training at Leamington Spa

Helen Hutt

MEMBERS of the Leamington Spa Chapter took a novel approach to leadership training by donning riot gear for a unique training experience.

Steven Ginn, principal of Kenilworth-based "Unique Training", organised the early morning assault to give colleagues a taste of his company's approach to team leadership development. Five members were equipped with helmets and shields whilst the rest threw wooden blocks to the accompaniment of smoke bombs and explosions.

"Although this was only a short session, it gave a practical illustration of how we bring people together," says Steve Ginn. Often individuals, or even teams of people within a company, lose track of the fact that they have a common purpose and our aim is to show them how to work together to achieve better results."

BNI's Leamington Spa Chapter appear to have learnt a valuable lesson in helping each other. Since its formation six months ago, over 250 leads have been generated leading to increased business activity for all members.

## Scotland smash world record! contd

Hotel and Paisley Premier Chapter on Tuesdays at the Brabloch Hotel.

Hugh Lee says "I believe that the probability of having a successful kick-off is down to two main and equal factors." He said. "First, the credibility, standing and professionalism of the Core Group Members in the eyes of their peers in the local business community. Second, sticking to BNI's tried and tested programme."

Hugh cites Bothwell as an ideal example of how Chamber of Commerce and BNI Membership are in no way mutually exclusive. "Most of the Bothwell Bridge Core Group remain committed Members of the Motherwell Chamber, but it was interesting to hear commented that BNI has provided a platform to network in

ways which result in tangible business being transacted."

Yet another achievement was scored when, at Bothwell Chapter's first Meeting, Hugh was proud to present Gold Club Awards to all three Members of the Bothwell Bridge Leadership Team. Chapter Director Malcolm Southern, Membership Coordinator Allan Blackley, and Administration Coordinator Ian Watson's.

Hugh is convinced that Bothwell Bridge will prove to be a shining example of how 100% adherence to the BNI programme and the Givers Gain philosophy demonstrates conclusively that the organisation is indeed the most successful of its type in the world.

## Your Friendly Exhibitionist

Adrian Palmer –  
East Grinstead Chapter

AS AN exhibition designer, I meet business clients up and down the country. A recent project to design and re-fit a retail shop in Brighton, called “**The Laptop Shop**”, gave me the opportunity to put the BNI philosophy into practice. I immediately reached for my BNI card file and other chapters list. There I found all the skills and talent I needed – a builder and electrician in East Grinstead chapter, a sign company in Tunbridge Wells and a PR company in Brighton. Together we completed the job in just 10 days!

Impressed by the professionalism and speed of the the BNI companies involved, my client, Charles Coleman, attended the

launch of the Crawley Chapter and saw first hand the power of the organisation. He now wants to join a BNI Chapter as soon as he can!

Allowing other BNI members access to my valued database at Ocean Associates was my greatest business risk to date, but it has created the biggest gain allround. It opened other BNI members to the idea that we can not only refer business to each other but work together on projects, pooling resources and so increase business for each other.

Thank you BNI.

To contact Adrian Palmer, Ocean Associates call 01342 825444 ■

## Young Artist inspired by BNI

WHEN Amanda Baker, an animal portrait artist, was in desperate need of an exhibition stand she turned to her friend Adrian Palmer, that well-known BNI exhibitionist for help. After visiting the East Grinstead BNI Chapter not only did she get an immediate commission to draw an English Setter, she also decided to join BNI.

Amanda says about BNI “Along with the commissions, exposure, support and ideas, I’ve also gained more confidence in myself and my work. I’ve acquired more ideas to promote myself, and have met a wonderful circle of people, all who show genuine interest in my work, and are prepared to bring more success to my newly established career.”

For animal or bird portraits contact Amanda on 01892 824441 ■



## BNI Dublin Helps ABC

Aid For Belorussian Children



Children of Nivink are “Dying for Love”

ON APRIL 16th, 1999 Derek Flynn, a member of the BNI Dublin Airport Chapter, is joining two Dublin Fire Brigade personnel and an aid convoy with the Welsh charity ABC to Belorussia.

Our mission is to help an orphanage in the town of Nivinki, which doubles as a hospice for children from the ages of 6 to 18 that have cancer and various other disorders brought about the Chernobyl Disaster in 1986. Unlike many of the other charities that have adorable children in the photographs, these children are dying for love. These are the unwanted and forgotten, as there is no chance of

adoption, and the Belorussian people have barely enough facilities to care for healthy children. These sick children require constant care and medical attention.

ABC pays two extra full time medical personnel, and when we go in April and September we will maintain and repair the orphanage, and supply urgent medical aid and dental care for these children. It costs £150 per annum to care for a child and if any BNI members can be of assistance

**Please contact Derek Flynn Dublin on : 8485433.** All help will be greatly appreciated. ■

## Memorable Memory Hooks

“I shrink people. I’m a shrink.” Simon Crosby, Consulting Psychologist

“I’m an exhibitionist.” Adrian Palmer, Exhibition Stand Designer

“We’re the last people to let you down.” Martin Sherry, Funeral Director, North Ealing

### From Overseas:

“We take it off and keep it off” Larry Matheia, Graffiti Removal, Wisconsin

“We don’t cut corners – we build them” Builder, Bowling Green, OH

“Intelligent people know facts. Successful people know people.” Executive Director BNI, Washington DC

## BNI CYBERSPACE NEWS

### BNI ready to launch European Website

MEMBERS surfing the web for information about BNI will be pleased soon to find a new site dedicated to BNI on this side of the Atlantic. Located at [www.bni-europe.com](http://www.bni-europe.com), the new European BNI website is nearing completion as this issue of SuccessNet is being distributed to members. Focusing on both general and specific information about BNI, members will be able to expand successive layers of information, from the macro down to the micro level. Starting with each country at the highest level, it will be possible to progress through a regional level down to information about individual chapters, with links to a chapter's own website where one exists.



Providing that individual members with their own websites have set up links to their own chapter website, it means that visitors to the BNI world-wide site ([www.bni.com](http://www.bni.com)) in theory can find their way via the European site, the Regional sites and the Individual Chapter sites, to information about any specific individual BNI member!

Chapters and members wanting to take advantage of this very powerful marketing facility need to ensure that they maintain quality web sites of their own, with the appropriate hyperlinks in place. Be sure to visit [www.bni-europe.com](http://www.bni-europe.com) as soon as it is up and running, for up to date information about BNI in your own and other regions of the country. Not only will it contain practical information and help for visitors and BNI members, it will also provide a forum for individual members to promote their own businesses. You will even be able to download your own copy of SuccessNet as soon as it is published, as well as copies of back editions. ■

## First European on-line chats for BNI members

ON THE last Sunday of February and March, BNI members and Directors from around the world joined with BNI's founder, Dr Ivan Misner, for live on-line discussions about getting the most out of BNI. With advice coming from different corners of the globe about the topics raised, everyone learnt something new, even if it was their first time in a chat room and mastering the simple technology was their main goal.

By request the sessions are going to be held every month on the last Sunday of the month at 8.00pm All members are

welcome to join in the discussions, which in future will have a designated topic and guest 'speaker', to be pre-announced on the BNI-Yahoo Chat Room Bulletin Board.

To join in, members need to have previously registered at the BNI Yahoo Chat Room. To do this, go to the main BNI website at [www.bni.com](http://www.bni.com), click on 'Learning Centre' and from there go to 'Chat Room' and follow the instructions on how to register and join.

We look forward to meeting you on line on the last Sunday at the end of every month, at 8.00pm! ■

## £350k for Windsor Castle contractor

SINCE joining the Slough chapter last April, David Distin's Heating & Sanitary Engineers have been passed referrals worth in excess of £350,000. H.C.Distin Ltd work permanently at Windsor Castle, as well as for local authorities, architects and banks. Their biggest client is Stephen Williams of the Stephen Williams Partnership, who is at present chairman of the Windsor chapter. ■

## New Member brings £36k referral!

READING Central's newest member, Bob Lowrie of 'Champagne Discotheque' delighted chapter members with his very first referral – £36k worth of business for Dave Cosgrove of 'Transphere Global Express'. That's going to be a hard act to follow – but Reading Chapter is setting new targets all the time. ■

## New BNI Chapter launches in the first quarter of 1999

**England**  
London:  
**Camden Town**

**Islington**  
**Mayfair**  
**Victoria**

**Chertsey**  
**Crawley**  
**Colchester**  
**Haywards Heath**

**Henley**  
**Stroud**  
**Thame**  
**Stratford Upon Avon**  
**Weald of Kent**

**Scotland**  
**Bothwell Bridge**  
**Hamilton**

**Ireland**  
Dublin:  
**Fitzwilliam**  
**Baggot Street**  
**Clontarf**  
**Limerick**

For more information about a BNI chapter near you, telephone: 01923 826181

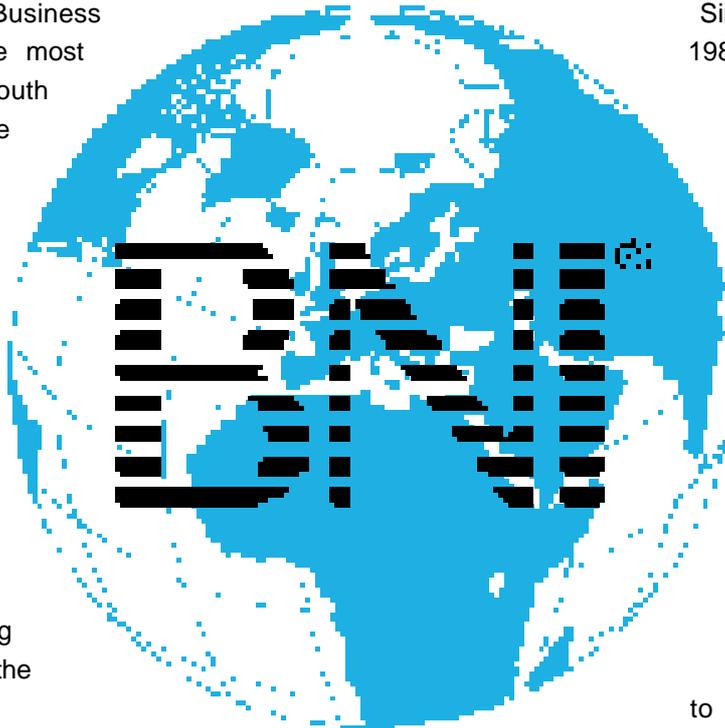
## 100th chapter launched in UK!

TREATY Chapter and Eddie O'Shaughnessy have the honour of launching the 100th BNI Chapter in the UK and Ireland. The Treaty Chapter, based in Limerick, was launched on the 8th April with approx. 50 people in attendance. The meeting was a fabulous one with much fun and enthusiasm by everyone present. The Chapter was formed as a result of the overflow from the Limerick Chapter which launched back in January.

The members of the core group are all men bar but one woman, Jean Wason. And guest who is Chapter Director? Jean of course! John Shaw and Marcus Lloyds and all of the other members ably assist her. ■

# BNI hits over 1 million referrals worldwide!

PROOF positive that Business Network International is the most successful word-of-mouth marketing organisation in the world. Latest figures show that BNI passed £225 million worth of referral business worldwide last year alone, through 1,250 chapters in the UK, USA, Canada, Europe and Australia. The latest country to embrace the BNI philosophy of 'Givers Gain' is New Zealand where Graham Southwell, one of the Ealing chapter's founding members, has just launched the first BNI Chapter.



Since Dr Misner founded BNI in 1985 the organisation has grown to over 24,000 members worldwide. This side of the Atlantic, where it started less than 2 1/2 years ago, there are already more than 100 chapters with more than 2,000 businesses involved and the rate of growth is accelerating.

The reason for BNI's fast growing success is simple. It works! The referred prospect, business professionals agree, is more trusting, easier to close, is more loyal and

## Sponsors needed for BNI Motor Racer

**Philip Bullman**  
– Wandsworth Chapter

IT SEEMS that **Wandsworth Chapter Director Philip Bullman** has many more sides to him than just being a successful estate agent, Chapter Director and now Area Ambassador with BNI. On 11th April Philip made a return to competitive motor sport.

Having raced professionally for seven years with such teams as ex-world Formula One champion John Surtees in the European Formula One Championship and Tom Walkinshaw in saloon racing, Philip is due to drive in the Universal Racing Services Formula Ford 2000 Championship. The cars are capable of over 150mph and the series is highly competitive. Having returned from a first very successful test drive with Target Motorsport Group, team owner John Lockton said, "We expect to see Philip at the front of the grid from the very start of the season."

Philip said "We have secured support from a commercial company who are looking to conduct corporate entertaining and gain valuable publicity in local press. In addition we have been approached by several BNI members who are interested in being involved."

We have built a special package for

BNI members starting at £250 and this is undoubtedly the most competitive and exciting opportunity for companies to become involved in motorsport. Any members who wish to receive further information can contact Philip on 0171 924 1469. Look out for results in future editions of "SuccessNet".



## Lawson's Lore

Martin Lawson  
– BNI National Director

AS WE come up to the 100th BNI chapter on this side of the Atlantic this month with more than 2,000 businesses involved, it is interesting for some of us to look back at our chapters over the past two years or so and reflect on the experience. BNI is unlike any other marketing programme that most of us have been involved with, and some of us may as a result have experienced some initial frustrations. Why have some chapter members been there from the very start while others have come and gone as the months rolled by? Is it because they have different jobs, or is it just a difference in their attitudes?

It is my belief that the most important factor is a difference in their attitudes. We have been surprised by great success in BNI by businesses that we thought had only a minimal chance of making it work, and we have seen several failures that should have been a success in every case.

If you are not getting enough (or any) referrals from your BNI chapter, the first place to look is in the mirror. Are you attending all the meetings? Each time you miss a meeting you miss potential opportunities to get referrals and new customers. Every chapter meeting should have one or more visitors present – these are potential customers for every member. Do you personally follow up each visitor who comes to your chapter, to see if you can do business with them as well as to encourage them to join your chapter?

Secondly, are you being as effective as possible in promoting your business within the chapter? Do you always have your own literature or samples on display at the meeting every week? Does your 60 second presentation each week teach your fellow members something new about what business to look for, as well where to find it and how to ask for it on your behalf?

Most importantly, are you concentrating on building relationships with your fellow members, outside of the formal chapter meetings? People do business with people, not with companies. If the only networking you are doing with your fellow members is at the chapter meetings, it is going to take much longer to build up those all-important relation-

## Top Performers Travel in Style



THEY say a picture speaks a thousand words. Commercial Photographer and Chapter Director of Reading Central, Rob Young, has captured the moment for the top six BNI performers in their group. They will be chauffeured in sumptuous style by BNI member Chris

White in his stretched limousine to the BNI Euro Conference in London on April 22nd. Congratulations to all of them! If you want to capture a special moment, from a wedding to a satellite lunch, **call Photographer, Rob Young on 01635 524232.** ■

ships that are a pre-requisite to getting serious business passed your way.

Lastly, are you using all the tools and help that BNI provides in the form of workshops and Dr Misner's books and tapes to help you work smarter, rather than harder? Most members find this information invaluable – if you do not take the time to review this material you will be missing vital insights into how to get more from your BNI membership.

In conclusion, if you are not getting as much business from your chapter as others are, take ownership of the problem and do some self-evaluation to see how you could be reaping more rewards for your membership. As Dr Misner succinctly put it: Its not Net-sit or Net-eat, it is Net-WORK, and the Notable Networker wins every time. ■

*Martin Lawson*

## Networking across the chapters in Berkshire

IT'S BEEN a good start to the Spring for Berkshire BNI chapters. We were all inspired by receiving our Awards for Leadership Team Excellence, presented by Martin and Gillian Lawson at our 1st Annual Christmas Dinner and Dance attended by over 100 BNI members and their guests at Windsor Race Course. Gavin Bain presented Jon Foster from Maidenhead and Frank Howell from Windsor with the Executive Directors award for "Exemplary Demonstration of Givers Gain". ■

# Sussex Training Seminar

*Andrew Hall*

HARD on the heels of its successful launch, the Crawley venue for BNI was packed to the rafters again as National Director for the U.K., Martin Lawson, visited the region for the first time.

With 103 members present, almost three quarters of the Sussex region made the trip to hear an evening seminar on getting the most from BNI membership. A delighted Executive Director Andrew Hall commented "This turn out is typical of the absolute commitment we enjoy from the members in Sussex."

Needless to say with so many networkers in a single room, much business was done. Dominic O'Byrne, membership co-ordinator for Brighton said "I've picked up business tonight not only for myself but also for another member of my Chapter who couldn't be here." ■

## For documents to Siberia ... or SuccessNet across the UK call Quickshift Couriers

David Burr – Crawley Chapter

DAVID BURR, the first chapter director of Crawley, is used to getting up at 5.30am. He runs an international and same day nationwide courier and freight organisation based at Gatwick Airport, called Quickshift Couriers. They handle just about anything, be it frozen samples to Sydney or spare oil rig parts to Aberdeen. So distributing this quarter's issue of SuccessNet to all BNI Regions should be a piece of cake for David.

For further information on Quickshift call David on 01293 541215 or visit his website at [www.quickshift-couriers.com](http://www.quickshift-couriers.com) ■

## Standing Room Only at Haywards Heath

THE launch of the Haywards Heath Chapter was a huge success with 97 people packing a venue built for just 80. A great morning was capped with an unprecedented flood of applications, with

the group reaching 30 members within a week. Director Andrew Hall commented "The response has been incredible, a tribute to the terrific effort put in by the core group here." ■

## Crowborough Spring Clean

A NEW season has brought a new look for the Crowborough group. A new name "The East Sussex" Chapter and a new venue – the 5 star Buxted Park set in delightful rolling Sussex countryside. Regional Director Andrew Hall explained "The old venue treated us superbly but was holding the Chapter back. We have enormous pride in our new surroundings, and under Chapter Director Alan Jackson's leadership, are recruiting in earnest. The aim is for this group to hit 35 members before the summer". ■



## BNI Golf Day

Friday 2nd July 1999

THIS year sees the 2nd Annual BNI Golfing challenge open to all BNI members. The location is Leatherhead Golf Club in the Surrey countryside very close to Junction 9 of the M25. The cost for the day is £50 which includes coffee, 18 holes of Golf and dinner in the evening. Partners/ non-playing guests are welcome to join the golfers for dinner in the evening at a cost of £15.

Similar to last year, individual hole sponsorship is available for any company wishing greater exposure. Also in the evening we intend to hold a charity auction in aid of the BNI foundation and the total proceeds from the day will be donated to a local charity.

For further details contact Gordon Wilkie on 0181 537 8944. Or complete the enclosed form and return to BNI 60 Albert Court, Prince Court Road, LONDON SW7 2BH. ■

# “I’ll scratch your back, you scratch mine”

Ivan R. Misner, Founder & CEO

WHEN I go out to visit chapters I am occasionally asked the question: ‘Am I required to do business with all the members or this chapter?’ The answer to this question is no, you’re not required to do business with all the members of your chapter. If you choose to do business with someone outside of your chapter, the heavens are probably not going to open up, lightning bolts will not crash down on you (or your business), chances are that you will not be swallowed up by an earthquake (even if you live in California), and you’ll probably not be kicked out of your chapter of BNI. So Ladies and Gentlemen, you’re not required to do business with all the members of your chapter.

The real issue here is not whether you are required to do business with all of the members in your group, but whether it is in your best interest to do business with all the members or your chapter. Technically, you’re not required to check the oil of your car every ten thousand miles, pay your taxes to the Internal Revenue Service every year, get a regular health check-up, or invest in a retirement plan. However, I think most people would agree that it is in your best interest to do so, Doing business with the members of your chapter is without a doubt in your best interest. When you joined BNI, you committed to an unwritten agreement, a loyalty oath of sorts. That loyalty oath in effect says that you as a member of BNI agree, in good faith, to pass as many business referrals as possible to the other members of your chapter. In return for this activity on your part, the other members agree to pass you as much business as they possibly can. Herein lies the strength of our organisation.

The foundation of BNI is established on the philosophy of “Givers Gain”. That is by giving business freely to other business professionals, you will get it in return. It’s predicated on the concept that what goes around comes around, If I help you, you’ll help me and we both do better as a result of it. This means that in order for the whole program to be effective, you must develop a sense of loyalty to the other members of your chapter. Without that sense of loyalty, the system won’t work.

The most successful members of this organisation are successful because of their commitment to one another. They have truly established a sense of loyalty to the other members of their group. They don’t pass business referrals because they’re required to; they pass business referrals because they want to. They know that if they give business freely, willingly and without reservation, it will come back to them twenty-fold.

So, do you have to bring referrals to all the members of your chapter? No. Is it in your best interest to bring referrals to all the members of your chapter? Absolutely! Commitment and a sense of loyalty are the only ways in which chapters can be truly successful. This takes a group effort on behalf of the members. It’s not easy to develop that sense of commitment and loyalty. But when a chapter does develop it, they will pass hundreds of business referrals each and every month. A philosopher once said the secret to success without hard work is still a secret. It takes some work to make BNI truly work for you. There is no free lunch. With commitment and a sense of loyalty on your part the system will work wonders for you!

## STOP PRESS

### NETWORK 2000 EXHIBITION

**Exhibition Dates**  
31st July 1999 – 10.30-8.00pm

**Venue**  
Lingfield Park Race Course  
All day exhibition & ladies evening horseracing  
Stands available  
– telephone Ocean Associates on 01342 825444

Increase your business network through Kent, Sussex & Surrey  
Don’t miss this great opportunity for BNI members & guests. Come and enjoy the evening’s horseracing for only £15 each.

For further information:  
Adrian Palmer, Ocean Associates 01342 825444  
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Andrew Hall, BNI Sussex 01435 868707  
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## BNI SuccessNet

### European Edition

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Bernie – “BNI Bernie has the last laugh!”



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