

No such thing as a free lunch? Don't you believe it. In Leamington, BNI members prove us wrong. See Page 6

£26,000 A YEAR! That's the average value of your BNI seat

BNI members in the UK and Ireland gain new business worth an average of £500 per breakfast meeting – more than £26,000 a year – according to a three month market research study carried out on Merseyside.

The comprehensive survey, designed to quantify and qualify the value of BNI to its 300 members in the region's 13 longest-established chapters, found that the organisation is worth a staggering £9.2 million a year to its present Merseyside membership, some 60% of whom volunteered to take part.

Conducted by the Liverpool-based Murray Consultancy, the survey also revealed that:

- The average weekly business passed per chapter is £12,000
- The average value of a converted direct referral is £1,600
- Nearly two-thirds (64%) of all new business comes from direct referrals, one third from repeat business or indirect leads.
- In the 12 months (to last September), Merseyside's 300 members passed nearly 7,500 referrals.
- The top earning members are those in the property, IT, retail, financial, personnel and professional services sectors.

David Murray, Head of the Murray Consultancy and a member of Liverpool's Midas Chapter told SuccessNet: "Initially I was asked to do a pilot survey within my own chapter but the results were so positive, we decided to roll it out across all chapters in the

region that have operated for at least a year."

He visited each of the 13 sample chapters in turn to formally present the objectives of the survey and go through the questionnaire which members were invited to take away and return after carefully checking their level of new business generated through BNI. "Based on the size of the study, the response rate and the mechanisms we used, I feel sure our results on Merseyside would be reflected in other parts of the UK and Ireland.

"The data proves beyond question the immense value of BNI membership," he said.

Continued on back page

Pioneering BNIWebbing™ goes world wide as US chapters join the official on-line community
See Page 3 for full detail



Plus:

- Sue's lifetime ambition is realised. Page 3
- Barnsley's Royal Connections Page 11
- The Power of the Referral Pages 8-9
- The benefits of larger chapters Page 13

'Ello, 'Ello. What's all this then? Turn to page 7 to find out why Barry was a fair cop!



South Cheshire Chapter Director Barry Davenport finds himself heading for the 'Nick' - but it's all in a good cause!

The Perfect Pose

Every BNI chapter likes to think it has its share of 'perfect' members, but Ipswich's Wolsey Chapter can now lay claim to two truly model members – even if neither of them had planned to achieve such status!

In fact, the last thing John Heathcock from Auditel, cost reduction consultants and Ian Smith of Dacol Photocopiers expected from their BNI membership was that it would turn them into photographic models, and put them on the cover of a company brochure – but that's what has happened thanks to the opportunistic thinking of Chapter colleague Martin Yates.

As the new Business Development Manager of Marketing Interactive, Martin's first task was the redesign of his company literature, for which he wanted a dramatic photograph for the cover of the main marketing brochure and website. "When I discovered the extortionate cost of using real-life models and stock photography, I decided to try using the resources and expertise of my BNI colleagues," said Martin.

First, he approached the Chapter's photographer, Roger Barcham of BMS Imaging who agreed to do a studio shoot for a modest fee and then the pair went in search of suitable 'models' among the Chapter's membership. Roger quickly identified John Heathcock and Ian Smith as ideal for his purposes, and the duo were happy to offer their services for nothing more than a few laughs!

The result, as you can see in the cover shot (alongside) is highly professional and eye-catching, showing John and Ian on either side of former professional model, Giles Sharp, a relative of another chapter member.

Martin said: "The brochure was my first significant assign-



MODEL MEMBERS? John Heathcock (left) and Ian Smith measure up.

ment for my new employer and everyone is pleased with the outcome. We saved my company over £2,000, so I'm very grateful to my 'model member' colleagues for helping out so willingly," he added.

Martin Yates can be contacted on: 01284 777 447

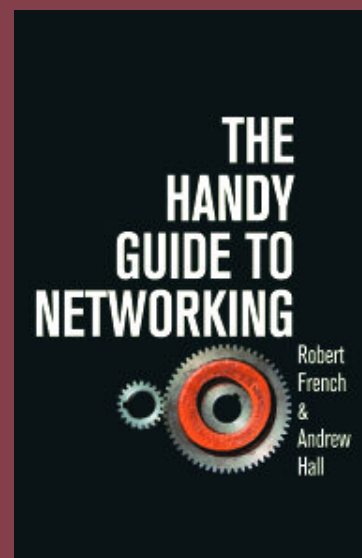
'Handy Guide to Networking' is UK first

Two of BNI's most successful UK networkers have just published the first reference book on 'business by referral' to be written by UK directors for BNI members

Called "The Handy Guide to Networking", the pocket-sized book offers members a comprehensive source of advice, hints and practical steps to growing their business through one-to-one referrals, based on 12 years of experience and expertise gained in BNI by executive directors Robert French and Andrew Hall.

Launched at BNI's recent International Conference in Los Angeles, The Handy Guide to Networking is two guides in one, the first half titled "Networking Fundamentals" written by Robert French, and the latter, called "The Complete Networker" written by Andrew Hall. Robert's subjects range from caring about others and choice of language, to nurturing new business relationships and goal setting, while Andrew's topics include how to speak in public, how to make powerful first impressions and the power of testimony (third party testimonials).

Copies of the book (price £11.99) can be obtained via the website: www.HandyGuides.net, or from BNI's Kent Office at 4-5 Upper Bridge Street, Canterbury, CT1 2NB (Telephone 01227 379000).



Sue achieves lifetime ambition with BNI

From converted garage to smart High Street salon

All her life, Sue Bryan has had just two career objectives – to be a successful beauty therapist and to run her own High Street health and beauty centre.

While none of her long-term clients would doubt that she long ago achieved the first of these goals, being able to make the transition from one-woman cottage industry in a converted garage at her home, to the swish town centre salon of her dreams, was a far more difficult target – until she found BNI.

But today, less than four years after becoming a member of the Watford Chapter, Sue is the proud owner of Hertfordshire's newest and one of the busiest health, beauty and complementary therapy centres, having taken on seven staff with four complementary therapists providing services from her St Albans Road salon.

"I still can't really believe it's all happened so quickly. Without BNI I'm certain it would have taken me a long time



GROWING FAST! Sue Bryan (third from left) with her team

to realise my ambitions," Sue told SuccessNet. "Not only has BNI made it happen for me by introducing me to substantial new business, but finding, fitting-out and opening my own business premises would have been infinitely harder without the support of so many of my chapter colleagues."

In fact Sue utilised the professional and craft services of no less than a dozen of her chapter colleagues, ranging from IT and telephone supplies to signage, corporate design and banking, with the result that her new health and beauty centre took shape and was opened in almost record-breaking time.

I can not speak highly enough of all my BNI colleagues, she added.

In the early days Sue was one of only two women in the chapter and thought it might be difficult to interest, let alone educate, her male colleagues in what was perceived to be largely a female product. "But I was wrong. With the help of promotional items, I soon found all the men were giving me referrals for their partners, business colleagues and, increasingly, starting to use my services for themselves."

In just three years, Sue more than doubled her business income through BNI referrals and outgrew both her garage base and her own capacity. "I realised that if I was to grow, I'd have to find a dedicated High Street premises," she said. "That can be a daunting prospect for anyone, but because my BNI Chapter had become almost like a second family to me, it was made relatively easy. Without BNI, I wouldn't be where I am today – and probably not for a long time to come either."

Contact Sue on 01923 245 547



US feels power of UK BNIWebRing™

More and more chapters are signing up to BNI's exciting new cross-chapter information and referral service - the BNI WebRing – with the aim of substantially enhancing new business prospects for their members. In its first three months, the WebRing has produced business worth £100,000, and the figure is growing fast!

With major additional features just announced, including full access to North American chapters for the first time, the WebRing is expected to attract the majority of UK and Irish chapters over the next few months, linking together some 9,000 BNI members in the British Isles and making it simplicity itself to do business with each other.

Other new benefits include:

- For chapters, a new 'wish list' facility allowing leadership teams to post the names of up to five trades or professions they are seeking to join their chapter
- For members, the ability to have testimonials attached to their personal details, the inclusion of a direct email service to every other BNI member and the introduction of a Message Room.

The unique Internet-based service has created a borderless BNI web community, opening up far wider networking opportunities by enabling members to instantly communicate with colleagues in any BNI group, pass eReferrals™ across regions or even country borders, and obtain accurate, up-to-the-minute details about the members, businesses and leadership teams of any other chapter.

Although anyone can access the WebRing, only those members whose chapters have subscribed to the service for a small annual fee of £135, can enter their details and send or receive eReferrals. To learn more, and view the new features, go to: **www.BNIWebRing.com** **When you're convinced about the benefits, you can register your chapter's subscription on the website – and start reaping the rewards!**

Lawsons' Lore

Gillian and Martin Lawson,
National Directors of BNI write:

On page 16 you will find a brief article about the worldwide BNI Theme for 2003: BNI - More than a Meeting. Each month chapters and members will be encouraged to focus on one of the twelve topics in the theme. Here are some thoughts for the first quarter of the New Year.

Plan: Right now, leadership teams are in the middle of their term of office and will be planning what size of chapter they would like to hand over to their successors on 1st April. Will it be a chapter in excellent health, with a high membership, passing lots of high quality referrals? If this is to happen, a structured plan for the remaining months of their term needs to be in place in order to achieve their goals for the chapter, so that the next leadership team can build on their success.

At an individual level, you should spend time in January planning what you would like to achieve through your chapter during the forthcoming year – perhaps focusing on particular relationships you need to build, or enhancing specific skills in order to achieve new goals.

Referrals: Everyone wants to receive more quality referrals but how many realise the number of factors influencing success in this area? Do you have enough skill at communicating what business you are looking for, and how it can be found? Do you teach fellow members the phrases to listen for in order to start a relevant conversation about your business? What plans do you have to improve these skills, and how much time are you prepared to spend one-on-one with fellow members in order to find quality referrals for them?

Teamwork: The article on page 13 highlights the effect of chapter size on the amount of business generated by a chapter. Chapter growth can only be achieved by teamwork. Everybody needs to play their part – not only in inviting potential customers to visit the chapter, but to ensure that every aspect of the meeting (attendance, visitor hosts, energy, agenda, enthusiasm, participation, etc) is properly conducted, which will maximise visitors' desire to join the chapter.

We hope all our BNI members have had a peaceful Christmas, and wish them all the business that they deserve in 2003.

Gillian & Martin

Tom heads top 20 into the black

Tom Salter, Director of Hull Marina (Friday) Chapter isn't one to sing his own praises – so SuccessNet will do it for him: he's gained his black badge in record-breaking time.

It took him just five weeks to recruit six new members and, since the Chapter was formed just over six months ago, he has single-handedly found one third of its current 27 members – more than qualifying him for membership of BNI's Gold Club.

Tom (pictured centre in dark suit surrounded by chapter colleagues) said: "As an IFA one meets many people who are interested in the BNI business philosophy, so it wasn't too difficult to find potential applicants whom I believed would make excellent members. Our Chapter is growing steadily and I hope it won't be long before we catch up with the other Hull Marina (Wednesday) group."

Tom heads the latest 'top 20' members who've joined the Gold Club over the past few months. The others are: Fiona Carter (Peterborough Posh), Mark Cohen (Merseyside Eagle), Barry Dean (Rochdale), Jeremy Freeman (Edgware), Phil Hopkins (Leeds North), Ian Hopton (Oldham 1), Geoff Jones (Merseyside Echo), John Kenyon (Medina, Newport, IoW), Bob Marks (Leeds Armouries Wednesday), David Mills (Hull Marina Wednesday), Alan Moir (Aberdeen Bravo), Ian Molloy (Deeside), Sally Nealon and Dave Saunders (both West Hampstead), Ewan Sturman (Merseyside Echo), Nick Tasquier (Godalming), Stuart Thompson (Ayr), Duncan Webster (Collingtree), and Mary Wells (Hull Marina Wednesday).

SuccessNet adds its congratulations to each of them, and invites other black badge recipients to notify us if they receive similar awards.



Cheltenham double

Members of Cheltenham Chapter have plenty to smile about, having recently won their second Founder's Award in three years!

Former Chapter Director Philip Beaver is pictured holding the award, surrounded by members in the mag-

nificent grounds of Cheltenham Film Studios to which the Chapter moved 18 months ago.



Tayside shows the benefits of a relaunch



Angus Whitson from the revitalised Tayside Chapter

Re-launching a chapter in decline can be seen as a positive or a negative - an admission of failure or a resolve on the part of its members to recreate the atmosphere of support and benefit that sets BNI apart from other networking organisations. While the vast majority of BNI chapters will happily never need to consider a re-launch, it is heartening to know just how successful a chapter 'makeover' can be. Here, with great candour, Angus Whitson tells how his Tayside Chapter in Dundee re-invented itself to become one of the most dynamic groups in Scotland....

Tayside Chapter is based in Dundee but has always drawn its membership from throughout the Region since its original launch in Summer 2000. By the middle of last year, our Chapter had reached a point where either we had to individually and collectively decide once more to pursue the ambitions of BNI, or fold.

We enjoyed each other's company. We were making some headway. But enthusiasm was beginning to fall off rather obviously. However, we all had unspent amounts of fees. We are all Scots – not generally known for letting even a thin penny escape! The decision made itself.

With the very active encouragement of Ron Hain, Executive Director for Scotland North, we embarked on three weeks of information meetings to bring about a change of attitude within our group. Our discussions focused on commitment, training, the potential of visitors, targets, and trusted third parties. We also undertook a complete review of the objectives of BNI and a frank assessment of our individual efforts and commitment as members.

Starting with a core group of sixteen we also worked very hard to bring visitors to these meetings, building the base from which our revived Chapter could springboard. It says much about Ron's personal enthusiasm and the significant improvement in our individual levels of performance that we came to our Re-launch Meeting with a healthy membership of 21 - and what a dynamic meeting that was.

One hundred members and guests met in the Invercarse Hotel Ballroom, transformed with a series of resource tables to give our guests a real taste of the range of businesses that meet there each Thursday. Everyone had gone to immense trouble and it paid off. There will be substantial business done

– some perhaps far into the future - from contacts made that morning.

And has our re-launch paid off? Of course it has. Since the end of October our membership has grown rapidly to 35, and it is still rising. Occupations range from copywriter to infra-red thermal imaging and car valeting. A change of venue to a room with a view (instead of the previous windowless function extension) also greatly enhances our meetings.

The Leadership Team insists on strict adherence to the rules of BNI. We have lots more guests who are impressed by what they see, and want to join. Soon we shall reach the magic ceiling of 40 members. And, as membership grows, so the referrals increase each week. Exponentially. Just as we have been told they would!

We now have categories of member not even dreamt of in the BNI Manual. There are nearly a dozen would-be members who can't join because their category is filled – representing the seed corn for a second chapter.

Our experience shows that no chapter finding itself at a crossroads, should ever fear re-launching. It has been an invigorating exercise for all of us in Tayside Chapter. The impetus that we all now feel each week justifies the hard work to turn the Chapter round.

One enthusiastic guest who cannot join Tayside Chapter because his category is filled, told me: "Every Thursday morning I wake up and think – dammit, I'm losing money." He meant it! What more potent remark could better sum up membership of BNI?

Angus Whitson runs Writehand Copywriting Service. He can be contacted on 01356 624 479

A free lunch in Leamington - and dinner too!



Members of Royal Spa Chapter in Leamington have discovered there really is such a thing as a free lunch since local delicatessen owner Russell Allen joined the fast-growing BNI chapter.

To promote his special lunch menu, Russell has been offering members and their staff free sandwiches so they could sample the wares at his Aubrey Allen Delicatessen in the town's Warwick Street – an offer taken up with enthusiasm by the members, as our photograph clearly shows.

But it doesn't stop there. Two lucky members did even better when Carl Mason, Director of financial advisers Kingsley Neville, and Kayti Powell, Manager of Wardle Travel Agents both won a free dinner for two at home in a special door prize which Russell offered after his 10 minute talk.

Since Russell joined the chapter it has been win-win for members. In addition to the free sandwiches and dinners, Chapter Director Benedicte Windle, who runs marketing and branding consultancy A Vos Marques in nearby Moreton in Marsh, has been taken on to advise Russell on branding, while Peter Cliff of Signature Public Relations gained Russell valuable Media coverage after the delicatessen won two prestigious national catering awards.

Russell, who is the third generation of his family to work with Aubrey Allen, has found that being a member of BNI is a two-way street. Since joining he has received several orders from Chapter colleagues for his 'Dine Out at Home' service, for which he and his staff prepare and serve meals in clients' own homes when they hold dinner parties. Several members have also become regulars at Russell's deli, where his speciality deep-filled sandwiches are proving a big hit.

However, one drawback is emerging to Russell's membership, as Leamington Chapter Education Co-ordinator Nina Elmer explained. "The problem is that every time you go into Russell's delicatessen you end up coming out with a bag full of delicious food. His Cornish lamb, anchovy stuffed olives, Mosaic of Fish Terrine and home-made Beef Wellington are just too good to resist, so we are now looking for a personal fitness trainer to join the Chapter and help us to keep in trim!"

Contact Russell Allen on 01926 311 208

Tim's sliding referral!

When you're running a coffee company, the last thing you expect to receive is a call from a customer looking for sliding wardrobe doors!

Happily however, when Tim O'Brien of Renaissance Fine Coffees took the call, he instantly realized this was what was meant by the phrase "standing in the middle of a referral" – and he knew exactly how to deal with it...

Tim informed the lady that while she must have dialed an incorrect number, she was very fortunate to have done so, since he had an excellent contact for her in the sliding wardrobe business, his Cork Chapter colleague Brendan Walsh.

"Realising I was standing in the middle of a referral for one of my chapter colleagues, I decided to chat to her about Brendan Walsh's company with a view to getting the two of them together. I said I could vouch for Brendan's professionalism and cost effectiveness and on this recommendation she was more than happy to meet him. Next day he visited her house, gave her a price for the job and invited her to his showrooms where she immediately gave him the job," said Tim.



Brendan Walsh (left) with Tim O'Brien

Both Brendan and Tim say BNI membership plays a vital part in their businesses. Brendan utilizes his BNI contacts to sell his products at lower prices through referrals rather than advertising and promotions, while Tim, who established his coffee company just over a year ago, says he can already attribute 85% of his sales to the power of BNI.

Tim O'Brien can be contacted on +353 (21) 432 3500 and Brendan Walsh on +353 (21) 488 6988

Charity begins for Barry - in the 'Nick'

As a law abiding citizen, South Cheshire Chapter's chartered surveyor - and former Director - Barry Davenport had never expected to see the inside of his local police station cells – let alone face the grim prospect of a stretch behind bars.

Yet, when he was arrested by two officers from the Cheshire Constabulary in broad daylight while browsing in a Nantwich Gents Outfitters, he looked as surprised as other shoppers. Or so it seemed....

In truth however, the whole episode had been carefully planned and staged as a fund-raising stunt so, after being marched through the town centre to Nantwich police station, Barry was spared the cells when some of his Chapter colleagues arrived to pay 'bail money' – handing over £300 for the local Wingate Centre which provides gym and physio-therapeutic facilities for disabled children

Barry told SuccessNet: "A fellow BNI member, insurance broker Michael John Parkin, was discussing his support for the Wingate Centre, and after hearing how they work so hard for the local disadvantaged children, I was happy to play a part in the suggested mock arrest.

"I told Michael that as long as he and other colleagues got the bail money along to the police station quickly, before I was incarcerated in the cells, I didn't mind. We wanted to make the whole stunt look real, so another Chapter member Chris Russell who runs Alan Jepson Gents Outfitters in the town,



suggested I be 'arrested' while looking around his shop."

Tongue in cheek, as our photo above shows, two real-life policemen handcuffed him and marched him through the town's busy streets as astonished onlookers debated his crime. "At the police station they charged me with non-payment of fees to the Wingate Centre and read me my rights," said Barry, "but happily they were still doing the paperwork when Chris turned up with the cash and I was free to go.

"It was quite a laugh," he added, "and it attracted attention for both the Centre and BNI, so it seemed a fair cop to me!"

Contact Barry Davenport on 01270 252 641

Stone members shed pounds for charity



SHEDDING POUNDS: David Raybold and Debra Fritzl (foreground) with a plate of forbidden food, watched by Tony Burgess and Marie von Wurzbach from Staffordshire Wildlife Trust

Two members of the Stone Chapter in North Staffordshire were more ready than most for their festive fare after spending the past few months shedding plenty of pounds for charity.

Between them, Debra Fritzl of D & D Business Services and David Raybold of Legacy Partners Ltd went into the Christmas and New Year break more than four stones lighter, having decided to use the personal development skills of Chapter colleague Tony Burgess to help think themselves thin.

Tony, who runs Arc Personal Development, was enlisted to re-train Debra and David to become more aware of their lifestyles, and the 'thinking thin' philosophy is one of the keys to successful completion of his lifestyle courses. But, as an added incentive, the duo gained sponsorship for their slim-down from chapter colleagues, friends and families, which ensured that if they met their target weights, the Chapter's nominated charity, Staffordshire Wildlife Trust, gained several hundred pounds of much needed cash.

As SuccessNet went to print at Christmas, Debbie said: "Both David and myself went into December needing to lose less than a stone more to hit our target. Tony has made me look at food in a whole new light and, while I can still eat well and feel full, the weight has been dropping off me. I just hope I resist the temptation to put it all back on over the festive season!"

THE POWER OF

Paul nets £12,000 Maidstone bonus – without even being there!



NEW IMAGE: Maidstone's winning team (from left to right) Sue Ball, Warren Sutton, Jan Bowman, Paul Graham.

If it is satisfying to win valuable contracts by visiting other chapters, it's even more pleasing when you pick up unexpected high-profile business through a neighbouring group that you've not even visited!

The first that Paul Graham, a marketing business consultant in Kent's Cranbrook Chapter, knew of the power of BNI's cross-chapter networking, was when his Barclays Bank Manager called to say he'd met a female visitor at his own Tenterden Chapter whom he thought could do good business with Paul.

"He told me that she'd gone along to his Chapter hoping to join BNI but, because she lived in France for six months of the year, had realised it was impractical. But my bank manager, Paul Amos, felt she should meet me because we had complementary marketing skills, so after a telephone call, I met Susan Ball and was immediately able to give her some short-term work," said Paul.

"Then in March last year Sue was invited to pitch for a prestigious contract to re-brand Maidstone town centre. She wanted to go for it but needed to make a joint bid with me because I was based

locally while she was in France.

"We won the contract and I was able to handle most of the work, which has resulted in an excellent high-profile campaign for Maidstone and produced a healthy fee income with the very good prospect of more business."

Paul developed a complete new marketing brand for Maidstone town centre, focused on its retail and visitor attractions, with a new logo.

Town Manager Bill Moss said: "His team have done an excellent job of creating a vibrant, stylish image which will be widely used throughout the town."

Paul added: "Without BNI, Sue and I would not have met, and I would never have been involved in this exciting local project. What it has shown me is that in BNI you can pick up business from the most unlikely quarters."

Contact Paul Graham on 01580 715 844

Want more re Then get on

While every member owes his or her colleagues, many are discovering groups, and of hosting guests from members help keep every chapter fr introduce new skills, products and se with members for whom visits have

Neil's 'electric' presentation

Sometimes it needs only one visit to a new chapter to produce an unexpected windfall! That's certainly what happened when Chelmsford Meadows member Neil Caton accepted a colleague's invitation to drive 20 miles up the road to attend nearby Colchester Central Chapter.

Neil, Managing Director of Chelmsford-based Dunmow Electrical Contractors Limited, clearly made the right connections when he delivered his 60-second presentation to his new colleagues because, a few days later he received a £70,000 referral from Colchester's Tim Snow, who runs an architectural practice in Brightlingsea.

He said: "During my two years as a member of BNI, I've learned the value of visiting chapters to network with different members and do business with like-minded people. I hadn't met Tim Snow before going

Nearly £2 mill

After nearly two years as a member of the then embryonic Ashford Chapter in Kent, and with almost no business to show for his commitment to the Chapter, Richard Epps could have been forgiven for packing his bags and moving on.

He didn't, because that's not his style. Instead, he redoubled his efforts, remained a hard-working and enthusiastic chapter member, helping to more than double its membership – and suddenly everything changed.

Now, Richard's family building, development and restoration group is flying high, having gained nearly £2 million worth of contracts through his chapter colleagues, with the prospect of jobs worth another £1.5 million in the coming months!

THE REFERRAL

Referrals? your bike....

her first allegiance to their own chapters, but the benefits of visiting other BNI chapters. Not only do visiting members get a fresh and vibrant, but they frequently receive services. Here SuccessNet catches up with them and produced significant benefits.

Neil nets instant £70,000 deal

along to Colchester Central, but I must have made some impression with my infomercial, because Tim was keen to discuss some business he thought we could handle."

After a brief meeting, Neil was awarded the £70,000 first phase contract of a large electrical project at Leventhorpe School in Sawbridgeworth, involving replacement of the sub-mains distribution panel and boards, as well as replacing all light fittings and emergency lighting throughout.

"Without being a BNI member, I would not have known about the project, let alone secured it. The client and his representatives would only entrust the job to a NICEIC-approved contractor such as Dunmow, so it was perhaps a case of being in the right place at the right time," he added.

Contact Neil Caton on 01371 873 087 and Tim on 01206 308 300

InterCity (just occasionally) makes the business easy

When Merseyside businesswomen Lola Bodansky and Paula O'Neill met by chance for a second time on an InterCity train to London recently, they were delighted to see not only a familiar face but also a familiar badge – the BNI badge both were wearing on their lapels!

The pair who'd briefly met once before when Paula, from the Wirral's Echo Chapter visited Lola's Alpha Chapter in Liverpool, chatted all the way to the capital and, by the time they arrived at Euston, they were each able to offer the other a valuable referral.

Lola who runs a Liverpool-based interior design company called LB Design-In-Progress Consultants, was keen to help her nephew find the right kind of job in the music industry, and it turned out that Paula had good contacts which she was willing to give to Lola.

In return, Lola referred Paula to a major employer in the financial sector. "The company concerned receives literally dozens of approaches from training providers every week," said Paula, who is Managing Director of Skills for Business Ltd, a management training and development consultancy. "I went to see them



BADGE SPOTTING: Lola Bodansky (left) with Paula O'Neill get connected on the West Coast Line

and was delighted to be so warmly received, even before we gained their business. Without a personal referral this simply would not have happened. This client has massive potential for our company and I can't thank Lola enough for her efforts."

"We were clearly on the right track doing business together," said Lola. "It just goes to show the power of the badge because, had either of us not been wearing our BNI badges on the train that morning, we may never have struck up a business conversation"

Building and growing: Richard's 'building' referrals

He said: "I'd never even heard of BNI when David Harding, a chartered surveyor who was renting office space from me, suggested I go along to one of the local chapter meetings. That was four years ago and even though the group was a lot smaller than it is today, I could see the potential for winning new business, so I joined."

However, despite his family building company enjoying a fine reputation in Kent (it was founded by Richard's great grandfather in 1941), business didn't flow his way across the breakfast table. "That may have been because I wasn't terribly good at presenting myself or the company," he admitted. "I'd never had to do any public speaking and frankly, I found it quite daunting to have to stand up each week and talk about my business."

But Richard was determined to learn, and to address any deficiencies in his presentational skills. "Gradually I got better and it became easier to talk about what we do, and the kind of referrals I was looking for – and then suddenly, about a year or so ago, it all started to happen."

And happen, it certainly has. First Richard won a major £1,050,000 contract for his company to build a new community centre in Lenham. Then he was asked to quote for the intricate restoration of listed, oak-framed period building in East Oakdene, which has turned into another £300,000-plus contract.

"We've also tendered for another £800,000 worth of work through a BNI referral and I am optimistic that a couple of other projects – worth £750,000 each – will come our way, thanks to a

referral I received from an architect colleague Roger Joyce when he was a member of the Folkestone Chapter."

Even before Richard started to receive big-value referrals, he says he was not unduly concerned by the lack of new business through BNI. "What I didn't receive in business, I more than made up for in terms of new friends and learning new business presentation and relationship skills. I know people usually talk about the value of BNI in relation to the business they've gained from it, but although we are now doing very well from referrals, it's the weekly camaraderie and friendships I value, with like-minded local business people."

Contact Richard Epps on 01233 621 522

Keep in touch with BNI worldwide

By reading your quarterly SuccessNet newsletter, you can be sure of keeping up to date with all BNI's important UK, Ireland and increasingly European news. But did you know that you can also learn about members' achievements and activities around the world by tapping into other versions of SuccessNet – both online and in various similar publications?

From Australia and Singapore, to South Africa and Sweden, BNI publishes national versions of SuccessNet in the majority of countries where it has a presence and the designs and content of these are as individual as the members' they represent.

But while we acknowledge that it might be difficult to get hold of far-flung newsletters, it is simplicity itself to stay in touch with BNI's global family, just by visiting the organisation's central Internet website. So, if you're interested to know what's going on in BNI worldwide just go to www.bni.com/successnet/subscribe/subscribe.html and check out the biggest and best news, and members' stories from four continents.

Flying High in the 'Eye'

Members of the Mid-Herts Chapter have plenty to smile about as they set off for a bird's eye view of the capital on the London Eye to celebrate their recent referrals success. They were flying high with the news that in just six months last year, the value of referrals passed between the Chapter's 35 members had totalled an amazing £850,000! Can any other Chapter top that?



The Door Prize Surprise

Members of the recently formed Sheffield Succeeds Chapter have just discovered their Independent Financial Advisor Peter Hill has a hidden talent.

Following his lively 10-minute presentation, Peter

revealed that in his spare time he was an enthusiastic amateur artist and consequently, his door prize would be a watercolour painting of the winner's choice.

The prize was won by newly elected Chapter Director Ray Drainville, boss of web design company Argument from Design, and it only then transpired that he had graduated with a Master's Degree in History of Art from Princeton University in the USA.

"A coincidence of this nature must be very rare," said Ray, who asked Peter to paint a scene from one of his favourite local beauty spots, Froggatt Edge in Derbyshire.

The following week Peter produced a beautiful painting of the rural scene, which now takes pride of place among the 'old masters' in Ray's collection.

Peter Hill can be reached on 0114 235 3500 and Ray Drainville on 0114 266 7712



PICTURE PERFECT: Ray Drainville (left) with the painting created by fellow member Peter Hill.



Barnsley's Best makes royal connections

When your chapter is called Barnsley's Best, there's an added incentive to reach for the top – and that's precisely what Ecoflow distributor Joan Mosforth has done – landing a contract with Buckingham Palace.

She was recently invited to trial some of her products (comprising magnets that clip onto fuel and water pipes, reducing emissions and costs through ionisation) on The Palace's gas and water supplies, and she hopes her Royal contract will encourage fellow chapter members to take her more seriously.

"It can be difficult being a woman in business circles," explained Joan, "especially when you're selling a product like magnets, and I sometimes wonder if my colleagues take me seriously, even though most of them have tried my healthcare products with good results. Now I've given the Chapter a Royal connection, perhaps they'll see me in a different light!"

Joan can be contacted on 0114 288 6684



PALACE PAYMENT: Joan Mosforth with her first royal cheque

Chapter life begins at 40!



HITTING THE BIG FORTY! Members of Hammersmith Chapter have good reason to smile

With its sights set on becoming one of BNI's highest profile groups in the capital, Hammersmith Chapter now has the man (and woman) power to achieve it, having seen its membership

top the big 40!

By common consent, former Chapter Director Alex Stanier takes a lot of the credit for their success. Just over a year ago there were only 16 members

but he and his leadership team grew this to 27 in his first six months as Chapter Director and, after being re-elected for a further term, he led a concerted drive to reach 40 before his term in the Chair ended.

"It was a long haul," said Alex, "but knowing we were getting ever closer to 40 members kept my energy levels up, especially when it was noticeable that the chapter was getting stronger with every new member who joined."

Alex also pioneered a series of training sessions for members, one of them jointly with the Chartered Institute of Marketing. "It was an enlightening event since we all had something to learn, and it's fair to say the Institute's representatives were very interested to see how BNI works," said Alex. The event was a major success and he is now planning another session to target local businesses in the West London area.

Contact Alex on 0208 930 4710

Adam's new venture is a chapter affair

Having been with the same firm almost since he qualified and left college, the idea of breaking away to form his own business was something that chartered surveyor Adam Elwell had toyed with for a while.

But as a partner with well-known Chelmsford chartered surveyors Taylor & Company, going it alone was not something to be considered lightly, nor acted upon in haste, particularly at a time when there was increasing talk of a global recession on the way.

However, while Adam bided his time, something else happened. Another member of his firm who had been a member of BNI's Chelmsford Chapter decided it was time for a break – and Adam found himself nominated to take over.

"I didn't really know what to expect, but as I got to know my chapter col-



leagues better, the referrals started to come in, and I increasingly felt reassured by being part of a close network of trusted business friends. Eventually, a few months ago, I decided that if I didn't make the break and go it alone now – when I had so much moral and practical support from my BNI colleagues – I never would."

So that's precisely what Adam did,

calling on many of his chapter colleagues to help him set up his new offices – conveniently rented from another member in the town's Duke Street. "I've lost count of the number of BNI members who've helped me but it includes using the services of our accountant, sign maker, IT and computer specialist, office supplies and printer to name but a few."

Adams new venture – Elwell Commercial – has been running for barely three months but already he's delighted with the way things are shaping up. "I suppose I get only about 10% of my new business through the chapter, but it's everything else than BNI gives me – the ongoing support, ready assistance and new ideas – that makes such a difference."

You can contact Adam at his new company on 01245 266 088

400 up as new chapters launch thick and fast!

The number of UK and Ireland chapters has just passed the milestone 400-mark.

Throughout the autumn, new chapters continued to be launched thick and fast, with more than 40 new groups created during the autumn, and many more launches are planned for the first few weeks of the New Year. Among our recently launched chapters are:

Aberdeen Charlie, Ashbourne, Bournville, Cobham, Compton (Bristol), Bath Abbey, Blackwell (Darlington), Derry/Donegal (NI), Diss, Dudley, Falcons (Newcastle-

upon-Tyne), Five Towns East (Pontefract), Grantham, Great Western (Newton Abbott), High Peak (Buxton), High Weald (Cranbrook), Holywell, Jupiter (Merseyside), Lindvm (Lincoln), Matlock, Medina (Newport, IoW), Moray (Elgin), Newark, Newry (NI), Notting Hill (London), Olympus (Preston), Omega 1297 (Glasgow), Pegasus (Clayton-le-Moors, Lancs), Poole, Portsmouth, Ridley (Newcastle-upon-Tyne), Romford, Salisbury, Shoreham, St Georges (Whitstable), Stephenson (Newcastle-upon-Tyne), Stort Valley (Harlow), Trent (Nottingham), Wells, Yeovil and Zeus (Clayton-le-Moors, Lancs).

Best chapters prepare to be movie stars for a day

UK and Irish chapters which successfully took part in the recent membership building drive will shortly learn when and where they are to participate in the reward - a unique chance to make their own professional marketing video.

As SuccessNet went to press, BNI's national office was collating the results of the chapter development initiative,

in which every chapter that attracted six or more new members during the two-month campaign will be invited to make and retain its own professionally-produced video, as part of a regional teambuilding fun day.

Under the expert guidance of professional film makers, they will each script, cast, direct and produce their own movie, creating a quality market-

ing video for their exclusive use, and then assess the film-making efforts of other chapters on a regional basis, with the best video from each area being judged against other regional winners by BNI's Founder Dr Ivan Misner.

Dr Misner will finally announce a single "BNI – The Movie" winner. The winning video will then be used to market BNI nationally.

The Benefits of Larger and Stronger Chapters

By Gillian Lawson,
BNI National Director

Most of you who are reading this article, will, at some time or other, probably have heard your BNI Director extolling the virtues of growing your chapter. But have you ever stopped to consider how you personally could benefit from being in a larger and more vibrant chapter? If you are not sure why you would want to have a large BNI chapter, then you have probably never been to a BNI breakfast meeting where the chapter had over 35 members.

There are two main reasons why you should do everything you can to grow your chapter. The first is the basis of why we are all at our chapter breakfast venue before seven in the morning once a week. It's not only to build relationships, it's to generate business for each other.

We know without any doubt, that the more people (hence the greater variety of trades and professions) that are represented in our chapter, the more business we will all get. Surveys of how much business is done in BNI, based on the size of the chapter, have repeatedly shown that when you double the size of the group, you triple the amount of business.

MAXIMUM BUSINESS

The second main reason for growing your chapter like this, is related to the first, but not so obvious. It is because a large and vibrant chapter is self-sustaining. Not only do we want to do the maximum amount of good business in our BNI chapter now, but just as crucially, we want that same business in the months and years to come.

Let's look at some of the differences between what happens in a smaller and larger groups. Think about the last time you went to a party, and there were 15 to 20 people there. And now compare that to a party that you went to and there were 50 people there. Which one had a "buzz" of activity with people laughing and enjoying themselves the most? It's always the one with the most people.

It's just the same with a BNI chapter. It is very difficult to get a high level of energy in a room with 15 to 20 people in it. But if you have ever been to a BNI chapter with 40 members, you will know what I am talking about. The room is literally

"alive" with networking, and you can almost feel the energy present. That energy translates into enthusiasm, great relationship building, visitors wanting to join, and business being done.

HUGE IMPACT

And what happens in a smaller group when some of the members are absent without a substitute? (Of course, I know that *never* happens in your chapter, does it!?) If you only have 15 – 20 members, and three or four of them are absent, that can represent 25% of your group being away, and it has a huge impact on the whole meeting. But if four people are away in a group of 40, you will not notice such a huge impact on the group. (That is not to say it's OK to be absent without a substitute if you are in a large chapter – or any size group!)

How about running the Chapter? The secret to having a really great chapter, is to have a really strong Leadership Team and Membership Committee. The larger your chapter, the better the choice, and the more chance of your getting a great team to take the chapter onwards.

How easy is it to attract visitors in a smaller chapter, compared with a larger chapter? And which chapter are the visitors more likely to want to join? Many visitors will go and visit two different chapters before they decide to join, and the smaller group always misses out when this happens. Getting visitors to join a smaller chapter is always a bigger challenge – for the obvious reason that the larger one will consistently be more vibrant and generate more excitement.

CONCERTED EFFORT

What about when your chapter loses a member, for whatever reason? In a small group, you need to make a concerted effort to replace that member, because if you don't, the group will die through attrition. But in a large, vibrant chapters, there is almost always a waiting list of people who would love to get in, but can't.

The last few slots in a chapter are usually the easiest to fill, because there is so



BIGGER IS BETTER: Every chapter should strive to reach 40

much energy and excitement at the meetings, and so much business is being done, that almost every visitor who comes to the meeting wants to join. What visitor is going to witness over 100 business referrals passed at the meeting, and not want to participate?

Let's finish off by talking a little about a chapter being self-sustaining. The best BNI groups, regardless of their size, do well because their members stick closest to the programme, which is tried and tested and gets results.

The reason that one chapter will do well, while another struggles, is that the former adheres to the system while the struggling group does not.

'VIRTUOUS CIRCLE'

In a large and strong chapter, the members generate so much business, that they don't want to risk losing their positions in the group. So what do they do? They follow the system very closely, and do all the things that we know are going to generate more business.

If I don't do what I am supposed to do in the chapter, the group are going to ask me to leave, because it will be very easy for them to fill my position with someone more committed to helping them. So I become even more committed, and do what I am supposed to do, and follow the system. This starts a "virtuous circle" which leads to more and more business, and an ever stronger chapter, that goes on and on, without having to struggle to survive.

So if you want to be a key element in this upward "virtuous circle", rather than part of a downward "vicious circle", keep inviting visitors to help grow your chapter, and watch your business grow at the same time, for years to come.

Docklands winners – with more than a little help from BNI

A London Docklands-based accountancy firm which has snapped up several top business awards in recent months, says its success is entirely due to BNI!

Raffingers Accountants were runners up in the prestigious national Small Firm of the Year Award 2002 sponsored by Accountancy Age and, a month later, won the East London & Essex Business Awards Customer Care trophy as well as being highly commended in its Training and Development category.

But Raffingers' Partner Lee Manning, a member of Docklands

Chapter says the real winner is BNI. "We'd never have achieved this without BNI. I've learnt everything that brought us these awards from my participation in the Chapter," he said. "When it came to delivering presentations to the judges, my experience as Chapter Director paid dividends because it gave me the confidence I needed to deliver our submissions very powerfully."

A keen participant in BNI's business skills and networking workshops, Lee is happy to acknowledge just how much he has learned since he joined BNI. "I know that without

this valuable personal development we wouldn't have achieved such a high profile. I've also found that BNI makes you more aware of what your customers want and that inspired me to introduce some pretty dramatic changes to the way we look after our clients," he added.

To celebrate the firm's achievements, Lee is giving away 10 copies of their insider report, "Supercharging your profits by winning business awards" to the first 10 SuccessNet readers to call him on 0208 551 7200.

Anyone got a job for me?

One of BNI's golden rules is: Be direct – and keep it simple. So when, on his first visit to BNI, Greg McBride asked members of Bradford on Avon Chapter if they could help to find him a job, his tongue-in-cheek question produced an immediate and successful response.

By his own admission, Greg had been suffering from an early mid-life crisis and had planned a four-month trip to Australia which he hoped would clear his mind and recharge his batteries before he returned to the UK.

However, just before he left for 'Down Under' his friend - and Bradford on Avon's Chapter Director – Paul Osbourne suggested he go along to one of the group's meetings to learn about BNI and then consider whether he'd like to join when he returned.

"I thought a lengthy trip to Australia might help me sort out my life but, to my surprise, it was largely sorted out by the end of my first visit to BNI. When I stood up and invited members to give me a job when I got back, I never expected a response but, at the end of the meeting I was handed several referrals, two of which resulted in firm job offers. It was quite incredible. The power of BNI is amazing," said Greg.

Contact Greg on 01225 313 130

That's When Good Neighbours....

When Swindon Chapter members decided to put up a BNI stand at the North Wilts Show recently, they hadn't bargained on being up-staged by their neighbouring North Wilts Chapter.

To their initial consternation – which later turned to satisfaction – Swindon's members arrived at the showground to find they'd been given stand space directly alongside their colleagues from the North Wilts Chapter and, with most of the show's visitors from the North Wilts area, it was they – rather than Swindon members – who drew most attention.

But all was not lost for the Swindon group, as one of its members, home building consultant Francis Skeete explained: "We felt it was fair enough that North Wilts drew more third party enquiries than us because they were on home territory, but the show still proved very successful for us, because we were able to network with BNI members from North Wilts for the first time, and several of my colleagues have picked up good referrals from meeting them at the show."

Francis even found the help he needed in researching listed buildings in the North Wilts area. "I came across Georgina Bowman who runs Interior Design Ltd from the North Wilts Chapter, and she was able to provide the information I needed," he added. "All in all, we came away from the show feeling our involvement had been a success. It provided a friendly and relaxed atmosphere which helped us get to know our neighbours better, and I'm sure more business referrals will now flow between us."

Sixty 'top players' are honoured north and south of the border

More than 60 of BNI's top performing members have been honoured in separate awards ceremonies in Glasgow and Liverpool.

On Merseyside, the accolades were headed by Phil Brumfitt, whose company - Windsors Catering Equipment Ltd - has received almost £1 million worth of additional business since he became a member of the city's

Indigo Chapter two years ago. In recognition of his achievements in fulfilling the 'Givers Gain' philosophy and bringing in record referrals for his chapter colleagues, Phil was unanimously chosen as Merseyside's 'Member of the Year' at a regional gala awards dinner attended by 200 members and guests.

He said: "The last two years in BNI have been fantastic for me. I have gained so much more confidence, received nearly £1,000,000 of additional business, and, above all, met a fantastic circle of people whom I now regard as real friends. My award is for them all."

Other Merseyside winners (the first named was voted top Givers Gain member, the second chosen for their outstanding



THINK BIG: George McNeill addresses Scottish members

chapter performance) are: Alpha Chapter, Ian Denny and Neil Hogan; Beta, Lynne Mills and Dave Codling; Bravo, Tricia Ackers and Tom Carroll; Delta, Jim Sines and John Cook; Eagle, Alvin Cooney and Ray Ross; Echo, Ewan Sturman and Geoff Jones; Indigo, Richard Spencer and Gordon Viner; Jupiter, Julie Nadin and Geoff Appleton; Kappa, Alison Powell and Graham Elckerstall; Lima, Roy Williams and John Goodwin; Midas, Don Holmes and Steve Andrew; Omega, Gareth Randles and Anthony Warden; Oscar, Chris Latham and Julia Emelogu; Phoenix, Maureen Edwards and John Gordon; Saturn, Ian Cook and David Dickinson and Scorpio Chapter, Brian Nobbs and Doreen Lloyd-Morris.

Meanwhile Glasgow's Moat House Hotel was the venue for Scotland's second annual

dinner dance and awards night (sponsored by The Royal Bank of Scotland), which saw 30 of the country's best business networkers presented with awards by the RBS's Head of Business Network Support, Marion Gray. Individual chapter winners were: Steve Judge (Aberdeen Alpha), Ian Fletcher (Aberdeen Bravo), Tom Murray (Angus), Stuart Thomson (Ayr), Sid Grant

(Balgeddie), Adrian Wilson (Cumbernauld), Jim Reid (Dunfermline), Steve O'Donnell (Edinburgh Central), Julia Neustein (Edinburgh Pentlands), Bob Patterson (Edinburgh South), David Small (Edinburgh West), Peter McAteer (Falkirk), Andy Scrimgeour (Giffnock), David Bone (Glasgow Alpha) Michael Back (Glasgow Clyde), Liam McKeating (Glasgow Pollokshields), Jim Wright (Glasgow Victoria), Jim Nicholson (Glasgow West End), John Robson (Hamilton), Magnus Swanson (Highland), Steven Walsh (Kilmarnock Kappa), Janet Fairgrieve (Kirkcaldy), Dermot Stewart (Original Links), Jan Chebrika (Perth), Val Stewart (Stirling), Martin Walker (Strathkelvin), Olwyn Jack (Tayside), David Speirs (Uddingston), and Clark Fraser (West Lothian).

He came as after-dinner speaker – and left as a member!

Well-known after-dinner speaker Russell Wardrop went away with more than he expected when he attended the recent annual BNI Scottish Awards Night.

As Training Director for award-winning Glasgow-based public speaking consultancy 'Kissing with Confidence', Russell's brief was only to entertain BNI members at the city's MoatHouse Hotel but, by the end of the evening he'd become so enthused with BNI that he decided to join on the spot!

He'd been introduced to BNI a few weeks earlier, by business colleague Don Spence, one of the Awards organisers, who took Russell along to a visitors' day at Glasgow's Giffnock Chapter. "But it was hearing so many mem-

bers' success stories at the awards night that persuaded me to join," said Russell. "After just three months I'm sure it was the right thing."

In fact 2001 was a very good year for Russell for other reasons too. After helping his company win the Best National Business Plan Award in a competition organised by Scotland's Junior Chamber of Commerce and sponsored by Scottish Enterprise, Russell and 'Kissing for Confidence' Managing Director Sharon McLellan went to Las Vegas, to represent Scotland in the Junior Chamber International's 'Best Business Plan in the World' finals, where they reached the semi-finals.

Contact Russell Wardrop on 0141 423 4086



Kissing with Confidence Managing Director Sharon McLellan with Training Director Russell Wardrop

£26,000 A YEAR! (Continued from front page)

The results also showed that 50% of all referrals were generated within the chapter with the remainder instigated outside the weekly breakfast meeting but, more pertinently, over half (54%) of all referrals during the 12 month survey period led directly to invoiceable work, with a further 16% still pending. Less than one-third of referrals failed to materialise into chargeable work.

Across the whole region, members received an average of two new referrals a month, but the most successful members – especially those in the retail, property and IT sectors – received more than twice this average, gaining 50 and more referrals a year.

The survey also confirmed that the longer a member remains in BNI, the proportionately greater number of referrals he or she receives – from an average of just four in the first six months, to a typical 20 after 12 months – although, when asked to prioritise a list of membership benefits, gaining increased business ranked second among the majority of members to build long-term business relationships.

Inevitably, the survey highlighted Merseyside's star performers – members of Liverpool's Alpha Chapter who, as the region's very first group, demonstrated the link between longevity and profitability by averaging a staggering

£45,000-worth of new business referrals a week, making attendance at the weekly breakfast meeting worth, on average, £1,800 a week per member, and giving its members an average "seat" value of £96,000 a year!

National Director Martin Lawson welcomed the survey's findings and said he was confident they reflected a national average for membership benefits. "It is obviously very heartening that, typically, UK and Irish members are gaining £26,000 worth of new business through BNI each year - twice the worldwide average - but they have earned this by hard work and firm commitment to BNI's principles."

BNI – More than a meeting

If you had to divide BNI members into two broad categories, you would probably find that the majority regard membership as an ongoing, everyday commitment. But a significant minority still perceive their involvement starting and ending with their attendance at the weekly breakfast. No prizes for guessing which group reaps the biggest and best rewards from BNI membership; it is of course, the majority who know that you get out of BNI what you put into it. While this may be obvious, BNI has adopted a new international theme for 2003, "BNI - MORE than



a meeting", which seeks to remind everyone about 12 keys of membership, each designed to help you optimise the value of your business networking. Over the coming 12 months, leadership teams will be asked to highlight these aspects of membership which can turn an average BNI member into a high performer, and high performers into top business players.

Top venue for top conference

The unique five-star St Andrews Bay Golf Resort & Spa on Scotland's glorious Fife coastline will be the superb venue for BNI's 6th Annual European Conference, taking place on Saturday, 5th April.

More than 300 members from all over Scotland (and some parts of the UK and Ireland) are expected to participate in a packed programme of training and education workshops, business skills and networking sessions, and social events, featuring top international speakers from around the world.

Ron Hain, Executive Director for Scotland North said: "This will be the furthest north that BNI has ventured to stage its conference, but no-one who attends will be disappointed."

Intending participants are urged to book their conference place(s) – and accommodation at St Andrews Bay – sooner rather than later. To book your conference place and your hotel accommodation (if required), e-mail BNI's national office at bniuk@bni.co.

CHAPTER & VERSE

BY PAUL HARDMAN, OSCAR CHAPTER, MERSEYSIDE. FOR A PORTFOLIO RING 01704 543 881



As BNI – and SuccessNet – has grown, so too have the number of editorial contributions we receive. Today, typically, we receive up to 200 separate contributions per issue and clearly, not all of them can be squeezed into our 16-page publication. Some suggestions and stories that won't date too quickly, may be held over for a later edition, but it still means a significant proportion of your contributions may never see the light of day. PLEASE appreciate that this is a positive indication of BNI's progress and maturity and, rather than be deterred from sending in your chapter's future news, views and articles, why not be even more creative and newsworthy

You & SuccessNet

with your submissions? We DO need to hear from you, but don't be upset if we can't include your item(s).

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