

BNI CANADA: *News Briefly...*

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Spring Quarter 1998

NEWS FROM THE REGIONS

TORONTO NORTH

Anita Wiklem, a member of the Thornhill Chapter, stood up at the meeting to thank the group for the business that they had given her last year (her first full year in BNI). She told them that a year ago, she had come to Toronto, and did not know anyone in the City. She got a job with Decorating Den Interiors and immediately joined a BNI chapter. She kept track of all the business she got from her chapter, which in her first year totaled over \$167,000! One member in the chapter alone gave her over \$80,000 in business, and she was presented with a lovely bouquet of roses at the meeting as a thank you. Anita has just finished her term as President of the chapter and is obviously a staunch supporter of the BNI system!

Dianne Nunes is a member of the Ajax Pickering Chapter, which is just over 12 months old, and surprised her chapter by announcing that she had 12 leads to pass at her meeting! Dianne is the Branch Manager at a National Trust branch in Ajax, and had set quotas for all her staff to meet for the RRSP season. On the last day, every one of her staff met the quota, and to thank them, she presented each one of them with a gift certificate for a "Hairdo and Nails" at the local beauty shop which is also a member of her chapter. What a great idea to stimulate your employees, and generate business for a fellow chapter member at the same time – that is truly the *givers' gain* philosophy!

Fran and I would like to recognize two chapters in our region that did particularly well last year. Top chapter in number of referrals passed was once again Newmarket Network professionals, who averaged about 60 referrals a week! When asked the secret behind it, Cliff Copeland, Past President and a member of the International Board of Advisors was overheard saying, "It's simple – just follow the system, and don't try to change it because it really works!" Newmarket Network Professionals Chapter's best

month last year saw over 325 referrals passed. Well done to a great chapter in all respects!

Also worthy of mention is the North York Chapter, which was definitely the most improved chapter in the region. It is now consistently passing about 40 referrals a week, and the group has also increased its numbers and is running great meetings.

*Compiled by Steve Lawson,
Director, Toronto North Region*

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BC REGION

The Big Apple Chapter in Vancouver has invited all BNI chapters in the lower mainland to a "mixer" on the evening of April 20th at the Pacific Place. The programme will include informal networking and a couple of formal presentations put on by a member and the National Director. This great initiative demonstrates BNI Vancouver's interest in referral marketing. For more information contact Geraldine Scott, at 687-8836.

There are 7 chapters in the lower mainland area with 3 more in formation. Peter Day, Area Director, kicked off a new chapter in Sannach which joins Victoria's Premier Chapter. A group led by Bill Jennings in Nanaimo has started its chapter with plans for a kick-off in April.

Marnie Perrier, the Assistant Director and member in Kelowna, has used her skills at business networking to land a large contract in Kamloops. She is moving on to higher sights. The three chapters in Kelowna, started by Marnie, and BNI Canada wish her well.

There are hundreds and hundreds of business referrals being generated among the BC BNI members and the members continue to initiate fun activities such as a summer cruise to one of the Gulf Islands.

*Compiled by Don Morgan,
Director, B.C. Region*

SOUTHWEST ONTARIO REGION

J.D. Booth, President, Bluewater Business Exchange (Sarnia) BNI Chapter, has initiated a weekly chapter newsletter with a twist – each week J.D. does a feature article on some aspect of networking or how to maximize your results in BNI. He uses material from the BNI books to augment his articles. J.D., who is a publisher, publishes the newsletter and distributes it to all members via electronic media (fax or e-mail) on Monday prior to the chapter's Thursday meeting. This gets the members thinking about the meeting ahead of time, which develops more productivity, more business, more visitors etc. And, of course, it illustrates the kinds of things J.D.'s business can do for members. Take a bow J.D.!

THE BNI SKI DAY was a tremendous success. It was undoubtedly the best weather of the year for skiing, and while the crowd factor could have been better, those who went had a great day of skiing and networking. One of the members from the LONDON PREMIER Chapter, Bob Wade, President and CEO of Wade Electric, actually got a referral on the chair lift!

A BNI SW ONTARIO "First" is going to happen on April 22, 1998, in Guelph.

The Royal Bank and BNI will co-host a networking breakfast with a difference! We expect to attract a significant cross section of the business community and we will be sharing our resources – people. The Royal Bank plans to invite their clients and our BNI members will be encouraged to attend and bring guests. We plan to have key speakers from the Royal Bank and BNI share information about new technologies designed to take banking and word-of-mouth marketing into the millennium! Mark your calendars and plan to be there.

*Compiled by Bruce Elliott
Director, Southwest Ontario Region*