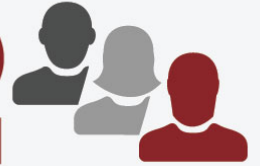




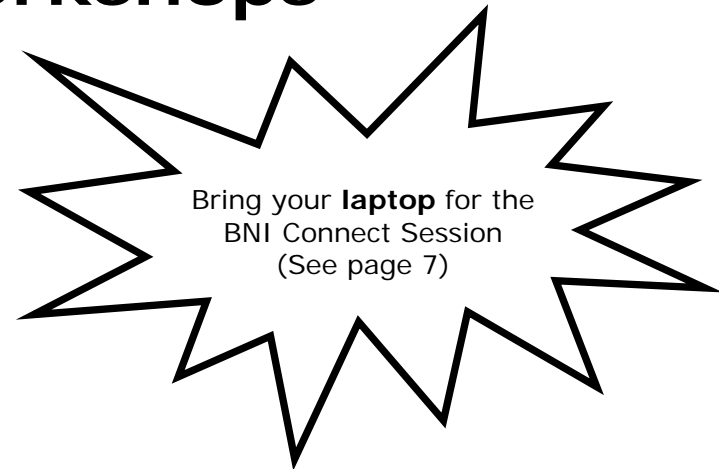
# SAN FRANCISCO EXPO



SOUTH SAN FRANCISCO CONFERENCE CENTER SEPTEMBER 24, 2012

## Leadership Training Chapter Growth Workshops Member Development Workshops

September 24, 2012  
8:30 am to 6 pm  
South San Francisco Conference Center  
255 South Airport Boulevard  
South San Francisco, CA 94080  
(650) 877-8787



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| <p><b>Sponsors</b><br/>Platinum Sponsor: <a href="#">Referral Generator</a></p> | <p><b>Exhibitors</b><br/> <a href="#">Dome Cleaning, Inc.</a><br/> <a href="#">Ellaprint</a><br/> <a href="#">FamilyWise Estate Planning</a><br/> <a href="#">GreatWebsitesMadeEasy.Net</a><br/> <a href="#">Green River Insurance &amp; Financial Services</a><br/> <a href="#">Linda Fahey Ceramics</a><br/> <a href="#">Stephanie Hamilton Designs</a></p> |
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| 8:30 – 9:00 | <b>Leaders Registration — Informal Business Networking</b>  |   |   |   |   |
| 9:00-9:45   | <b>Leadership Team Development—Salon E</b><br><i>For New Leaders &amp; Returning Leaders</i>  | <b>Chapter Growth</b><br><i>Choose one of two concurrent sessions</i>   |   | <b>Member Development</b><br><i>Choose one of two concurrent sessions</i>   |   |
|             | <b>The Fundamentals of Success — Leading your BNI Chapter —Salon E</b><br><b>Michael Whatmore</b> , Managing Director<br><b>Ed Craine</b> , Executive Director<br><br><p>The Leadership Team Development track highlights the roles of chapter leaders and how performing these roles effectively helps every member succeed. Both executive leadership roles and support roles have important duties and responsibilities. The sessions in this track explore the whys and hows behind them.</p> <p>This session is geared towards first-time and returning Leadership Team members who want to understand all the details of what they're supposed to be doing in their new role. Starting with a solid overview, the session also offers an opportunity to ask specific questions, and to hear from people who have served on leadership teams in the past. We'll also review some of the tools available to help new and returning LT members become effective quickly.</p> | <b>1. Managing And Leading Large Chapters</b><br>Salon I-J<br><b>Kevin Casey</b><br>Large chapters present particular challenges when addressing how to best reach chapter goals, both in the long-term and the short-term. With so many members attending weekly meetings, how do you continue to grow and maintain connections, stick to operational guidelines, and keep everything running smoothly? If you're a leader or a member of a large chapter, this session will open your eyes to some effective tools. | <b>2. How Small Chapters Can Reach Their Potential</b><br>Salon G-H<br><b>Todd Hedgpeth</b><br>Small chapters can be fragile entities. Will they survive to grow? Will they wither and die? And how do you make sure the former happens as opposed to the latter? This session explores ways to nurture small chapters and ensure they thrive despite their size. | <b>1. How To Get More Business From Visitors</b><br>Salon B<br><b>Nancy Lewellen</b><br>Some members report that they get more business through visitors than they do through chapter members. Regardless of your own results, one thing is clear: visitors represent an enormous opportunity for chapter members to increase their business. They are open doors into entire contact spheres that may not even be currently represented in your chapter, and which hold great potential for your own business. This session will show you the many ways to mine this rich source of fresh referrals. | <b>2. How To Play Big In BNI!</b><br>Salon C<br><b>Jessica Lanning</b><br>Like anything else, BNI results depend on the time and effort you put into it. If you've been rolling happily along in your chapter but want to step things up a notch by engaging more deeply and reaping the rewards that come from doing so, then this session is for you. Learn how you can recognize and seize opportunities that challenge and reward you, increase your chapter or regional profile, and realize a greater ROI from your BNI investment by "playing big" within your chapter and beyond. |
| 9:45-10:00  | <b>Break—Informal Networking</b>  |   |   |   |   |
|             | <b>Sponsors</b><br>Platinum Sponsor: <a href="#">Referral Generator</a>   | <b>Exhibitors</b><br><a href="#">Dome Cleaning, Inc.</a><br><a href="#">Ellaprint</a><br><a href="#">FamilyWise Estate Planning</a>   |   | <a href="#">GreatWebsitesMadeEasy.Net</a><br><a href="#">Green River Insurance &amp; Financial Services</a><br><a href="#">Linda Fahey Ceramics</a><br><a href="#">Stephanie Hamilton Designs</a>   |   |

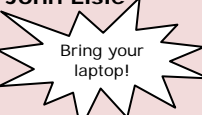

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| 10:00-10:45   | <b>Leadership Team Development—Salon E</b><br><i>For New Leaders &amp; Returning Leaders</i>   | <b>Chapter Growth</b><br><i>Choose one of two concurrent sessions</i>   |   | <b>Member Development</b><br><i>Choose one of two concurrent sessions</i>  |   |
|               | <b>The Fundamentals of Success — Leading your BNI Chapter –Session 2—Salon E</b><br>This session is geared towards first-time and returning Leadership Team members who want to understand all the details of what they're supposed to be doing in their new role. Starting with a solid overview, the session also offers an opportunity to ask specific questions, and to hear from people who have served on leadership teams in the past. We'll also review some of the tools available to help new and returning LT members become effective quickly.<br><b>Michael Whatmore</b> , Managing Director<br><b>Ed Craine</b> , Executive Director | <b>1. How To Have A Successful Visitors Day</b><br>Salon B<br><b>Nancy Lewellen</b><br>Every chapter has Visitors Day, but not every chapter has the same result from the effort. This session explains the importance of treating Visitors Day as more than a single meeting with lots of new faces in the room. Approached the correct way, it should be an entire campaign which starts long before the actual day visitors come to your meeting, and ends long after. Converting visitors is the prime way to grow a chapter. Learn specific techniques you can put to use to be more successful at it than ever. | <b>2. Increasing Member Participation And Performance</b><br>Salon A<br><b>Dan Conrad</b><br>Chapters grow when members participate more and produce more referrals and more closed business. Who are your best performers? How can you help them do better? And who are your poor performers who may drop out if you don't reach out and help them? The answer is an early warning system that helps you compare each member with every other member. It's a powerful tool that helps you manage your chapter for increased results. | <b>1. How To Use One-To-Ones To Get More Referrals</b><br>Salon I-J<br><b>Richard Burton</b><br>What should really happen at a One-to-One? As busy professionals, we know these meetings happen in a wide variety of places, under a range of circumstances. That aside, a productive One-to-One follows an agenda. It also takes preparation to ensure you avoid time-sucking traps and get the most from the time you spend. Find out what these involve, and learn the secrets behind the useful tools developed especially for your use at these all-important meetings. | <b>2. How To Give A "Knock-Your-Socks-Off" Infomercial</b><br>Salon G-H<br><b>Mike McGinty</b><br>Infomercials are the backbone of every chapter meeting, yet many members don't leverage them as well as they could. This session highlights the many tools at your disposal to put more oomph into what you have to say to your fellow members, which will lead to more referrals. What should you say? What should you not say? How should you prepare? And how can you prevent infomercial fatigue from setting in and manifesting as lackluster performances? It's all here. |
| 10:45 – 11:00 | <b>Break—Informal Networking</b>   |   |   |  |   |
|               | <b>Sponsors</b><br>Platinum Sponsor: <a href="#">Referral Generator</a>  | <b>Exhibitors</b><br><a href="#">Dome Cleaning, Inc.</a><br><a href="#">Ellaprint</a><br><a href="#">FamilyWise Estate Planning</a>   |   | <a href="#">GreatWebsitesMadeEasy.Net</a><br><a href="#">Green River Insurance &amp; Financial Services</a><br><a href="#">Linda Fahey Ceramics</a><br><a href="#">Stephanie Hamilton Designs</a>  |   |

|             | <b>Leadership Team Development—Salon E</b><br><i>For New Leaders &amp; Returning Leaders</i>   | <b>Chapter Growth</b><br><i>Choose one of two concurrent sessions</i>   |   | <b>Member Development</b><br><i>Choose one of two concurrent sessions</i>  |  |
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| 11:00-11:45 | <b>The Fundamentals of Success — Leading your BNI Chapter –Session 3—Salon E</b><br>This session is geared towards first-time and returning Leadership Team members who want to understand all the details of what they're supposed to be doing in their new role. Starting with a solid overview, the session also offers an opportunity to ask specific questions, and to hear from people who have served on leadership teams in the past. We'll also review some of the tools available to help new and returning LT members become effective quickly.<br><b>Michael Whatmore</b> , Managing Director<br><b>Ed Craine</b> , Executive Director | <b>1. Creating A Million Dollar Chapter</b><br>Salon G-H<br><b>Carolyn Reinholdt</b><br>Don't let the title of this session fool you. Yes, we'll be talking numbers. But creating a million-dollar chapter is about more than referrals, introductions, meetings and closed business. It's also about attitude and your approach to that goal of 1 followed by 6 zeros. When you have both aspects, you're well on your way. And believe it or not, it's not as difficult to do as you might think. | <b>2. Leading A Group Of Leaders</b><br>Salon B<br><b>Ken Nangle</b><br>A leadership team can be a well-oiled machine, a group of well-intentioned people who need structure and guidance, or something in between. BNI is lucky to have dozens of successful, smart people who know how to lead. But knowing how to help them work together is quite another story. In this session, we'll explore ways to work out the kinks, smooth the feathers, and get the job done in a way that makes everyone happy. | <b>1. How To Get More Referrals When You Want Them</b><br>Salon I-J<br><b>Ambere St. Denis</b><br><b>Todd Hedgpeth</b><br>So you're in BNI. You've settled into your chapter. You know the other members and you're pretty sure they know you too. You may have even passed and received a good number of referrals. But now you want to take things to the next level and really bring the business in. This session will show you ways to keep those referrals rolling in so you can make it happen. | <b>2. Tracking Your Way To Profitability</b><br>Salon A<br><b>Dan Conrad</b><br>Any business owner knows the importance of keeping metrics when operating your business, no matter what field you're in. Having defined goals – and keeping track of your progress in reaching them – makes a huge difference in whether or not you get where you want to go. The same principle applies to BNI membership. This session reinforces these basic tenets and points you to existing tools to help you track your own BNI success and put you on the path to profitability. |
| 11:45-12:00 | <b>Break—Informal Networking</b>   |   |   |  |  |
|             | <b>Sponsors</b><br>Platinum Sponsor: <a href="#">Referral Generator</a>  | <b>Exhibitors</b><br><a href="#">Dome Cleaning, Inc.</a><br><a href="#">Ellaprint</a><br><a href="#">FamilyWise Estate Planning</a>   |   | <a href="#">GreatWebsitesMadeEasy.Net</a><br><a href="#">Green River Insurance &amp; Financial Services</a><br><a href="#">Linda Fahey Ceramics</a><br><a href="#">Stephanie Hamilton Designs</a>  |  |

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| <p><b>Working Lunch</b><br/>12:00 – 1:45</p> | <p><b>Working Lunch For Executive Leadership Team members</b> (Presidents, Vice Presidents, and Secretary-Treasurers)—<b>Salon F</b></p>   | <p><b>Lunch On Your Own</b> for support positions, members and guests</p>  |  |
|  | <p><b>How To Use Your Ambassadors And Directors To Grow Your Chapter And Close More Business—Salon F</b><br/>         Moderator: <b>Dan Conrad</b><br/>         Panelist: <b>Todd Hedgpeh</b><br/>         Panelist: <b>Richard Burton</b><br/>         Panelist: <b>Carolyn Reinholdt</b><br/>         Panelist: <b>Nancy Lewellen</b><br/>         Panelist: <b>Ambere St. Denis</b><br/>         Panelist: <b>Kevin Casey</b></p> <p>Every chapter has a BNI Ambassador assigned to it, but not all chapter leaders use this key resource. This is a shame because your ambassador's experience, perspective and connections are a big asset just waiting to be tapped into. Ambassadors and directors are not auditors, not the BNI police, and not figureheads; they're seasoned pros who know the BNI ropes and step into their role because they want to show those ropes to you. This session will get that ball rolling.</p> <p><b>Keynote Speaker –How To Increase Your Profitability In BNI—Salon F</b><br/>         Moderator: Dan Conrad<br/>         Speaker: Trey McAllister, BNI Director<br/>         BNI presents great opportunity for us and we've all experienced more closed business from our participation. Trey will share some simple techniques you can use to unlock the BNI system to explode the quality of your referrals, your closed business and your profitability.</p> | <p><b>Nearby Local Restaurants</b></p> <p><b>Bei Jing Buffet</b><br/>         Citigarden Hotel<br/>         245 S. Airport Blvd<br/>         650-837-9068</p> <p><b>Houlihan's Restaurant and Bar</b><br/>         Holiday Inn San Francisco International Airport<br/>         275 So. Airport Blvd.<br/>         650-588-2265</p> <p><b>Bistro 123</b><br/>         Four Points by Sheraton<br/>         264 South Airport Blvd.<br/>         650-624-3700</p> <p><b>IHOP Restaurant</b><br/>         TRAVELODGE SF AIRPORT NORTH<br/>         316 South Airport Blvd.<br/>         650-583-8020</p> <p><b>The Brass Elephant and Sports Bar</b><br/>         Best Western PLUS Grosvenor Hotel<br/>         380 South Airport Blvd.<br/>         650-873-3200</p> | <p><b>Two Fifty</b><br/>         Embassy Suites<br/>         250 Gateway Blvd.<br/>         650-589-3400</p> <p><b>Courtyard Café</b><br/>         Courtyard/Residence Inn – SSF Oyster Pt.<br/>         1300 Veterans Blvd.<br/>         650-871-4100</p> <p><b>SouthHarbor Waterfront Restaurant and Bar</b><br/>         Inn at Oyster Point<br/>         425 Marina Boulevard<br/>         650-737-7633</p> <p><b>Great American Grill</b><br/>         Hilton Garden Inn<br/>         670 Gateway Blvd.<br/>         650-872-1515</p> |
|  | <p><b>Sponsors</b><br/>         Platinum Sponsor: <a href="#">Referral Generator</a></p>   | <p><b>Exhibitors</b><br/> <a href="#">Dome Cleaning, Inc.</a><br/> <a href="#">Ellaprint</a><br/> <a href="#">FamilyWise Estate Planning</a></p>   | <p><a href="#">GreatWebsitesMadeEasy.Net</a><br/> <a href="#">Green River Insurance &amp; Financial Services</a><br/> <a href="#">Linda Fahey Ceramics</a><br/> <a href="#">Stephanie Hamilton Designs</a></p>   |

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| 1:45 –<br>2:30 | <b>Officer &amp; Support Leaders</b><br><i>Choose one of three concurrent sessions</i>  |  |  | <b>Chapter Growth</b><br><i>Choose one of two concurrent sessions</i>  |  | <b>Member Development</b><br><i>Choose one of two concurrent sessions</i>  |  |   |  |   |
|                | Whether it's your first time as a chapter leader, or you've lost count of how many hats you've worn over the years, you'll gain valuable insight in this series of drill-down sessions that will help you find your way as a BNI officer or support team member. Each focuses on a specific leadership role and presents a great opportunity to hear from experienced leaders, share questions and concerns with peers, and get new ideas to help overcome your own challenges as you work to support, lead, and grow your chapter. If you're full of "How do I...?" "When should I...?" or "What about if...?" then you'll want to join one of these valuable discussions.<br><b>First sessions</b> include: |  |  | <b>1. Leading With Passion</b><br>Salon B<br><b>Elbert Taylor</b><br>Why is passion so important? How do you show it? How do you make sure the people you want to feel your passion actually feel it? As leaders, naturally we want our passion to be contagious. And we want it to inspire. But how? There are as many ways to answer these questions as there are leaders, and this session will dive into some of the principles – and fallacies – behind this elusive yet desirable quality. |  | <b>2. How To Increase Referrals With A Member Spotlight</b><br>Salon C<br><b>Doug Patterson</b><br>Most people think of a Member Spotlight as an individual's time to shine. And it is. But it's also a chance for every other chapter member to seize on what they're learning from the Spotlight and use it to think of referrals for the presenter. There are definite techniques that are easily employed that can turn every Member Spotlight into a referral-generating flurry every time. Come learn more and watch the pink, white, and yellow slips start to fly. |  | <b>1. Presentation Elements That Generate More Referrals</b><br>Salon D<br><b>Mike Whatmore</b><br>So it's your turn to speak. What do you say? And how do you say it? This session shows you how to take maximum advantage of the fact that all eyes are on you. There are definite do's and don'ts when it comes to squeezing the most out of this opportunity, which only comes around once every few months. Learn how to make your time in the spotlight really count. |  | <b>2. How To Use BNI Connect For Fun And Profit—Part 1</b><br>Salon E<br><b>John Lisle</b><br>Many individual chapters have their own website, and those certainly have their place. But BNI Connect offers all members, including leadership teams, additional features to help build connections and drive more business. These include free, informative webinars; robust, chapter-wide reporting; valuable how-to guides; global-wide referral networks; and much more – all designed to help you be more effective. Learn more about this indispensable, rich resource that's just a click away. |
| 2:30 –<br>2:45 | <b>Break—Informal Networking</b>  |  |  |  |  |  |  |   |  |   |
|                | <b>Sponsors</b><br>Platinum Sponsor: <a href="#">Referral Generator</a>   |  |  | <b>Exhibitors</b><br><a href="#">Dome Cleaning, Inc.</a><br><a href="#">Ellaprint</a><br><a href="#">FamilyWise Estate Planning</a>  |  | <a href="#">GreatWebsitesMadeEasy.Net</a><br><a href="#">Green River Insurance &amp; Financial Services</a><br><a href="#">Linda Fahey Ceramics</a><br><a href="#">Stephanie Hamilton Designs</a>  |  |   |  |   |



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| <b>All Leaders</b><br>2:45 – 3:30                                       | <b>Officer &amp; Support Leaders</b><br><i>Choose one of three concurrent sessions</i>  |  |   | <b>Chapter Growth</b><br><i>Choose one of two concurrent sessions</i>   |   | <b>Member Development</b><br><i>Choose one of two concurrent sessions</i>   |  |   |  |   |  |
|   | Whether it's your first time as a chapter leader, or you've lost count of how many hats you've worn over the years, you'll gain valuable insight in this series of drill-down sessions that will help you find your way as a BNI officer or support team member. Each focuses on a specific leadership role and presents a great opportunity to hear from experienced leaders, share questions and concerns with peers, and get new ideas to help overcome your own challenges as you work to support, lead, and grow your chapter. If you're full of "How do I...?" "When should I...?" or "What about if...?" then you'll want to join one of these valuable discussions. <b>Second sessions</b> include: |  |   | <b>1. Grow Your Chapter The Easy Way: BNI Fast Track</b><br>Salon D<br><b>Carolyn Reinholdt</b><br>Fast Track is a proven program that reinforces the basic principles behind BNI with the goal of amping up referrals and closed business. This interactive, 18-week course is facilitated by the chapter's Educational Coordinator, who takes members through an easy, step-by-step process of identifying individual revenue goals and chapter goals. The program then dives into the fundamentals behind BNI philosophy and tools, and shows how to use them to maximum advantage for business success. |   | <b>2. Growing Your Chapter From 7 To 70 Members</b><br>Salon G-H<br><b>Kevin Casey</b><br>Many times, a chapter's growth strategy consists of one phrase: Increase Membership. But, of course, there's more to it than that. Getting to 70 members, or whatever your goal may be, from a single-digit starting point can be a daunting proposition. But with a well-thought-out strategy it can become a manageable, reachable goal. Discover how to tackle your own chapter's growth challenges in this informative session. |  | <b>1. Easy Ways To Find And Invite Visitors</b><br>Salon I-J<br><b>Christian Einfeldt</b><br>Learn the secrets of how to double your visitors the easy way! Everybody knows Visitors Days are one of the most important ways to grow a chapter and, hence, increase business for all members. But it's not enough to merely set a date and hope visitors show up. This session reviews ways to be more strategic about finding and inviting visitors. How can you find people, in or out of your network, who would make good visitors? How do you recognize when someone you already know would make a good visitor? And how can you position your chapter's visitor day so the answer to your invitation is a resounding "Yes"? |  | <b>2. How To Use BNI Connect For Fun And Profit—Part 2</b><br>Salon E<br><b>John Lisle</b><br><br>Bring your laptop to this workshop! You can get hands-on experience in this interactive session. BNI Connect Team Leader and expert John Lisle will take you through how to set up your member account, create your member webpage, join groups and more. Get yourself connected to 150,000 members around the globe!<br> |  |
|   | <b>4. Education Coordinators</b> -<br>Salon A<br><b>Megan Cox</b>   | <b>5. Visitor Hosts</b> -<br>Salon B<br><b>Sandra Whatmore</b> | <b>6. Membership Committees</b> -<br>Salon C<br><b>Ambere St. Denis</b>   |   |   |   |  |   |  |   |  |
| 3:30 – 3:45   | <b>Break—Informal Networking</b>  |  |   |   |   |   |  |   |  |   |  |
| <b>Sponsors</b><br>Platinum Sponsor: <a href="#">Referral Generator</a> |   |  | <b>Exhibitors</b><br><a href="#">Dome Cleaning, Inc.</a><br><a href="#">Ellaprint</a><br><a href="#">FamilyWise Estate Planning</a> |   | <a href="#">GreatWebsitesMadeEasy.Net</a><br><a href="#">Green River Insurance &amp; Financial Services</a><br><a href="#">Linda Fahey Ceramics</a><br><a href="#">Stephanie Hamilton Designs</a> |   |  |   |  |   |  |

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| <b>All Leaders</b><br>3:45 – 4:30              | <b>Officer &amp; Support Leaders</b><br><i>Choose one of three concurrent sessions</i>  |   |   | <b>Chapter Growth</b><br><i>Choose one of two concurrent sessions</i>   |   | <b>Member Development</b><br><i>Choose one of two concurrent sessions</i>   |   |
|  | Whether it's your first time as a chapter leader, or you've lost count of how many hats you've worn over the years, you'll gain valuable insight in this series of drill-down sessions that will help you find your way as a BNI officer or support team member. Each focuses on a specific leadership role and presents a great opportunity to hear from experienced leaders, share questions and concerns with peers, and get new ideas to help overcome your own challenges as you work to support, lead, and grow your chapter. If you're full of "How do I...?" "When should I...?" or "What about if...?" then you'll want to join one of these valuable discussions.<br><b>Third sessions</b> include: | <b>7. Growth Coordinators</b><br>Salon B<br><b>Christian Einfeldt</b> | <b>8. BNI Connect For Chapter Leaders</b><br>Salon E<br><b>Judy Gonzalez</b><br><b>John Lisle</b><br><b>Vicki Dills</b> | <b>9. Mentoring New Members</b><br>Salon C<br><b>Gil Zeimer</b><br><b>Kay Heatherly</b>   | <b>1. Using LinkedIn To Get More Visitors &amp; Referrals</b><br>Salon A<br><b>Marian Mullaly</b><br>You have a chapter website. Maybe even a Facebook page or a Yahoo! group. Or perhaps your chapter even has a blog. Now what? How do you put LinkedIn to work to help you get more referrals? There are ways you can leverage the power of LinkedIn to increase visitor counts and referrals passed. You just have to know how to go about it. Luckily, this session will tell you. | <b>2. How To Build Your Chapter With Power Teams</b><br>Salon D<br><b>Mike Whatmore</b><br>In some chapters, power teams are treated like a red-headed stepchild, which is to say nobody really thinks about them very much. That's really a shame because in actuality power teams are one of the prime sources for referrals and a great avenue for building a solid chapter. This session lays out the many ways in which the relationships, networks and complementary professions inherent within all power teams can be leveraged to support and strengthen the structure of a chapter. | <b>1. Increase Your Referrals In The Next 6 Months</b><br>Salon I-J<br><b>Carolyn Reinholdt</b><br>This session outlines an action plan you can follow to buckle down and see real results from BNI. Part reinforcing the fundamentals, part learning how others have innovated their own tools and techniques, the discussion centers on specific things you can do to increase your referrals in a matter of months. If you're wondering why you're not getting enough of those white slips of paper, you may find some answers here. |
| <b>All Members &amp; Guests</b><br>4:30 – 6:00 | <b>No Host Cocktail Reception—Lobby</b> <ul style="list-style-type: none"> <li>Informal Networking</li> </ul>   |   |   |   |   |   |   |
|  | <b>Sponsors</b><br>Platinum Sponsor: <a href="#">Referral Generator</a>   |   |   | <b>Exhibitors</b><br><a href="#">Dome Cleaning, Inc.</a><br><a href="#">Ellaprint</a><br><a href="#">FamilyWise Estate Planning</a> |   | <a href="#">GreatWebsitesMadeEasy.Net</a><br><a href="#">Green River Insurance &amp; Financial Services</a><br><a href="#">Linda Fahey Ceramics</a><br><a href="#">Stephanie Hamilton Designs</a>   |   |