



BNI Rocklin Chapter *Givers gain.*

2009 BNI Rocklin Business Goals

Rocklin Mission Statement

The BNI Rocklin Chapter is a passionate team of business professionals who are committed to the growth of every member's business, the consistent expansion of our chapter, and creating community in our chapter while having FUN!

What makes Rocklin BNI different?

Each of our members are focused on growing the business of each member by creating deep- lasting relationships with one-another. We create community in our group by our numerous social functions and our members' commitment to at least one dance card (a one-on-one meeting with another member) per week.

2009 Goals

Membership Goal: 50 Member chapter by October 2009

Our goal is to be the largest chapter in the region by October 2009. Every new member added to our chapter creates an increased network of 200-250 people and increases our referrals. We will do this by adding 3 new members per month.

Monthly Referrals: an average of 2 per member.

As of March 2009 we have 27 existing members which can provide 52 referrals each month (27 x 2) or 648 referrals per year (54 x 12).

Monthly Visitors: 1 per member.

If 27 members bring just one visitor each month that would provide 27 new visitors every month or 324 visitors per year (27 x 12)!

Creating Community: 1 social event every 2 months

Every 2 months we have an organized social event for our members and their family. As of March 2009, we have had 3 social events in the past 5 months.

Dance cards: 1 per week

Each member is committed to meeting one-on-one with another member each week to learn more about their business and how they can generate referrals for them.

Rocklin BNI is not just another networking group... we are a family.

If we promise to commit to the goals above, our chapter, & the referrals it collectively provides, will always be in a state of expansion.