



### Meeting Minutes- March 5, 2009

- Meeting started: 7:15 am
- Members in attendance: 12  
[Andrew, Barbieri, Bramucci, Corigliano, Forrest, Gilligan, Hirsch, Krainson, Lincoln, McGill, Moran, Ripley]
- Guests: none
- Introductions: none
- Speaker: no speaker or 1 minute commercials  
Round Table discussion on “Referrals”
- Referrals: 0
- Testimonials: 0

### Agenda

1. The meeting was called to order at 7:15 am by Bill Gilligan.
2. There were no 60 second commercials. Instead, it was replaced with the once/month “round table” discussion.
3. Bill Gilligan started the discussion on the subject “Referrals”. The intent was to brainstorm and discuss ideas as to how the group could generate more referrals for each other which is a key objective of the group. Below are highlight of the ideas that discussed...
  - “Networking- It’s a contact sport!”
  - Use the EBBE [blog](#) to help generate new referrals. Tim Andrew suggested that members visit the EBBE blog to review his latest [posting](#).
  - Members share opportunities at external events to generate new referrals- ex. “Over 50 Event” at the Basketball Hall of Fame (Sydney Hirsch)
  - Use of “social networks” such as LinkedIn, Facebook, Twitter to connect within the group and outside the group.
  - Develop a new smaller rectangular logo for addition to each member’s website/ blog.
  - Crosslink members website (e.g., Tim Andrew and Sydney Hirsch each have a list of preferred vendors/ services on their website that includes all EBBE members.)
  - Use of Craig’s list to create visibility for each member’s company and the EBBE group.
  - Use of various media to cross-advertise each other’s business. (e.g., member advertising in Sydney Hirsch’s periodic magazine)
  - Each member should be constantly looking for opportunities to recommend other member’s services. “Givers get!”

- Better use of “power groups” within the group. Some good examples (Nyles Courchesne/Sydney Hirsch, Jennifer Snyder/ Flynt Lincoln, Tim Andrew/ Bill Gilligan, Mike McGill/ Joe Zawrotny/ Ernie Bramucci). Continuously look to sign up new members in which new power group opportunities could be developed for existing members.
  - Hold events with invited speakers to encourage potential new members to join. Send press releases to Reminder and Springfield newspaper to gain some needed publicity for the EBBE group.
  - Reinstigate 1 on 1 member interviews to learn more about each other’s business to be in a better position to make referrals.
  - When you are given a referral by another member, make sure to “**please**” the new customer. Complete the referral quickly and with great customer satisfaction so that both members benefit.
4. Mike McGill will present at our next meeting (March 12). If you have any specific questions, send them to Mike so that he can address them in his presentation.
  5. Norm Corigliano mentioned that the UMCO will again be having their Wine Tasting-Silent Auction at Elmcrest Country Club on April 3. The organization is looking for tax deductible \$100 contributions (e.g., business services) for the silent auction as well as \$200 table sponsorships. Contact Norm if you are interested.
  6. EBBE membership dues (\$125) are due.
  7. Next EBBE meeting is March 12 at 7:15 am.

**Remember: “Networking- It’s a contact sport!”**

Submitted by Jim Moran, 3/08/09