



BNI-ANN ARBOR WEST

For immediate release

BNI-Ann Arbor West Looking to Expand Member Base

Ann Arbor, MI, May 4, 2016—The Ann Arbor West chapter of BNI announces a series of open meetings for area businesses that are interested in growing their business through networking. The group meets weekly from 7-8:30 a.m. at 242 Community Church, 410 South Maple Road in Ann Arbor.

BNI, which stands for Business Network International, is an international networking group that works by growing members' businesses through word-of-mouth advertising. Word-of-mouth advertising, or networking, is commonly understood to be the most effective way to build new customers and retain current ones.

Each week, members trade referrals, share testimonials, and learn about each others' businesses in a structured setting that combines solid business support in a family environment. The BNI philosophy is "Givers Gain": by giving business to others, you will get business in return.

With this philosophy, the Ann Arbor West chapter has traded referrals worth nearly \$1 million in the past year alone.

Another unique characteristic of BNI is its membership structure: Only one person from any professional classification or specialty is permitted to join any chapter of BNI. Currently, BNI-Ann Arbor West is fifty members strong but is looking to trade referrals with additional businesses. A small selection of professions not yet represented: printer, podiatrist, dog groomer, pet supply store, electrician, florist, nutritionist, seamstress, hair stylist, plumber, graphic designer, commercial real estate, and veterinarian.

For more information, email or call BNI-Ann Arbor West President Allison Ireton at allison@huronvla.com or (734) 395-4426; or come to the next meeting. To view Ann Arbor West's current membership, go to www.a2bni.com/members or google "Ann Arbor BNI" (no quote marks necessary).

BNI is the largest business networking organization in the world. Last year alone, members of BNI passed 6.6 million referrals, which generated over \$8.6 billion worth of business for its members.