

Business Networking Group Minutes

May 9, 2008

Facilitator: Triona Guidry

Business introductions /Announcements

- GLMVchamber.org - for Chamber events
 - Mixers
 - May 15 Chiro One Wellness center Vernon hills
 - May 22 Condell Medical Center- Libertyville
 - May 28 Spring Meadows Retirement Center- Libertyville
- Triona – invites you to check out her blog she has started
- Pay your dues-- \$35.00 - see Raymon if you have not paid yet
- * Summer Picnic—Bill looking for volunteers- August 17th
- **Speaker list** being distributed

Alan Winter- Marketing- How do you do it?

- Marketing- getting the word out there
 - Personal contacts - referrals
 - Trionna started up a blog, to get her name out
 - Do you set goals? Keep a score card
 - Some used to this, need to analyze how you are doing this and continue to evaluate the results
 - Keep your current customers satisfied, so they can be a source of referrals
 - Need to develop a trust factor – which usually means having a good referral network
 - Telemarketing and direct mail—not used by anyone anymore

In Attendance:

Triona Guidry
Gordon Nishimoto
Bob Goodman
Rhea Kleeblat

Joel Nelson
Holly Monger
John Koelig
Raymon Alperstein

Doug Howard
Sheryl Rudy
Mike Alexander
Alan Winter

Bill Wysow
Ron Campbell
Dan Felix
Julian Cohn