

## **Business Networking Group Minutes**

December 11, 2009

**Facilitator: Triona Guidry**

### **Old Business**

- Treasurers Report current balance \$3,700.15 –
- Order of meeting—after introductions- will do the 5 minute infomercial, and allow any guests to talk about their business. keep any internal business discussions to the end of the meeting.
- Holiday Party
  - Look at January / February time frame
  - Holly sent an email out—vote on restaurants:
    - New China Buffet ,Austins, Bucca Di Beppo, Philly G
  - To be determined- budget for the Holiday Party

### **Announcements**

- Triona Guidry—will be the columnist for the Northwest Daily Herald. CONGRATULATIONS!
- Steven Mongelluzzo- doing a presentation on Customer Service January 14<sup>th</sup>
- Book referral- Over Promise and Over Deliver Rick Barrera

### **5 Minute Infomercial**

Doug Howard- discussed how he made sale with a new customer. He was able to Get an appointment to show him what he was able to do. He would like to be able to meet and brainstorm with the customer, how to grow the business.

### **Steve Mongelluzzo- marketing BNG**

- Steven requested notices in the Trib local, Daily Herald, Pioneer local
- Suggestions: to add website address, date we started

### **Triona Guidry- Social Networking:Marketing Your Business Online**

- Triona provided a handout for discussing Social Networking
  - Linked In, Facebook, Plaxo, Twitter
- Suggestions: things to consider
  - Build your brand, who you are? What do you do? 30 second elevator speech, specialties, uniqueness, why should customers pick you?
  - Integrate your marketing with these social networks
  - Use fewer quality testimonials
- Benefits
  - Market your business
  - Relevant content
  - Integrate in your marketing communications
  - Overall presence

### **In Attendance:**

Alan Winter	Gordon Nishimoto	Doug Howard	Bob Goodman
Joel Nelson	Bill Wysow	Ron Campbell	Ed
Hazelwood	Raymon Alperstein	Holly Monger	Steve Mongelluzzo
Mike Alexander	Dan Felix	Doris Bjorklund	Triona Guidry
Guests: Kevin Smith- Remax Center	Jim Christianson		

