

Networking franchise focus on increasing profits

By **KAREN SMITH**
The Champion

Word of mouth advertising is the focus of a new business organization that's making its way across Canada from south of the border.

The Business Network International (BNI), a concept brought to the country by area resident Pam Sheldon, is a formalized system of giving and receiving business.

"It's simple because it's based on the proven concept of 'what goes around comes around,'" said Ms Sheldon, a former Halton regional councillor. "If I help you and you help me, we will both benefit from the result."

The BNI, created by Dr. Ivan Misner of California, is a private enterprise that runs chapters of the network across North America. More than 35 chapters have already been established in Canada, Ms Sheldon said.

A recently-founded Milton chapter has 23 members and is still growing, says Debra Turk, a Royal LePage real estate agent and president of the local group.

Ms Turk and Melissa DeBrouwer, a financial planner with Donaldson Bourgon Financial Services, approached Ms Sheldon with the idea of the bringing the BNI to Milton.

Members pay an annual fee of \$295 and, in return, the BNI promises substantially increased business.

"Belonging to the Business Network is

like having dozens of sales people working for you because all the other members carry several copies of your business cards around with them," Ms Sheldon said.

"When they meet someone who could use your products or services they hand your card out and recommend your services."

The organization allows only one person from each profession to join a chapter.

Among the Milton members are a massage therapist, chiropractor, printer, scuba diving instructor and mortgage expert.

The membership fee covers the cost of setting up the network, training directors and continued operations overseen by Ms Sheldon.

BNI also sends members tools to network more effectively, including an orientation cassette tape. A free spot in business trade shows and periodic workshops on networking are also included.

Member Stephen Boers of Bill's Auto Body said the structured atmosphere

of the network is important for the success of the chapter.

"It needs to be structured because if it wasn't you wouldn't accomplish a whole lot," said the nephew of Bill's Auto Body owner Ries Boers.

The Milton chapter holds breakfast meetings every Friday morning in town. Members, who are encouraged to use each other's services, are required to introduce themselves and talk about their businesses briefly at each meeting.



"It's simple because it's based on the proven concept of 'what goes around comes around'."
- Pam Sheldon



We'll Earn Your Business

HOME OFFICE INFORMATION SESSION

SUNDAY, MARCH 24TH NOON TO 5:00 PM

FREE GIFT FOR EVERY CUSTOMER

LET US HELP YOU WITH THESE GREAT SERVICES

- Call Answer™
- Ident-A-Call™
- Call Display™

Bell Phonecentre

• Milton Mall •

SAVE UP TO \$40 on selected HOME OFFICE PRODUCTS

SUPER PET

CANADA'S ORIGINAL SUPERSTORE FOR YOUR PET



"SO MUCH FUN" & LOW PRICES TOO!

SATISFACTION GUARANTEED!



ALL HAGEN, FLYER PROMOTIONS ARE ON SALE AT SUPER PET DOZENS OF PRODUCTS AT SUPER LOW PRICES!

SUPER DOG FOOD DEALS!

NUTRIENCE \$12.67
ADULT 8 kg.

PURINA DOG CHOW \$9.52
ADULT 8 kg.

DERBY 67¢
CANS 84¢ EA.

NATURAL CHOICE \$34.25
ADULT 48 LB.

ALL SPECIALS EXPIRE 03/28/96

BABY GUINEA PIGS
CUTE & CUDDLY!
EASY TO CARE FOR

WOW! \$9.99 EA.

WITH PURCHASE OF ANY GUINEA PIG KIT OR CAGE

HAGEN, BIRD HONEY STICKS
2 PK. FOR BUDGIES, CANARIES & FINCHES

\$2.44 EA.

MSRP \$3.49 - \$3.99

DOGLOO CEDAR DOG BEDS
WITH DINOSAUR PRINT 36" x 27"

\$14.97 EA.

COMPARE AT UP TO \$39.99

HAGEN, LATEX DOG TOYS

SELECT SHOES \$2.88
MSRP \$3.99 - \$4.99

- SUPER PRICE! -
SELECT DOGS \$3.88
MSRP \$5.49 - \$5.99

FROM DOGLOO BAUX'R DOG HOUSE

SAME GREAT SHAPE NOW COLLAPSIBLE FOR EASY TRANSPORT!

ONLY \$129.99

SUPER CAT FOOD DEALS!

NUTRIENCE \$6.81
KITTEH 2 KG.

IAMS LESS ACTIVE CAT 28 LB. \$30.45

SCIENCE DIET MARY. \$9.47
5.5 oz. CAN 12 PK.

KAL KAN 29¢
156 g CANS

ALL SPECIALS EXPIRE 03/28/96

TANK BLOW-OUT!
10 GALLON ALL GLASS AQUARIUM FROM HAGEN.

\$8.88 EA.

MSRP \$33.99

SHARK ATTACK!

THIS WEEK, ALL SMALL FRESHWATER SHARKS ARE

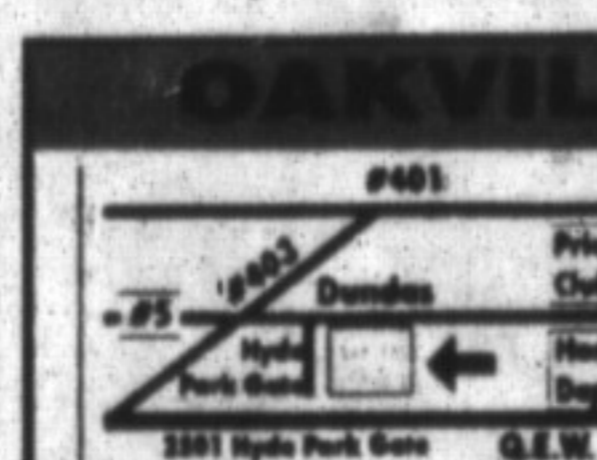
\$2.44 EA.

YESTERDAY'S NEWS CAT LITTER

ORIGINAL FORMULA

15LB BAG \$5.47
35LB BAG \$11.24

WHILE QUANTITIES LAST



(905) 829-9999

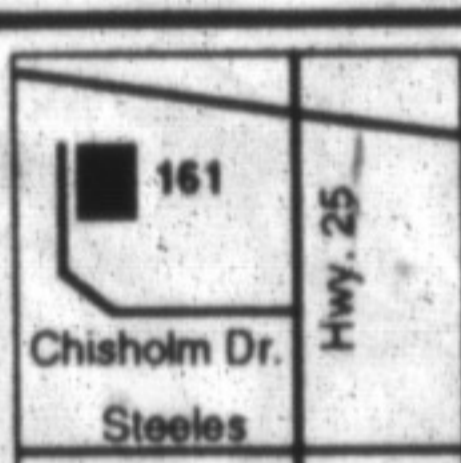
SUPER PET DOES GROOMING!
FULL GROOMING SERVICE
\$5.00 OFF

GROOMING NOT AVAILABLE IN BRAMPTON • CALL STORE FOR DETAILS
Expires Mar. 28/1996



(905) 874-9999

GOLDEN GRIDDLE
FAMILY RESTAURANTS



FREE

Breakfast Buffet
Sat. March 23 9 am - 2 pm
(With a donation to the Deidre Scholtz Fund)



All Donations will go towards a computer for Deidre.

... You can help too!
Please make a donation.

Official Tax Receipts will be given or request



161 CHISHOLM DR.

876-3558

(in the Quality Inn)