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BNI *Success Alliance* Chapter Breaks Records in Closed Business

DUNEDIN, FL (January 7, 2010) - As the Success Alliance chapter of **Business Network International** (BNI) nears the end of its third year following its inception in 2006, it has broken records in passing more than \$1,000,000 in closed business in 2009. The chapter passed over 2,300 referrals between members, amounting to \$1.04 million in closed business for 2009.

"This is a rare achievement for a local BNI chapter," reported Andy Svenson, president of the Success Alliance chapter. "A 45-member group generating over a million dollars in a depressed economy means we have a firm grasp of business referral networking," he said. The Chapter's goal for 2010 is over \$1.5 million.

BNI is an international networking organization specializing in the exchange of qualified business referrals amongst its members. Only one person per profession is permitted to join, which eliminates competition within the chapter. BNI was founded in 1985 by Ivan Misner, Ph.D., author of *Masters of Success*, *Masters of Networking*, *Business by Referral* and *The World's Best Known Marketing Secret*. "Our style of networking is based on the philosophy of *Givers Gain* -- if I help you, then you'll help me, and we will all do more business," says Misner.

Success Alliance's record-breaking news arrives just in time for International Networking Week, February 2-5. Its goal is to celebrate the key role that networking plays in the development and success of effective business networking, recognizing it as an essential tool for success in today's business climate. Dunedin's Success Alliance chapter is currently seeking individuals or company representatives interested in locking

out their competition and generating a steady source of referrals and new clients. Professional openings are still available in this chapter, with a current roster of 45 members.

Interested business professionals are invited to attend the next chapter meeting in Dunedin. Meetings are held every Tuesday from 7:30 - 9:00 a.m. in the Conny Center, Room B, at 750 San Salvador Drive, Dunedin, Florida, 34698. This location is between San Jose Elementary School and Our Lady of Lourdes Catholic Church. The cost is \$10.00 per person and includes a catered buffet breakfast.

“Visitors are invited to assess this opportunity to see and learn the secrets of how businesses thrive on word of mouth or referral based marketing,” says Tom Fleming, executive director for the organization. Each meeting includes open networking for all in attendance and formal introduction to the current members.

Please contact Andy Svenson, chapter president, at (727) 945-7024 to be added to the guest list, as seating is limited. For more information about the Success Alliance chapter of BNI, visit the website at www.bnisuccessalliance.com.

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