

IMMEDIATE RELEASE
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"Do Not Call" Era Breathes New Life into Networking

Media Alert - Photograph Opportunity

WHO: Business owners, freelancers, and self-employed individuals

WHAT: *FREE* BNI (Business Networking International) Visitor's Day

WHERE: Clarion Carriage House Inn, 738 Boston Post Road, Sudbury

WHEN: Tuesday, November 18, 2003 at 7:00 AM

WHY: Introduce local business people to the benefits of regular networking

BNI is a business and professional networking organization. Its primary purpose is to exchange qualified business referrals. In other words, *no more cold calling*. Because of new "Do Not Call" regulations (and rumors about "Do Not Mail or Do Not Email" lists), business owners are seeking alternative methods to reach prospective customers. Old-fashioned networking is a popular and successful one.

There are over 2,600 BNI chapters worldwide and over 80 chapters in Massachusetts. Last year, BNI members passed over 2.5 million referrals, which generated more than \$856 million in business for its members.

What makes BNI unique? It allows *only one person per profession* to join a chapter. Once a person has joined, that member's competitors are locked out. For more information, visit <http://www.bnimass.com>.

The Sudbury 1776 Chapter of BNI is celebrating its **FREE** Visitor's Day on Tuesday, November 18th at 7:00 AM at the Clarion Carriage House Inn in Sudbury. Professions represented in the chapter include: accountant/CPA, attorney - real estate, banker, bookkeeper, copywriter, decorative finishes, equipment leasing, financial services, gift items, graphic designer, health care, home improvements, insurance - employee, insurance - P & C, mortgage services, payroll, personal trainer, real estate - residential, web designer, and yoga.

Business owners, freelancers, and self-employed individuals who are not in conflict with the above professions are invited to attend. For more information, contact one of the membership committee liaisons: Robyn Bradley (508-561-4543) or Holly Kouvo (978-502-8781).

Coffee and light breakfast will be served. Guests are reminded to bring plenty of business cards since they'll be networking with many local business people.

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