



Dues Increase

Effective October 1, 2010, BNI Membership fees will increase to \$365 for one year, or \$565 for two years. The registration fee will not increase. The last increase was three years ago. This represents a 3% per year increase, annualized over 3 ½ years.

Any member wishing to renew their membership, regardless of due date; can do so prior to October 1, 2010, at the current fee. This means that as long as their check or credit card slip is dated September 30, 2010, or earlier, there is a savings. Current fees, through September 30, 2010, are \$330 for one year or \$510 for two years and the current registration fee is \$100.

BNI is a private marketing business. Compared to other business expenses or forms of advertising, BNI's marketing program is not excessively expensive. Most people see only the tip of the iceberg when looking at BNI. For most members, BNI can appear to be just the weekly meeting with their chapter members, but it is so much more! Word-of-mouth marketing is a performance activity that requires constant vigilance, energy, maintenance, and new growth. To help answer member's queries, please refer to "Where Does the Money Go?" located on the back of the policies brochure.

Benefits of Membership:

BNI fees provide a member with

- a. Potential for a significant amount of new referred business.
- b. Current information about the latest business trends in other industries that facilitate the operation and growth of one's own business.
- c. Training and practice in public speaking and specific marketing/advertising of oneself and one's service/product.
- d. Special business contacts that can be converted into long-term strategic alliances at the regional level, up to and including the global business community.
- e. Special coaching about word-of-mouth marketing from trained and talented BNI Directors.
- f. Advanced Member Success Program Training
- g. BNI Connect featuring database, website and social media forum

If any *one* of the above benefits were fully utilized by a member, its value alone would far outweigh the monetary investment of a BNI membership.

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