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## **BUSINESS NETWORK INTERNATIONAL CHOOSES NEW LOCATION - 9/7/2004**

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### **BUSINESS NETWORK INTERNATIONAL CHOOSES NEW LOCATION**

COLUMBIA, Mo. – The Columbia Wednesday Lunch Chapter of Business Network International will move its weekly meeting location to the Lenoir Conference Center starting Wednesday, Sept. 8.

“In BNI, we pledge to utilize the services of our members’ businesses whenever possible,” said Jim Muench, president of the chapter. “So when Lenoir visited, decided to join our group, and really wanted to host us, it was a great way for us to show our loyalty.”

Muench said visitors are always welcome. The lunch chapter meets weekly at 11:30 a.m. Wednesdays.

Founded in 1985 by Ivan R. Misner, a noted author and expert on word-of-mouth marketing methods, Business Network International (BNI) is a world-wide networking organization that specializes in generating business referrals for its members. Although a relative newcomer to Columbia, BNI has more than 2,800 chapters around the world and more than 50 chapters alone in the St. Louis region, of which Columbia is a part.

BNI has generated 8 million referrals and \$4 billion in business for its members. Although always open to visitors, BNI chapters only allow one person from each industry category to become a member. The members help each other by passing referrals and learning more about their fellow businesses, in effect becoming an extended sales force for the other members.

“As Business Network International founder Ivan Misner has said, it’s not net-sit or net-eat, it’s net-work,” said Scott Simon, executive director for BNI’s St. Louis and Southern Illinois Region. “We offer a proven system of networking that makes businesses stronger.”

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