



Member Manual

www.LondonBusinessNetworking.com

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What is LBN?

London Business Networking

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**LBN is a group of professionals who meet weekly
to learn about one another's businesses
and to give qualified business referrals.**

**There is only one seat available
for a particular business or profession.**

Membership fees go back into the group for the purpose of marketing the group and the businesses within the group.

LBN POLICIES (3 pages)

Part 1:

Matters Regarding Joining and Remaining in the Group

1. **Only one person from each profession or business is permitted** to be part of the group. Any members seeing potential classification conflicts with potential members should bring those to the attention of the Membership Team as soon as possible. This team will make the final decision.
2. Members must represent their **primary occupation** and not a part-time business.
3. Any multi-level marketing company representatives must represent their products and /or services and **not recruit for the business opportunity component** of their company during the meetings.
4. Members who wish to **change their classification must submit a new membership application and get approval** from the Membership Team for the classification change.
5. **Renewing members will need to submit a renewal application** when their membership becomes due. There will be a review of the member's participation before renewal is approved by the Membership Committee.
6. **A member cannot belong to any other group that allows only one person per profession and whose primary purpose is to pass referrals to one another.** This will ensure committed members whose efforts and contributions are not diluted!
7. All Members must comply with all LBN Policies. They must also comply with any professional standards that are part of the formal code of conduct for their profession if applicable and any applicable current provincial or national laws regarding personal conduct and business practices.
8. In the case of complaints or problems with a member, the Leadership Team may put a member on probation relating to the **member's business practices, ethics, conduct or commitment to the group.** Alternatively, memberships may be revoked or renewals not approved for failure to comply with the policies of the group. Such decisions are in the sole discretion of the Leadership Executive and Membership Committee and may occur with or without prior probation.

Part 2:

Participation Guidelines

9. The weekly meetings last for 90 minutes (11:30 am- 1:00 pm). Members need to **arrive on time and stay for the entire meeting.** Members should vary where they sit and beside whom they sit in order to increase the chances of sitting next to visitors and in order to get to know other members even better.
10. New members (including those whose business is not new to LBN but who are new to the group) must participate in a New Member Orientation with the Mentor within the first 2 weeks.
11. A member is allowed **no more than three absences every six months.** After three absences, the member is subject to removal by the Leadership Team. A warning will be issued after the second absence. When a

member cannot attend, he/she should send a substitute to the meeting. This will not count as an absence.
Substitutes can give referrals that will be credited to the member.

12. Members are required to bring referrals and/or visitors to the meetings. **The target number is a minimum of 4 referrals and/or visitors per month. We also keep track of Business to Business Meetings amongst members (B2B) and include those in the data as participation.**

13. Every member will have the opportunity to do a 6 minute presentation highlighting more details about their business at regular intervals throughout the year. Speakers must bring a door prize usually in the \$20-25 range. **Only members** bringing a visitor or a referral to another member (not a visitor) are eligible for the door prize.

14. All membership lists are for the purpose of “giving” referrals and important member to member information. The member lists are not to be passed out and used for other mailings without prior approval.

15. **Any member that is having difficulty or has any concerns** regarding their participation in the group or the group in general is invited to approach (**outside of the formal meeting**) a member of the Membership Committee or someone else from the Leadership Team if it seems more appropriate. Members are encouraged to not let any concerns build up. The LBN Leadership Team will do their best to provide help and to address all concerns.

Part 3: Visitors

16. **Visitors may attend meetings up to two times in total** before they submit an application. They should not attend any more than 2 meetings until they are accepted or unless the membership team previously gives permission.

17. **LBN pays for the lunch of FIRST TIME VISITORS who are potential members** (i.e. do not conflict with current member classification and do not belong to another referral group that allows only one person per profession). 2nd lunch is paid by inviting member or the visitor.

18. It is recommended **not to give referrals to Visitors in anticipation** of them becoming members - wait until they are accepted. Referrals to visitors do not count as referrals given, though referrals from visitors do count as referrals received by the member.

19. Any member is invited to give testimonials and insights into any direct experiences they have had with any visitors who have put in applications. This information can be helpful in making decisions by the membership committee.

Part 3: Membership Fees

20. The Membership Fee has 2 purposes:

a) It **signifies commitment to LBN.**

b) It is **used for marketing our LBN group in general and for equitably marketing the LBN individual businesses within the group** . There is a procedure in place for recommending how money should be spent and for approval of those expenditures. Everyone is welcome to give ideas but all ideas are channeled through the **Marketing Committee.**

21. Upon acceptance into the group **fees are non-refundable**. Fees cannot be transferred from one member to another unless they are from the same company.
22. **Membership fees must be paid in full before meetings can be attended as a member**. One NSF cheque will be counted as non-payment and membership would be suspended until payment is made. Any repeated NSF cheques may be considered a reason for removal from the group or for not approving the renewal of a member.
23. The lunches are billed quarterly in advance. The amount billed includes soup or salad, one soft drink or coffee/tea, tax and tip. There is no credit for missed lunches. This amount will be used for the substitute's meal or to cover the lunches of any qualifying **first-time** visitors.

Part 4:
Leadership and Development of the Group

24. **All members should be considering ways in which they can serve the group as a whole either in a leadership role or by participating in a special project**. Leadership Team meetings are normally the first Wednesday of each month at 10:30 am (just before the luncheon meeting).
25. **Leadership Positions include: President** (Runs meeting, decides on other leadership positions, facilitates decision-making, organizes communication), **Vice-President**(Tracks Referral/Visitor/B2B Stats, Fills in for President, Heads Membership Committee), **Treasurer** (Money Management/New & Renewing Member Announcements), **Secretary** (Speaker Roster & Time Keeping), **Membership Committee** (Screens New & Renewing Members, Informs Group of What Categories Still Needed, Deals with complaints, Follows up with Visitors), **Mentor** (orients new members), **Visitor Hosts** (Greets Visitors/Answers Questions/Follows up with Visitors), **Education Coordinator** (Gives encouragement and education regarding networking and business practices), **Events Coordinator** (Organizes special events like Christmas Party, etc), **Marketing Committee** (Makes Marketing and Design Recommendations for promoting the group and facilitating members ability to refer to one another), **Web Site Maintenance** (hosting, updating, adding/deleting information).
26. **The President, Vice-President, and Treasurer are executive positions** where remuneration for greater responsibility, time commitment, and record keeping is done by suspending the requirement to pay the one year membership fee while holding those positions. It is recommended that there be a different President each year (April 1 to March 31st) The President normally chooses a new Vice-President (and possibly Treasurer). This Executive Team then decides who in turn will choose the rest of the Leadership Team.

LBN members must always deal with one another and with any referrals given in an ethical and supportive manner, providing prompt quality service.

45-SECOND INFOMERCIALS...

In every Infomercial, mention your name, your business, and possibly a “catch phrase” or “tag line” that we can all remember! E.g. “Make Dentistry one of the quality relationships of your life.” Make sure you stand up.

You’ve heard a number of these by now...Think about ways you can make them interesting and different each week! For the informative part of the infomercial, try to PLAN AHEAD.

Some suggestions:

Think about something you can bring in as a prop;

Break your business down into various component parts and deal with a different one each week;

Give an example of how you helped someone;

Use one of the following sentence starters...

- ◆ This week I will highlight...
- ◆ What makes me different from my competition? Well...
- ◆ A good referral for me is...
- ◆ When you hear someone say “_____”, please tell that person _____
- ◆ Did you know that...?
- ◆ Who do you know that...?

Be as specific as you can when asking for referrals - For example, if there is a particular (likely larger) company in town that you would like to do business with, ask the members for the name of a contact person that they know in the company who might be a decision maker or may be able to lead you to a decision maker.

Tell them they can count this as a referral – You may be surprised who people know when they are asked specific questions.

Pay close attention to the really effective and interesting infomercials - See if you can pick up an element of what they are doing and apply it to your business.

PARTICIPATION – REFERRALS & INVITING VISITORS

Contribution Goal –

At least 4 Qualified Referrals and/or Visitors a Month on Average

Referrals

As you get to know everyone and trust starts to build, giving and getting referrals will get easier and easier.

The main objective is to seek external referrals for other members.

If you have **ongoing business with a member, you can count that twice a year**. I.e. Regular bi-weekly contract with a member. It reminds others that they continue to do a good job for you but it doesn't dilute the value of other referrals by inflating the numbers.

Do your best to **give good qualified referrals, not just tips or leads**. Each person will make it clear what is a good referral for them. The B2Bs can be used for clarification. Also, you can call or email the member to ask!

Visitors

VISITORS ARE ALWAYS IMPORTANT!

Even if they are not going to join, they are a potential source of business for other members. Many members get referrals throughout the year from the various visitors.

Please prepare your visitors for what to expect. Ask them to bring lots of business cards (35+) Encourage them to arrive around 11:30 and to place one card (or any promotional material they have) at each seat. Be early to be with them and introduce them to other members. Remind them to network at the meeting. Regarding the business card box, explain to them that they are welcome to take cards from the business box but not to not place their own cards in the box unless they become a member.

Caution: Generally it is good to avoid inviting visitors that conflict in a category with current members. It thwarts discussion and questions about their business and it can create some awkwardness, especially for the visitor who might have liked to join. If there is any chance that there is a conflict, it is best to ask the member in question and see what they think before you invite them.

LBN pays for the lunch of FIRST TIME VISITORS who have businesses that do NOT conflict with current members and are not members of other referral groups with one seat per category.

The REFERRAL PORTION OF THE MEETING

Talk about **referrals**, thank any **visitors** you have invited or give a **testimonial** – Always prepare something...**Never just get up and say “I don’t have any referrals today.”**

The better prepared you are for the meeting the more people will trust you and want to refer to you. People like to refer to organized, competent hard workers.

REFERRAL SLIPS – Complete them as thoroughly as you can. **Only hand them in after you have carried through on the referral.** Hand one in for each referral and for each visitor you invite. The B2Bs are kept track of as a sign of commitment and participation but are not included in the 4 units of monthly participation. **Only hand in B2B slips after the B2B have occurred.**

TESTIMONIALS - Try to limit them to one strong specific one each meeting rather than diluting them by saying very little about a lot of people.

Please stand when you are presenting during this portion of the meeting.

ATTENDANCE/SUBSTITUTES

A Member is allowed **no more than 3 absences every 6 months**. If you have a substitute it is not counted as an absence. You will receive a warning if you have missed 2-3 meetings and it is possible that your membership could be revoked for non-compliance.

PREPARE YOUR SUBSTITUTE -

1. Write out something for them to say in the 45 second infomercial.
2. Send referrals or a testimonial so that they have something to say in the referral portion.
3. Encourage them to listen to the other 45 second infomercials, feel free to give their own referrals and to keep members in mind after they leave the meeting. – They count as your referrals!
4. Tell them their lunch is paid for (by you)!
5. Follow up with them after the meeting to see how it went.

Consider bringing your substitute as a visitor before their first time “solo”. They will be more likely to show up when you book them because they will feel more comfortable. Reminder: If your substitute is not a potential member, lunch will not be covered by the group when you bring them with you in order to orient them. It is recommended that you pay for their lunch as a guest.

Plan ahead! Getting a substitute is very important and shows the other members you care.

Substitutes can be great referral sources for the group!

Substitutes can be co-workers, friends, clients or family. If your substitute has their own business they would like to talk about, they can do that during the time when visitors talk. They can do that a maximum of two times since “visitors” can only visit **two times** before applying. They can, of course, continue to substitute.

We have a few past members that love to substitute when called upon. They do a terrific job as well!

BUSINESS-TO-BUSINESS INTERVIEWS (B2Bs)

These are the “one-on-one” meetings with other members that are set up outside of our regular meetings. They are the best way to get to know the other members. It allows the two of you to **learn about each other’s businesses and to be in a better position to find ideal referrals for one another.**

Start by setting up B2Bs with your most logical referral partners in the group. These are often members of what is known as your “Power Team” (see below). Initially you should be doing no less than one B2B a week – and actually two a week gives you your best start.

A frequent additional outcome of B2B’s is **new marketing/business ideas given to each other.** A person with a business not quite like yours might come up with an idea for generating referrals and new clients that you would not have thought of but can be adapted to your business (and vice versa!)

- Guidelines:**
1. Spend equal time on the business of both people at the B2 B.
 2. Hand in the slips after the B2 B has occurred (not before).
 3. Quality is the key. Was it a truly focused business meeting where you learned new things about the other person’s business? It’s about more than filling out a slip.
 4. Try to minimize redoing B2Bs with the same people too frequently. Get to know other members.

Power Teams

These are sub-groups within LBN. A Power Team is a group of categories that are natural referral partners with one another. Power Teams are encouraged to meet, to really get to know one another, and then come up with ideas in which they can increase referrals to one another due to the natural association amongst their categories. Each new number will be placed in a Power Team. When considering new applications to the group, consulting with the Power Teams may be necessary to ensure there is no unacceptable overlap with current members.

The current power teams are:

1. Financial Services – Insurance (General), Insurance (Life/Disability), Mortgages/Loans, RESP, Investment Advisor, Accountant, Book Keeper, etc.
2. Business Services – Computer (Software/Website), Computer (Hardware/Systems maintenance), Computer (Specialized Backup Systems), Printer, Marketing Design, Realtor (Commercial), Courier, Magazine Owner, etc.
3. Home Services – Realtor (Residential), Home Designer, Home Energy Audit Specialist, Renovator, Property Manager, Real Estate Lawyer, Any Specific Trades, etc
4. Health, Wellness & Personal Services – Dentist, Chiropractor, Spa Owner, Registered Massage Therapist, Florist, Veterinary Clinic, Caterer, Psychotherapist, etc

MEMBER 6-MINUTE PRESENTATION

Use your time well. Six minutes is not very long!!

Plan. Write it down. Rehearse. Time Yourself.

Bring a door prize worth \$20-25. Give your door prize some thought. Gift certificates to services provided in the group are popular. These can be counted as referrals. Please make sure you actually follow-up and make sure the person gets the prize.

There are 3 general categories of presentations:

1. Traditional

-Start with 1 minute about yourself and your credentials (but don't spend a lot of time talking about how you got into the business and what is going on in your personal life – see above – six minutes will go by quickly!

-Spend a couple of minutes talking about the business

-Educate the group as to how we can find you referrals!

-Tell a short story about a client who had a problem and how you solved it.

-Give 5 types of referrals you are seeking.

-Give members some phrases that will trigger them to identify a potential referral for you.

-You can mention an industry myth that others might find interesting.

-Offer one or two questions that the members of the group can ask their clients/contacts that might bring you referrals.

-If you have display materials, set them up ahead of time.

-Consider providing a handout for the group.

2. A "Roast"

If you feel you have given a few presentations already and you have a concern, issue or question for which you'd like input from the group, you can propose a question to the group to think about ahead of time (or on the spot). This question may involve asking for some help on deciding on a new direction for your business, or some advice on new marketing ideas. Some members have asked other members to email them questions ahead of time that they would like answered. This should really be planned since you take a chance of "wasting" an opportunity if on the spot questions are not deep and focused on your business.

3. Demonstration

This may be an on the spot design session or a demonstration of how a particular piece of equipment works or a sampling of wonderful foods! (Yum)

LBN Member Biography Sheet

Name:

Business Name:

Profession:

Location:

Years in the Business:

Previous Types of Jobs:

Spouse:

Children:

Pets:

Hobbies & Interests:

My Burning Desire is to:

Something Few People Know about Me:

Secret to My Success:

LBN MEETING AGENDA

1. OPEN NETWORKING (11:30-11:45)

The Meeting begins with 15 minutes of open networking. Visitor Hosts welcome new guests, sign them in and introduce them to appropriate members.

2. WELCOME

The President starts the meeting by asking everyone to please take a seat, & welcomes everyone to LBN London Business Networking. The President then welcomes and introduces visitors and starts the Leadership Team introductions.

3. PURPOSE & OVERVIEW

One member of the group is selected at random to give the overview and purpose of LBN.

4. BUSINESS CARD BOX

A business card box is passed around containing business cards of all members. Visitors are instructed to take any business cards they would like and members are reminded to restock their cards. Visitors are to pass around business cards separately as this box is reserved for LBN members.

5. NETWORKING EDUCATION

The Education Coordinator talks about networking, referral marketing, and reminds the group of general LBN policies.

6. TREASURER'S REPORT

The Treasurer reports our group's finances, and welcomes new and renewing members. Upcoming members due to renew are also listed.

7. 45-SECOND INFOMERCIAL

Members are to introduce themselves, educate fellow members in what they do, and how they add value to their clients. Key areas that should be covered in your infomercial are your name, company, location, what type of referral you are looking for, and what is unique about your business.

8. VISITOR'S INFOMERCIAL

Visitors are introduced, give their infomercial, answer members' questions and have the opportunity to hand out business cards (if they have not already done so).

9. VICE-PRESIDENT'S REPORT

Our group's statistics are given by the VP at every meeting. This is the time when we present the number of referrals exchanged within our group, and the number of visitors that have attended our meetings. This includes monthly average, last month's stats, year-to-date totals, and comparisons to previous terms.

10. MEMBERSHIP COMMITTEE REPORT

A report is given weekly to let us know our “most wanted list”. These are types of business that would be a good fit for our group that are currently not represented. They may also report on the status of certain member applications, news about “Visitor Days”, and other membership matters.

11. MARKETING COMMITTEE REPORT

Any current plans, recent discussions, and progress on development are reported to the group.

12. SECRETARY’S REPORT

Advises of the upcoming speakers list and introduces speakers for the current meeting.

13. 2 SPEAKERS EACH GIVE A 6-MINUTE PRESENTATION (INCLUDES Q&A)

The speaking member expands on what services they offer and further educates the group on their business.

14. REFERRALS & TESTIMONIALS

All members must stand and participate by either advising of referrals given, welcoming guests invited, commenting on any completed B2B’s or by giving a positive testimonial.

15. VISITOR’S COMMENTS

Visitors are welcome to attend 2 meetings (only the 1st lunch is paid for) before applying and at this time are asked to give a comment about the meeting.

16. DOOR PRIZE

Speakers are each asked to donate a door prize. Two names are then drawn from the referral slips given that week.

17. ANNOUNCEMENTS & REMINDERS

Announcements are made relating to upcoming events, leadership meetings, etc.

18. CLOSE THE MEETING (1:00 PM)

The President closes the meeting.

Members and Visitors are welcome to stay after the close of the meeting to discuss questions or exchange information.

Leadership Team Positions

President

The President will not have to pay any membership fees for the year in which they are President. Whenever possible, an election should be held to choose the President. LBN's year begins on April 1st of each year. Preferably the President should have already spent one year on the Leadership Team fulfilling some other role.

The President's duties include:

1. Chairing each meeting according to the LBN agenda and policies.
2. Having final say on the selection of the entire Leadership Team which includes: Vice-President, Treasurer, Secretary, Membership Committee (3 members), Marketing Committee (2-3 members), Visitor Hosts (2-3), Education Coordinator, Event Coordinator, Mentor and Website Maintenance Role. All of these positions are 1 one year term from April 1st to March 31st.
3. Chairing a monthly Leadership Team Meeting (normally on the first Wednesday of each month at 10:30 am).
4. Overseeing the rest of the Leadership Team and stepping in if there are any issues.

Vice-President

The Vice-President will not have to pay any membership fees for the year in which they are Vice-President.

The Vice-President's duties include:

1. Running the meeting according to the LBN Agenda and Policies when the President is absent.
2. Recording attendance and participation records each week. Participation tracked includes tracking of referrals (internal or external), visitors, and B2Bs. All records must be kept in a format that will make them easy to pass to the next Vice-President.
3. When absent, the V-P must make arrangements for someone else on the leadership team to take attendance and collect all participation slips.
4. Reporting to the group regularly on the average number of monthly referrals, visitors, B2B's, year-to-date reports, and any comparisons.
5. Overseeing the Membership Committee and assign tasks and responsibilities to the members of that committee.
6. Attending all Leadership Meetings.
7. Assisting the President as necessary.

Treasurer

The Treasurer will not have to pay any membership fees for the year in which they are Treasurer.

Treasurer's duties include:

1. Running the meeting according to the LBN agenda when both the President and V-P are absent.
2. Collecting all funds, including membership fees and all monthly room rental (lunch) fees. Recording all transactions in and out of the bank account.
3. Paying for weekly lunches on behalf of the members. Keeping track as to whether visitor lunches were paid for and following up if a Visitor needs to pay for a lunch. If the Treasurer is absent, they must make arrangements for someone else on the Leadership Team to pay for the lunch.
4. Giving a brief report each week. This report will include announcing of
 - A. Any new members (members that have applied and been accepted)
 - B. Any members due for renewal in the next 3 months. Remind them that the Membership Committee must approve all renewal applications. Tell them that if they don't intend to renew, as much notice as possible is appreciated as a courtesy.
 - C. Submission of any New Member Applications by Visitors.
 - D. Members who are not returning or who have been dropped from the group.
 - E. Due dates for any fees, then providing a couple of polite reminders, and then naming names in the meeting if not received when due.
5. Emailing or giving Renewal Applications along with copy of current LBN Guidelines to any members due for renewal in the next three months.
6. Collecting fees and **Renewal Application Forms** from all members wishing to renew. Emailing these applications to the Membership Committee, the President and the Vice-President. Waiting for the approval from the Membership Committee before cashing the cheque. Confirming that the cheque has cleared and informing the President, Vice-President, and Membership Committee. If the renewal application has not been accepted, the Treasurer will return the cheque to the applicant.
6. Collecting fees and **New Member Application Forms** from any new applicants. Emailing these applications to the Membership Committee, the President, the Vice-President and the Mentor. Waiting for the approval from the Membership Committee before cashing the cheque. Upon approval, confirming that the cheque has cleared and informing the President, Vice-President, Membership Committee and Mentor. If the Applicant has not been accepted, the Treasurer will return the cheque to the applicant.
7. Paying for any approved LBN Marketing Expenditures following the guidelines of the LBN Expenditure Approval Procedure.

Secretary

The Secretary's duties include:

1. Maintaining the group's speaker schedule and reporting on the scheduled speakers 6 weeks into the future. Two Speakers are to be scheduled for each meeting. Newer members are to be inserted into the schedule no earlier than receiving new member orientation and 3 weeks of membership, so that they feel comfortable and are able to see how other presentations are done. Remind the speakers to submit a current biographical sheet prior to their presentations, and to bring a door prize (usually value of \$20-25) on the day they are to speak. (Only members bringing a visitor or referral are eligible for the door prize).
2. Introducing the speakers each week by reading their biographical sheet.
3. Timing the speakers so that they do not go past the 6 minutes. At 4 minutes, they are given a warning.
4. Tracking how often individual members speak so that everyone has an equal opportunity to present.
5. Timing all of the 45-second infomercials and signaling members when they have exceeded their time.

Visitor Host

Two or three Visitor Hosts serve for a 1 year period. Each Visitor Host should make sure that if they are away, there will be at least one Visitor Host on duty.

Visitor Host duties are:

1. Arriving at least 15 minutes early to set up. This involves:
 - a) Setting up a sign-in table with Visitor sign-in sheets, Current Membership List, pens, name badges, and any LBN promotional materials.
 - b) Placing blank referral sheets on all of the tables for members to fill out during the referral portion of the meeting.
 - c) Placing the Business Card Box on a table starting point so that it is available to be passed out during the meeting.
2. Greeting Visitors:
 - a) Encouraging visitors to fill out the Visitor's sign-in sheet and take their business card for you.
 - b) Providing paper name badges for visitors, a current member list, and any promotional material.
 - c) Briefly explaining the meeting agenda and 45-second presentation so visitors can be prepared.
 - d) Reminding them to pass out their business cards or brochures.
 - e) Letting them know if LBN is looking for someone in their profession to whom we can give business. If a visitor is attending who conflicts/overlaps with another member, explain our policy of allowing only one person per profession. Ask the visitor to briefly introduce him/herself as an **observer** of the meeting.
3. Introducing the visitors to other members. Explain how the meal works and if they need to pay.

4. Providing the President with the Visitor Sign-in Sheets that have been completed so that he/she can announce the Visitors and also announce who brought them to the meeting.
5. At the end of the meeting, giving visitors an application and copy of the LBN policies if they appear interested in applying.
6. Ensuring there are always at least 3-4 copies of an up-to-date membership list available to hand out to guests. This can be obtained from the Mentor. Throw out old lists as they become replaced with new ones
7. At the end of the meeting, collecting and returning to the storage area any unused Referral Sheets, the Business Card Box, blank Visitor sign-in sheets and promotional materials
8. Ensuring that there is always an adequate supply of blank referral forms, sign in sheets, and promotional materials.
9. If the visitor is a potential member, contacting the Visitor before the next meeting to see if they will be returning or applying and to answer any questions.

Membership Committee

There should be three to four members, including the Vice President, on this committee, each of whom must have been with LBN at least six months. The Membership Committee is chaired by the Vice President, who is a voting member of the committee. The Membership Committee Duties are to:

1. Track what Classifications LBN is still needing and announcing those at the weekly LBN meeting.

The Membership Committee can consult with the Power Teams who can indicate what categories are in their “Most Wanted” list. The Membership Committee will ensure that all new members are placed in the appropriate Power Team.

2. Plan and Organize Periodic Visitors’ Days

It is recommended we have a Visitors’ Day 4 times a year. There is no 6 minute presentation on these days in order to allow more time to hear from the visitors. Members make an extra effort in focussing on inviting visitors. They can be open to any Visitor or can be focussed towards filling certain classification seats in the group. All Visitors that attend should be encouraged to return to a second “regular” meeting where they can see how the 6 Minute Presentations run. Enough information literature should be available for visitors, along with an up-to-date member’s list.

3. Participate in Monthly Membership Committee Meetings where the following items are discussed.

A) Screening new members applying for membership. This process involves:

- a) Ensuring that the applicant is applying for a specific business (not a wide range) and being clear about what classification they are applying for;
- b) Making sure the classification does not conflict with any current members;
- c) Determining that they are applying under their primary occupation;

- d) Checking references;
- e) Receiving any pertinent input from other members of the group (testimonials/past experiences, etc);
- f) Checking if the person has the appropriate credentials for the position if applicable;
- g) Making sure they don't belong to another group that is dedicated to one person per category and to giving referrals;
- h) Assessing the energy and apparent desire and ability of the person to contribute positively to the group; and
- i) Assessing the projected ability of the group to be able to provide quality referrals to the applicant.

LBN selects persons for membership in all job classifications based on qualifications without regard to race, colour, religion, sex, nation origin, marital status, age, or handicap.

LBN will store personal information such as your name, address, phone number, attendance records and payment history for use in the regular conducting of business within the group. Such information will not be shared, disclosed or disseminated to any third party without your prior consent. By joining LBN you consent to the secure storage of this information and this consent may be withdrawn in writing at any time.

B) Evaluating all members who have submitted a renewal application or who are due to be renewed prior to their renewal date to determine if their renewal will be accepted.

Factors evaluated will be:

- a) Attendance;
- b) Participation in terms of referrals given and visitors invited,
- c) Leadership team contributions,
- d) Quality of Business to Business Meetings,
- d) Fee payment promptness,
- e) Any issues regarding business practices,
- f) Professionalism, and
- g) Preparedness for meetings.

C) Ongoing Evaluation of attendance and participation of existing members

All members' attendance and participation should be monitored and then discussed in regular monthly membership committee meetings. The Vice-President should have all statistics available in a format where analysis can be done.

Decisions are then made as to which members should be referred to the Mentor for help or counselling in how to improve their participation and which members should be given warnings with respect to their attendance and participation. The President (or a delegated member of the Membership Committee) would then give warnings to members who do not bring

referrals or visitors to the meetings on a consistent basis and who have already had help in improving and who have missed 2 or 3 meetings in a 6 month period. Members are then warned that they may be asked to not continue with the group.

D) Evaluating complaints about members

When the Membership Committee receives complaints about (or notices) a member's bad referrals, poor attendance, or other policy violation, the Committee is to take action. The Committee must follow the LBN policies in regard to this. If the quality of a member's service, their professionalism or their conduct is in serious question, then the member must be addressed immediately. If possible, a decision may be made as to what can be done to resolve the issue. In some cases, if the issue cannot be resolved satisfactorily, dismissal or non-renewal may occur.

Mentor

The Mentor's duties are to **provide new member orientation** and to **maintain and distribute an up-to-date member list** that can be handed out to visitors and that members can use as a quick reference.

All new members must attend a 30-45 minute orientation within the first month of joining. Sessions normally occur after the meeting. Only after attending this session will the new member be added to the speaker's list.

This brief orientation covers the following:

1. Give an overview of the LBN Member Manual.
2. Remind that regular **attendance (no more than 3 absences in a 6 month period)**, arriving on time, and remaining for the entire meeting is **mandatory** to maintain their membership.
3. Explaining the purpose of substitutes and how to prepare your substitutes effectively.
4. Encouraging a **positive contribution from the member at every meeting**. Explain the guideline of 4 units of contribution minimum per month.
5. Briefly discuss the **45-second presentation, guidelines regarding the 6 minute presentation, guidelines regarding the Business 2 Business Interviews**.
6. Discuss the use of **referral slips** and how to correctly complete them. Discuss the difference between internal and external referrals.
7. Discuss how to use the **business card file** effectively and the importance of keeping their business cards up to date. Suggest the importance of handing out member's cards whenever potential exists for generating a referral.
8. Review LBN Policies, including the responsibility of the member to pay for his/her own meal costs.
9. Answer **any questions** the new member may have.
10. Encourage the new member to contact the mentor for any questions at all!

Education Coordinator

The Education Coordinator speaks to the group on a weekly basis to help develop the group's networking skills/techniques, which help to increase their referred business. The Education Coordinator should be a committed member who has been with LBN for at least six months. They can ask other members to be "Guest Educators".

The Education Coordinator is to draw materials for his/her weekly presentation from sources which would include:

1. Books/ Articles
2. Conference audios/videos
3. LBN Manual
4. Leadership Team discussions
5. Websites

Event Coordinator

The goal of the Event Coordinator is to help increase members' referral business by promoting and organizing events and networking activities outside of the normal LBN meeting.

Event Coordinator Responsibilities are:

1. Making arrangements for group social events (outdoor and indoor season events) designed to help members improve their respective relationships. Two events should be planned per year.
2. Promoting other events that the group's Leadership Team believes will offer value and benefit to the group.
3. Assisting the Treasurer in collecting and managing funds associated with special events.

Marketing Committee

The Marketing Committee should have two to three members that serve for at least one year.

Marketing Committee duties include:

1. Presenting at the monthly leadership meetings any marketing and design recommendations for promoting the group and facilitating members' ability to refer to one another. Ideas for those recommendations could be initiated by the Marketing Committee, the Leadership Team, or any member.
2. Obtaining multiple quotes for the cost of any marketing materials or advertising venues upon request from the Leadership Team.
3. Proceeding with the creation/enactment of any marketing recommendations as per the LBN Expenditure Approval Procedure.

Web-Site Coordinator

The Web Site Coordinator is responsible for:

1. Ensuring that our website is active and functional.
2. Entering Website Content. **Please note the content must be approved by the Leadership Executive.**
3. Updating the website with current member information and events.

LBN LEADERSHIP TEAM MEETING

It is recommended that the President create a specific agenda for each meeting, providing a copy for all that attend. The President should inform all members of the impending meeting during the previous week and at the same time take any requests for agenda items, time permitting. The Leadership Team members should be reminded of the meeting by email no later than 2 days prior to the meeting.

Monthly Meeting Agenda

President or a reliable designate should keep minutes of each meeting and keep copies for future reference. Suggested Components:

1. VP to discuss the number of a) members, b) visitors, c) referrals, and d) attendance. Compare stats from previous terms to see where we stand and track year-to-date.
2. Marketing committee to report on status of LBN Marketing plan, new ideas, improvements and future goals.
3. Obtain and review the recruiting priority list - “**most wanted list**”.
4. The Membership Committee summarizes decisions/actions taken related to: Application, Pending Renewals, Member Participation, disputes, etc.
5. Treasurer to report on Financials.
6. Address Concerns
7. President Assigns Specific Tasks with Timelines to individuals so that any decisions can be implemented. Minutes of the meeting should be emailed to the leadership team.
8. Anything else...

New Application Approval Procedure

1. Cheque and application is given to Treasurer. Treasurer does not cash the cheque until the application is approved. Treasurer emails the application to the Vice-President, President, Mentor, and the Membership Committee.
2. Vice-President **reviews application for classification conflicts** and makes appropriate calls to members to sort out conflicts. The Vice President calls a designated member of the membership committee to do reference checks.
3. The designated member does the reference checks and then emails the P, VP, and Membership Committee the outcome. References should be called promptly and followed up on. If the member has not been able to contact the references by the Monday before the meeting, the Member should call the applicant and let them know.
4. All voting members of the Membership Committee (including VP) vote on acceptance.
5. If the applicant is accepted, the VP sends an email to the Treasurer to go ahead and **cash the cheque**. Once the cheque clears, the treasurer notifies the VP, the President, the Membership Committee and the Mentor. A designated member of the Membership Committee will notify the applicant of their acceptance. The Mentor will set up a New Member Orientation with the new member.
6. If the applicant is declined, the VP or a designated Membership Committee member will advise the applicant of the decision. A valid reason is given. Also, VP will email Treasurer letting him know to return the cheque and will email the Mentor and the President so that they know there is nothing further to do.
7. This process takes approximately **1 week**.
8. It is important that if a decision has NOT been made regarding the new applicant before the next meeting, that a designated member of the Membership Committee talk to the new member (not leave a message) and explain that they are welcome to come to the next meeting as a **Visitor** even if they have already attended two meetings. Clarify that final acceptance has not occurred. All members of the Membership Committee, the President, Vice-President, and Treasurer will need to be informed (likely by email) so that the **applicant can be introduced as a visitor with a pending application**. This will avoid confusion.
9. President will officially **announce acceptance** at our next scheduled meeting and welcome the new member.

LBN Expenditure Approval Procedure

The following procedure must be used by LBN members wishing to purchase any good or service using LBN funds.

1. Meals and room rentals will be paid for by the Treasurer on a weekly basis after validating the number of LBN members in attendance. Visitors are permitted one meeting at the expense of the group but will be requested to pay the restaurant directly for any subsequent meetings. The individual who invited the guest will be responsible for ensuring the visitor is aware of this policy and coordinating the process between the LBN Treasurer, the visitor and the restaurant.

2. Non-Marketing expenses (no LBN logo and not intended for exposure outside the group) of \$100 or less require the prior written approval of 2 of the listed members below; expenses over \$100 require written approval by 5 members of the Leadership Team including 2 members below.

- a. **President**
- b. **Vice President**
- c. **Treasurer**

3. Marketing Expenses of \$100 or less require the prior written approval of 2 members of the Marketing Committee, expenses over \$100 requires written approval by 5 Leadership Team members including 2 members of the Marketing Committee.

LBN Leave of Absence Approval Procedure

Members may apply in advance for a one-time Leave of Absence of a defined length. Normally these would be granted for medical reasons but there may be exceptions. Approval of this Leave of Absence will occur if a majority is achieved after voting by the Membership Committee and the Executive Leadership Team.

LONDON BUSINESS NETWORKING

Visitor Information Sheet

Name	
Company	
Profession	
Telephone	
Email	
Invited by	
Date	
Is this your first time at LBN?	
	This Personal Information will mainly be used to follow up with you if you express interest in the group. It will not be distributed elsewhere.

Name	
Company	
Profession	
Telephone	
Email	
Invited by	
Date	
Is this your first time at LBN?	
	This Personal Information will mainly be used to follow up with you if you express interest in the group. It will not be distributed elsewhere.