

Press Release

Contact: Dan Kokesh
Phone: (612) 327-3546

FOR IMMEDIATE RELEASE
9 A.M. CST, August 5, 2009

New Networking Group Thrives in a Down Economy

LONG LAKE, MN, AUGUST 5, 2009:

The Business Networking International, Long Lake, Minnesota networking group today announces strong business referral numbers for the first-half of 2009.

With over 20 active members, the Long Lake Business Networking International (BNI) group reports over \$265,000 in business referrals (positive revenue tracked as a result of leads passed during weekly chapter meetings) between January and June, 2009. The year-to-date performance of the Long Lake BNI networking group is newsworthy, particularly in the current economic condition and because the chapter is only six months old.

“Membership in BNI is really helping get my new photography business off the ground,” said Ron Bennett of Bennett Professional Services in Plymouth, MN. “The active membership is fantastic for providing referrals for my business and in providing services that I can both use and highly recommend. I know a photographer in another chapter who credits one third of his business to BNI and I have no doubt that will be the same for me.”

Long Lake BNI operates under an industry-exclusivity policy as defined by BNI on a national level,” said Dan Kokesh, current chapter president and Independent Realtor with Keller Williams Realty. “This policy allows our current members to experience the most benefit from their investment in the group, both financially and from a referrals-perspective.”

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The Long Lake BNI chapter currently has a diverse group of members, ranging from skin care to professional flooring to accounting. The chapter is actively seeking individuals in marketing, commercial real estate, plumbing, and automotive services as well as a variety of other industries. Contact the chapter to inquire about an open seat in a specific industry.

The Long Lake BNI chapter meets every Thursday from 11:30AM to 1:00PM in the Community Room of the Lake Community Bank in Long Lake. Visitors are welcome at all regularly-scheduled chapter meetings.

For more information on Minnesota BNI, visit <http://www.bni-mn.com/>. Contact Dan at (612) 327-3546 for details and questions specific to Long Lake BNI.

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