

Member Collaboration is the Key

Organic referral brings healthy business

When Cork Chapter's Niamh Shanahan introduced Cork City Chapter's Conor Hyde to an organic soup company over 12 months ago, neither of them had any idea that it would become such a healthy referral, nor the start of a profitable working relationship between their two businesses.

Niamh had met Pat McGrath of Organic Harvest some months earlier, but at that time she felt her PR services were not going to be of any benefit to the company until they enhanced their product packaging and distribution systems.

Having recognised Conor's strengths as a food marketing specialist, she persuaded Pat that it would be a good idea to meet, and he was soon invited to act as the company's marketing director, with the brief to help develop new product lines.



ORGANIC TEAMWORK: Niamh and Conor

His success enabled Niamh to offer new proposals to the company, and she is now delivering great results on the PR and media side.

Contact Conor on +353 (0)21 485 9776 or Niamh on +353 (0)21 4630 496.

Capital show from capital's photographers

An exhibition showing the work of three talented London BNI photographers has been wowing audiences at Fulham's Wine Gallery – thanks to the initiative of a fourth 'Capital' member.



'From the Slip to the Wall' featured the creative inspirations of Mark Thomas (Aldwych Chapter), Patrick Gorman (Sterling/Liverpool St) and Carlos Dominguez (Victoria), pictured (right to left) with artist and curator, Chelsea Chapter's Pete Mountford (far left) who staged the exhibition with organiser Jane Stothert (centre) from Art 3.

Pete said: "I got to know the photographers through BNI, and was so impressed by their talent that I suggested they show their work together. It may seem odd for an artist to attend a business club, but all of us accept commissions and are interested in creative interaction with businesses."

You can contact Peter on 020 8546 3858 . If you'd like a glimpse of what you missed, go to: www.colourmount.com/wgshowphotobni

Sponsorship boosts East Midlands networking

A dozen chapters from Nottinghamshire, Derbyshire and Lincolnshire recently staged a regional networking event with a difference – staging it with the help of travel industry sponsors.

The idea came out of a discussion within Nottingham's Trent Chapter to find new opportunities for stimulating closer working relationships – and referral exchange – between BNI's East Midlands chapters, and travel specialist Andrew Soltysik from New Style Travel suggested they make use of sponsorship offers from some of his industry contacts.

As a result, Trent Chapter ran the region's first

multi-chapter networking event at Nottingham's Gateway Hotel, with sponsors Superbreaks, Planet Holidays and Holiday Options sharing most of the costs. Around 60 members from 12 chapters attended, as well as two dozen guests.

"The response was very positive," said Trent's retiring Chapter Director David Ogden. "It was a successful first step towards developing a stronger BNI community in the East Midlands region. One of our aims is to promote inter-chapter working on a regional basis, both to raise BNI's profile within our business communities, and to grow our chapters."

Contact David Ogden on 0115 982 0911.

Business quizzed over charity!

Members of the Rochester Chapter in Kent have raised nearly £600 for a local charity, - Demelza House Children's Hospice – by organising a sponsored general knowledge quiz.

Chapter Director Ian Morgan handed over the cheque to Lynn Collier, Demelza's area fund-raising manager, and commented: "With such a wide range of trades and professions in our chapter, our collective knowledge on all manner of subjects was perfect for this kind of event. It was also a great way of demonstrating the power of working together."

Lander's team boosts Blue Fish expansion



Blue Fish Promotions, one of the South West's leading business promotions companies has just got bigger, thanks to its membership of BNI's Lander Chapter in St. Austell.

The company has appointed Marc Penn and Jon Paul Pritchard to its management team following a period of unprecedented success and founder Matt Franks (pictured centre with his new colleagues) praised BNI for playing a major role in its business growth. Blue Fish provides local, regional and blue chip companies with a wide range of business and promotional items, including bespoke, high quality corporate gifts.