

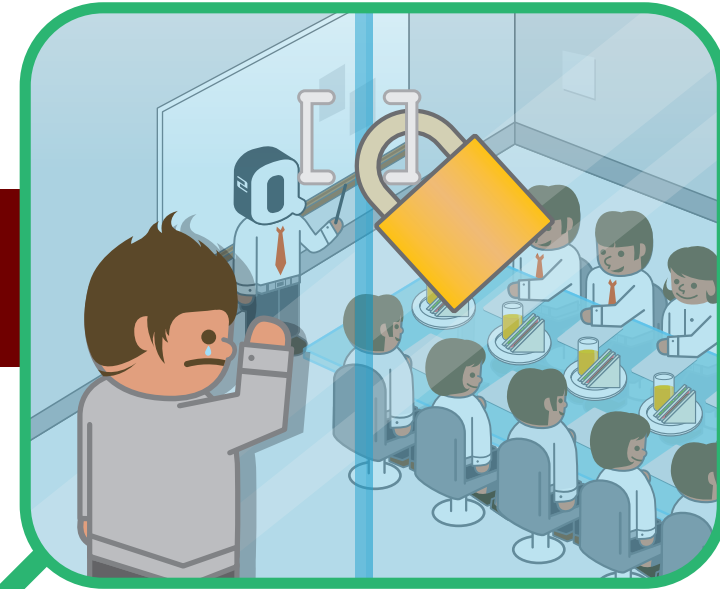
WHY JOIN BNI?

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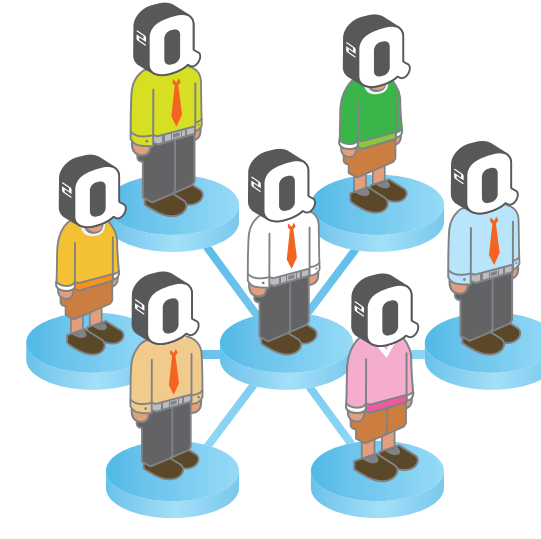
Reason 1

BNI is a professional marketing organization that helps members build business through word-of-mouth referrals.



Reason 2

Only one person from each professional specialty is permitted to join a chapter of BNI, so members lock out their competition in their own groups.



Reason 3

Because giving referrals is the cornerstone of membership, everyone in a BNI chapter becomes a virtual sales team for the members.



Reason 4

BNI provides increased exposure to many other people and businesses, because the relationships are built on trust. Members not only meet the other members in the group, they gain access to the contacts of those members.



Don and Nancy Morgan

BNI Canada was founded by Don and Nancy Morgan on June 1, 1995. Along with three other couples the original team created the first 24 BNI chapters in and around Toronto. The TEAM approach to building BNI across Canada has continued to this day, except the TEAM has grown to more than 130 Directors/Ambassadors/Administrative Staff and 770+ Chapter Executive Members. Today, there are several hundred BNI chapters helping thousands of businesses increase their referred clients. Canadian Directors continuously improve BNI's referral marketing program so our goal of offering the most advanced referral marketing program is achieved.

BNI is a great way to get business and an even better way to do business!