

## BNI networks with teamwork

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ERICA BRYANT staff photographer

Natasha Johnson, center, president of the Rochester chapter of BNI Success Unlimited, shares a laugh with member Kathleen Mincin at a recent meeting.

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Members of Rochester's chapter of BNI Success Unlimited take seriously the Ivan R. Misner quote that appears on their Web site: "It's not net-sit or net-eat, it's network."

Their Tuesday meeting started with each attendee giving a 60-second infomercial about his or her professional service. Then they brainstormed ways that they could help a hypothetical young couple with children.

Eric Perlman offered up his chiropractic services. "Carrying car seats, they are going to have aches and pains,"

said Perlman, who runs the Pittsford office of Rochester Chiropractic.

Business Network International Success Unlimited members are encouraged to act as a team and commit to help one another through networking. To build relationships, members get together for “dance cards” or one-on-one meetings outside of their networking sessions.

“That’s how we get comfortable referring each other,” said Natasha Johnson, chapter president and a marketing and sales consultant for WROC-TV, which hosted Tuesday’s meeting.

David Printy, an Aflac of New York insurance agent, said the model works for him. “All these people are people I trust. I’d recommend them to my family, which is something I don’t do easily.”

— *Erica Bryant*

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