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Media Contact: Bill Brehm

[bbrehm@affordabledisplays.net](mailto:bbrehm@affordabledisplays.net)

(727) 443-3469



**BNI Success Alliance Chapter Breaks Consecutive Records in Revenues**

DUNEDIN, FL (January 20, 2011) - As the Success Alliance chapter of **Business Network International** (BNI) nears the end of the fourth year following its inception in 2006, it has again broken a record in passing more than \$2,000,000 in business revenue for its members in the last 12 months – double the productivity at the same time last year.

"Made up of entrepreneurial professionals, our chapter is on a 'mission for more,' passing more quality referrals among members and generating a higher percentage of new business from referrals," reported Bill Brehm, Success Alliance's chapter president. "The BNI referral system delivers business from new clients that they would otherwise not likely have, and it's not just local accounts. You have to see this group in action to appreciate it," he said.

BNI is an international networking organization specializing in the exchange of qualified business referrals amongst its members. Only one person per profession is permitted to join, which eliminates competition within the chapter. BNI was founded in 1985 by Ivan Misner, Ph.D., author of *Masters of Success*, *Masters of Networking*, *Business by Referral* and *The World's Best Known Marketing Secret*. "Our style of networking is based on the philosophy of *Givers Gain* -- if I help you, then you'll help me, and we will all do more business," says Misner.

Success Alliance's record-breaking news arrives just in time for International Networking Week, February 7-11. Its goal is to celebrate the key role that networking plays in the development and success of effective business networking, recognizing it as an essential tool for success in today's business climate. Dunedin's Success Alliance chapter is currently seeking individuals or company representatives interested in locking out their competition and generating a steady source of referrals and new clients. Professional openings are still available in this chapter, with a current roster of 62 members.

Interested business professionals are invited to attend the next chapter meeting in Dunedin. Meetings are held every Tuesday from 7:15 - 9:00 a.m. in the Dubois Center on the campus of Our Lady of Lourdes Catholic Church, 750 San Salvador Drive, Dunedin, Florida, 34698. The cost is \$10.00 per person and includes a catered buffet breakfast.

“Visitors are invited to assess this opportunity to see and learn the secrets of how businesses thrive on word of mouth or referral based marketing,” says Tom Fleming, executive director for the organization. Each meeting includes open networking for all in attendance and formal introduction to the current members.

Please contact Bill Brehm, chapter president, at (727) 443-3469 to be added to the guest list, as seating is limited. For more information about the Success Alliance chapter of BNI, visit the website at [www.bnisuccessalliance.com](http://www.bnisuccessalliance.com).

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