

Charlottesville Business Exchange
Minutes
March 24, 2016

President Dennis Kidd called the meeting to order. In attendance were: Terry Campbell, Maggie Morris, Jenn McArtor, Todd Jenkins, Treat Jackson subbing for Libby Edwards-Allbaugh, Dan Elash, Bill Rudd, Stuart McClintic, Stacey Norris, Paul McArtor, and Mike Krause.

Guests: Stefanie Dean of Paul Davis Restorations and the guest speaker Keith Reynolds of Synapse

Officer Reports:

President: Dennis reminded us of cornerstones of our philosophy highlighting honesty, integrity, confidence and enthusiasm.

VP Education: Paul gave us the upcoming schedule:

March 31: Group exercise. To help prepare we are to come with 1-3 questions that could be asked of other businesses that would indicate someone might need our services.

April 7: Member Focus – Jenn McArtor

April 14: Group Exercise

April 21: Member Focus: Dr Dan Elash

April 28: Guest Speaker: TBD

VP Membership: Bill Rudd filled in for Angelo to give us the results of a recent membership meeting. The idea being discussed is that each member commit to bringing 1 new member into the group.

Treasurer: Maggie reported the following numbers

	RB's	Referrals	Closed Business
Last week	11	5	2,737.50
Year to Date	85	21	41,536.50

Secretary: Terry explained what is in the new card book as it was being passed around.

Educational Moment: Dr Dan gave us an educational moment about the Unique Selling Proposition (USP)

The USP answers the question “Why should I buy from you?” The answer must be creditable and exclusive. The answer goes a long way toward satisfactorily closing the sale. It is what the appeal or benefit is of dealing with you. Dan gave a couple of examples: Dennis sells “casual elegance” in the design and construction of outdoor living spaces; Stacey and Wainwright provide helpful tile ideas and design with the fullest range of products in the area. If you are unsure how to answer the question take a look at what your clients are saying about you.

Next Week come prepared to give us your USP.

Presentation: Keith Reynolds of Synapse gave us his story about how he created Synapse in doing so showed us his passion for what he does. Synapse is a networking opportunity that allows people to form groups (hubs) around a non-profit issue that they are passionate about. The purpose of the “hub” is to assist the non-profit in its growth through networking like minded people and offering the members an opportunity to expand their networks. Unlike a business networking group focus is on “who you are and what are you passionate about” rather than an elevator speech.

Membership in a hub is by invitation only. There are no exclusivity rules but the membership is self selecting based on real passion for the mission of the non-profit. Synapse has been in business since Oct 2013 and is now opening hubs in Charlottesville. By now each of you should have received a schedule of hub meetings within Charlottesville and instructions on how to attend. Membership costs are \$450/year for regular members, and \$250 for the hub leader. There is a special offering in Charlottesville at the moment of \$200 for 6 months so people can be introduced to the concept and experience what it is like.

There being no further business the meeting closed.