

Connection Pros

Let's continue our little chat about some of the very best places to network in the Valley. Last month, I focused mostly on larger networking organizations (Chambers of Commerce, ASBA, etc). However, some of the best networking opportunities in Phoenix and Scottsdale are the smaller, more niche-type groups. Allow me to elaborate.

I belong to a group that meets every Thursday for lunch in Scottsdale. The group is called Lonzmon International and it is the largest Jewish networking group in the Valley. This group has been very successful because it was created to service the networking needs of Jewish business people.

Besides the possibilities of more business, Lonzmon International also builds community by providing the opportunity to meet, socialize and really connect with other Jews. It's a very special place because there is nothing like it anywhere else. To get more info on Lonzmon International, go to www.Lonzmon.com.

Now, for those of you that aren't Jewish, don't despair. There are dozens of specialty networking in the Valley. One of them is a very popular group is called E.R.I.N., Executive Resources for Irish Networking. This group caters to corporate executives, professionals, and entrepreneurs having an Irish heritage, or a strong Irish interest. They believe in promoting networking, business development, professional growth, and ethical business practices but are not a forum for political or religious activity. For more information, go to www.AzIrish.com.

For my female readers, your choices are almost endless. Let's talk about two of the best groups in the city.

Women of Scottsdale, created by Linda Herold, offers its members monthly opportunities to network in a unique and special way. In the refined setting of an elegant reception and luncheon, ties are forged to create a deep and long-lasting community of mutual support. Business and professional women, community leaders, women in government, women in education, and those who have retired—all are welcome as members.



Connection Pros

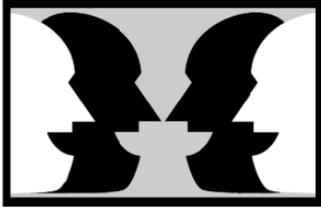
This non-commercial, social atmosphere encourages stimulating conversation and the informal, candid exchange of ideas. This environment is fostered not only by the variety of interests and involvement of the women attending but by the variety of themes around which the luncheons are presented. Go to www.womenofscottsdale.com for information about this unique group.

Another fabulous organization is the National Association of Women Business Owners (NAWBO). Their purpose is to assist women in achieving success by uniting in common goals, promoting leadership, developing entrepreneurial skills and business acumen, and advocating and influencing public policy affecting women in business. NAWBO is a business and networking organization exemplifying on a personal level; support, inspiration, creativity, determination and courage. Go to www.NAWBO.org for more information.

For those of you that are looking for the most amount of potential business leads in the shortest amount of time, I might suggest you check out one of the many leads groups that have popped up in the Valley. The largest leads group in Phoenix is BNI, or Business Network Int'l. BNI is a business and professional networking organization that offers each member the opportunity to share ideas, contacts and referrals. With *over* 2,500 chapters worldwide, BNI is the world's leading professional business networking organization. To find a group near you, go to www.BNI.com.

Le Tip is another large national leads club that offers many groups in the Valley. LeTip is a professional organization of men and women dedicated to the highest standards of competence and service. Their primary purpose is to give and receive qualified business tips or leads. Members must, at all times, maintain the highest professional integrity. One member represents each business category and conflicts of interest are disallowed. For more information, check out www.letip.com.

One more group that offers many networking options is Ali Lassen Leads Club. Founded in 1978 by Ali Lassen, and currently under the leadership of Lisa Bentson, President, they are the oldest and most



Connection Pros

respected networking organization in the world. Ali Lassen Leads Clubs are open to business owners, professionals, sales people and managers seeking to begin or expand a business through quality business leads referrals.

So, have I confused you enough yet? While there are literally hundreds of networking groups to choose from, picking the one for you is easy. Just find one that seems to fit your needs, go check it out and see if it works. All of the groups mentioned allow you to attend a few meetings as a guest so you can see how the group feels to you before you invest your hard-earned cash. But, please remember, don't stay in a group that isn't worth your valuable time. If you feel you are not getting what you need from your group, GET OUT and find one that will fit your needs.

I hope these last two columns have been helpful to you. Next month, I'm going to focus on what to say when you attend networking functions. Yes, there is a right way and a wrong way to network and you'll learn the difference next month.