



Connection Pros

At the beginning of every New Year, millions of people make a list of resolutions that they want to accomplish in that given year. They want to lose weight. They want to make more money. They want to improve their relationships with their families and friends. Unfortunately, one resolution that people always forget to add to the list is to get out and network more!!

One of the easiest and most successful ways to grow your business is by networking. However, just being a member of the Phoenix chamber isn't going to make your business grow faster. You need to attend one of the many programs the Chamber offers and start meeting and connecting with other people. The Chamber offers networking functions, leads groups, roundtables and so much more. It is up to you to find the event that best fits your schedule and your needs and GO!!

One person who understands the importance of attending Chamber functions is Sheri Krems, The Magazine Lady. She is a professional magazine broker and specializes in magazine packages for all types of businesses. Sherri is a regular attendee at the Business for Breakfast functions.

"I really do look forward to the Phoenix Chamber networking events. I am a regular attendee of the Friday morning breakfast leads group and have made many business connections by attending. It is a wonderful way to meet other professional people.

For 2004 I am going to try to make lunch appointments with other leads group members on a one to one basis. By doing this, we both learn so much more about each others business so when the opportunity arises, we can automatically feel comfortable about giving their name as a referral. I also am planning to attend more of the Phoenix Chamber functions. I am a people person and love networking!!!"

I have only known Sheri for about six months or so and I can tell you that she has really made the most of her networking opportunities. She understands that you can't just show up to one or two events and expect business to come falling out of the sky. You need to attend networking programs on a regular basis so people can get to know you, feel comfortable with who you are, not just what you do and how best to work together. Hope to see all of you at a Chamber event soon.