

Client of the Month ~ BIZ Builder CT

One of the activities that business owners/managers need to do as part of their growth activities is to network with other business owners. The group BizBuilderCT came out of that need.

"I cannot stress how beneficial a group such as BizBuilderCT is for an entrepreneur, whether you are just starting out or have been established for some time," says Terri Orłowski, of 'beyond the office', who designed and built the website. "Traditional networking groups tend to focus on generating leads for the group members or making the most important connections. BizBuilderCT is that and so much more. It's like a networking group, Master Mind, and coaching groups, all in one. The support and constructive ideas that are generated out of the friendly atmosphere are so much more valuable than anything else I've found, and the roundtable format allows everyone to feel as an equal. Joining this group is, without a doubt, one of the best things I've done for myself and my business."

BizBuilderCT is today an independent group of business people. Its background starts with the Eastern CT Chamber of Commerce, in early 2006 when Kip Gienau became the facilitator, with the focus of building a business networking group that met at Border's, Waterford Commons, at 8AM on Tuesday mornings. With his background in advertising and marketing, Kip focused on evolving the group, through mentoring, into a way of helping the businesses grow through networking and advice. The group grew beyond the general networking component, with the addition of marketing strategies and speakers.

The unusual relationship that the group of business people who regularly attended the Tuesday morning meetings began evolving into a closely-knit business alliance that grew beyond what the Eastern CT Chamber had even imagined. When that Chamber decided to end their sponsorship about six months ago, this entity decided to continue meeting and BizBuilderCT evolved. As the group changed and grew, so did Kip and his business. Kip's coaching (based on "Guerrilla Marketing") became more popular, and his reach began extending internationally. When Kip was away, John Parker, a professional health insurance advisor (Parker Agency) started filling in as leader of the group. Over the past few months, Drescott "Scott" Thompson, financial advisor with Ameriprise Financial, also began facilitating the group.

"BizBuildersCT allows me to network with other small business owners to share concerns and get questions answered." Scott shares. "This is a group of people willing to help me grow my business and share their knowledge. I have received several marketing ideas that have worked for me. The amount of business and networking knowledge they share is amazing!"

The weekly roundtable format discussions continue with a dedicated membership, that is comfortable, knowledgeable and dedicated to helping one another. Although I can't always attend each week, I remain a dedicated, committed member of this group, proud of the relationship that has been established and the help we have all received from one another.

The weekly event is free to anyone who would like to join in. You can find more information at the new website at: <http://www.bizbuilderct.org/>

As you will see on the site, their focus is pretty basic, **Meet. Share. Learn. Grow. Discover Your Success.**



BIZBUILDERCT

