



CAPE BUSINESS NETWORK

THE BASICS:

A SHORT LIST OF IMPORTANT CAPE FACTS

THIS IS OUR MISSION STATEMENT It drives everything we do.

The CAPE Business Network is an interactive organization connecting business professionals and the community. Our members emphasize quality in the services and products they provide, and demonstrate high standards of integrity and trust. The goal of the organization is to provide an environment to network, share referrals, grow business revenue, share marketing expenses, and build friendships. CAPE Business Network members are also dedicated to improving the community in which they live and work through active involvement with local charitable organizations.

MEETINGS

Meetings are held at 7:30am every other Wednesday at the designated location. If you are not sure which Wednesday or what the location currently is, contact us!

CHARITABLE WORK

We pick a new charity at the beginning of every quarter. If you want to suggest an organization for the list, please bring it up at a meeting or contact the secretary.

At the first meeting after the end of a calendar quarter, we present our donation to the charity of our choice. The representative of the charity is invited to the meeting and that person is the featured speaker for the meeting. We also have a group photograph taken for the local newspaper.

We also participate in activities like walks, festivals, parades or other events as time and motivation allows

BEING A MEMBER

Only one person from a profession is represented at CAPE Business Network. This increases your exposure to potential leads and prevents competition from members of our own group. It also allows our members to get to know each other better and become better advocates for each other.

Attendance at meetings is not required but it is strongly encouraged. How else will you get to network?

Participation in discussions and decisions is also strongly encouraged. Good decisions are built on lively discussion and consideration of as many aspects of an issue as we think are important. If you disagree with something or have a better idea, say so! Without great ideas and solid reasoning, we are not CAPE Business Network!

FINANCES

We finance our activities through a dues structure

Dues are assessed every six months. The amount changes based on projected expenses and anticipated participation in various local activities. It is set by the board of directors and approved by the membership.

If you are an approved member and pay your dues, you are a member of CAPE Business Network for the six month period covered by the dues. If you don't pay your dues within the time specified at invoice, you are not a member. If you want to re-enter the group and haven't paid your dues in time, approval is required and fees apply. Sounds harsh, but it's simple and effective!

WHAT HAPPENS AT EACH MEETING

Members report referrals generated and received in the past two weeks

Members introduce themselves and their businesses

We do a 50-50 drawing at each meeting. This funds our charitable donations, so be generous!

We discuss ongoing cooperative marketing efforts and entertain new ideas. We vote as a group on changes or additions to marketing efforts

We have a featured speaker. Usually this is a member of the group who gives us an in-depth view of his or her business and some of the interesting circumstances or issues surrounding it. Every quarter, the recipient of our charitable donation is invited to speak.

MORE IMPORTANT FACTS ABOUT CAPE BUSINESS NETWORK

We are a local networking organization and we have strong ties to our community

We are a registered non-profit organization

We have a Board of Directors. The board is made up of the President, Vice President, Secretary, Treasurer, Membership Committee and Website Administrator

Minutes of each meeting and other important documents are located on the website: CapeBusinessNetwork.com

WHAT ARE THE BENEFITS OF GROUP MEMBERSHIP?

Networking! Get to know people who are in complementary or synergistic businesses, know people you can refer with confidence, become a resource for your friends and business associates, and expand your social and business circle

Cooperative marketing! As a group, we can afford to be visible in arenas not usually accessible to small businesses. These include or have included in the past, presence in every home in the local Money Mailer market, photos and copy in The Cape Gazette, visual presence at ClearSpace Theater presentations, print ads at The Rehoboth Beach Home Show and many other arenas. Giant Bonus: When we give to a charity, we get press and so do they!

Learning Experiences! Afraid to speak in public? Your experience as a featured speaker will ease you into it. Prepare your best professional presentation and try it out on your colleagues at CAPE. A friendlier, more positive audience has not been found. Not sure how to generate referrals? Wonder how to initiate contacts in other industries or businesses? From time to time, great ideas about this and other issues we all face are presented to the group in the form of spoken or written information as well as fun twists on standard procedures

Keep reading, there's just a little more!

OVERALL....

As your good name enhances CAPE Business Network, our good name enhances your business! We are an aspirational group, well known in the community for the quality of our membership and our commitment to local wellbeing. You are a valuable asset to CAPE Business Network and we look forward to having you in our network!