

2017 PBCALA Business Partner & Member Referral Campaign

As you know, the Business Partners are crucial to the financial success of our chapter. We want to be sure that our Business Partners feel that they are a valued part of our organization. One way to do so is for our members to meet with them to see if there is an opportunity for a business relationship.

In order to encourage our members to meet with the Business partner, we have created a referral campaign that will run from January 1, 2017 through December 1, 2017. Participating couldn't be easier – simply meet with a Business Partner and have them sign and date the back of their business card. Write your name on the back of the card and bring it to the next PBCALA educational luncheon or mail it to Michele Parcells, Nason Yeager Gerson, 3001 PGA Blvd., Suite 305, PBG, FL 33410. At each luncheon, we will be drawing from these cards and awarding a \$25 gift card! (You will not need to be present to win.). All cards (including the winner from each month) will be kept and entered into a grand prize drawing for a \$500 gift card to be given away at our Holiday Party in December.

Rules:

- Your meetings must either be with Business Partners with whom you do not currently do business or concerning a new service or product from a Business Partner you are currently using for another service.
- Your meetings must take place between January 1, 2017 through December 1, 2017 and must last at least 15 minutes.
- Your meetings must be in person.

Business Partner Referral Program:

- A Business Partner can refer a new member to our chapter. For every referred member that joins our chapter, the Business Partner will get a \$25 credit on next year's fees. Note, the total credit cannot exceed the amount of yearly fees.
- A Business Partner can refer a new business partner to our chapter. For every referred business partner that purchases a level, the Business Partner will get a credit on next year's fees equal to 10% of the level purchased by the new Business Partner.. Note, the total credit cannot exceed the amount of yearly fees.