



Friends you can bank on.

MEDIA RELEASE

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Legence Bank Sponsors Free Teleseminar "Turn Contacts Into Connections" at 12 Noon on Thurs., May 24

Eldorado, IL— **"It's not called net-sitting or net-eating. It's called networking. You have to work at it," so says Dr. Ivan Misner**, founder & chairman of BNI, the world's largest business networking organization. Called "The Father of Modern Networking" by CNN and the "Networking Guru" by Entrepreneur magazine, Misner is the featured expert for Legence Bank's next Chat with the Experts™ teleseminar at 12 noon on Thurs., May 24.

The free, one-hour teleseminar includes information on turning contacts into connections, the importance of a structured referral system to attract new business and the mindset and skill set of networking.

"In a time when networking and contacts are increasingly critical to business and ROI, Legence Bank is pleased to offer our customers and those in the communities we serve advice from a professional recognized as one of the world's leading experts in business networking and referral marketing," said Kevin Beckemeyer, president and CEO of Legence Bank. "By offering a free, one hour call-in teleseminar, we hope to help make business development easier and to help folks make the most of each networking opportunity, including social media," said Beckemeyer.

Misner expands the old adage of "what goes around comes around" to his organization's mantra: By giving business to others, you will get business in return. Teleseminar participants can listen in and learn how to make networking feel good, not "sales-y," secrets on the differences of how women and men network, as well as *The Ten Commandments of Networking a Business Event*.

To listen in on the free, one hour Turning Contacts Into Connections teleseminar on Thurs., May 24 at noon CST, call the dial-in number 760-569-7676, then enter the access code 134281.



Dr. Ivan Misner

Dr. Ivan Misner is the Founder & Chairman of BNI, the world's largest business networking organization, founded in 1985. The organization has thousands of chapters throughout North America, Europe, Australia, Asia and Africa. BNI generated nearly \$7 million referrals resulting in over \$3 billion dollars worth of business for its members last year alone. Dr. Misner's holds a Ph.D. from the University of Southern California. He has written twelve books, including New York Times best sellers *Business Networking and Sex (not what you think)*, *Masters of Networking* and *Masters of Sales*, as well as his #1 bestseller, *Truth or Delusion, Busting Networking's Biggest Myths*. He is a monthly columnist for Entrepreneur.com and writes a networking blog at www.BusinessNetworking.com.

Called the "Father of Modern Networking" by CNN and the "Networking Guru" by Entrepreneur magazine, Dr. Misner is a keynote speaker for major corporations and associations throughout the world. He has been featured in the Wall Street Journal, L.A. Times, N.Y. Times, CEO Magazine and numerous TV and radio shows including CNBC, CNN, and the BBC in London.