



PRESS RELEASE

BtoB Connect
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Jim Hornyak or Laura Leggett
440.286.2044

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FOR IMMEDIATE RELEASE

REVOLUTIONARY BUSINESS REFERRAL GROUP IDEAL MARKETING SOLUTION IN TIGHT ECONOMY

Streetsboro, OH. 9/8/08. BtoB Connect is a crucial lifeline to small business owners looking to grow their businesses in a tight economy. It is unlike any other referral network group in Northeast Ohio. The affordable monthly dues enable businesses of all sizes to network and grow without investing heavy marketing dollars. Most importantly, it is limited to businesses offering services and products to other businesses.

Leggett says, "There are no vitamin sales people or multilevel marketing reps or job seekers. Our members are either business owners or high-level sales professionals working directly with other companies or organizations. There are no requirements for attendance or number of referrals passed among members and we only meet every other week."

Laura Leggett and Jim Hornyak founded the BtoB Connect network referral group in 2005 after they collaborated on their own experiences with referral groups. They decided to improve on the standard and create a whole

new type of referral network group. BtoB Connect has now expanded to include 3 franchises and 18 locations and continues to grow.

Hornyak says, "The goal is to help businesses generate *qualified* personal referrals so they can dramatically condense the sales cycle, thereby saving money. Our members learn how to make personal introductions when appropriate. It's not about just giving a name to someone."

(See attached media kit, "10 Reasons Why BtoB Connect is Not Your Average Referral Group".)

Beginning in 2003, Leggett and Hornyak had set up a "prototype group" of business owners, and through discussions and trial meetings they uncovered what business owners were looking for and what they did not like about other referral groups. Leggett and Hornyak listened and took the best ideas to develop a brand new referral group concept. In May of 2005, BtoB Connect was officially launched with 12 chapters.

Leggett and Hornyak, President and Vice President respectively, also run full time businesses built on referrals from BtoB Connect. Prior to starting the prototype group, Hornyak had attended a variety of networking groups over the course of 20 years. Even today, his successful international videoconference business has no website and not even a brochure.

Many members have reaped the rewards of this finely tuned and nicely structured referral group:

"This Works!" Marie Cutlip, CPA, Better Financial Solutions

"One referral lead to 5 others and \$100,000 in 15 months."

Dale Siegel, President, System One

"Two Deals in First 30 Days." Ron Finklestein, Owner, AKRIS, Inc.

BtoB Connect is a member in good standing with the Better Business Bureau. Leggett and Hornyak say that BtoB Connect is probably the only group of its kind in Northeast Ohio and they intend to build the business to a major national organization through new chapters, group leaders, and franchises.

For more information, call 440.286.2044 or log on to www.btobconnect.com for meeting dates and places.

Media Kit attached. Leggett and Hornyak are available for interviews.



BUSINESS PROFILE

Business Name: BtoB Connect

Business Description: A business referral group restricted to business-to-business members only. Chapters are also available for purchase as franchises. (see “10 Reasons Why We’re Not Your Average Referral Group”).

Contact Information:

Phone: 440-286-2044; 888-655-2044

Email: Membership@BtoBconnect.com
www.BtoBconnect.com

Mission:

“To provide B2B sales professionals and business owners CREDIBILITY & INFLUENCE in front of prospects so they can dramatically condense the sales cycle, eliminate the high cost of cold-marketing and make business development fun!”

Chapters:

Akron (4)
Aurora/Twinsburg
Beachwood/Shaker Hts
Canton
Cleveland <i>Ohio City</i>
Cleveland <i>Downtown</i>
Columbus
Independence (2)

Medina
Solon
Streetsboro
Strongsville
Westlake
Willoughby

Principals/Founders: Laura Leggett & Jim Hornyak, business owners themselves

Start Date: 2005

History: (see attached)

Markets served: National U.S.

Membership: Business owners, partners or high-level sales executives.

- Accounting/CPA Firm
- Advertising Agency
- Attorney/Law Firm
- Banks -- Commercial
- Business consultant
- Business Publishers
- Collections firm
- Computer service firm
- Employee benefits consultant
- Equipment Leasing
- Financial planner -- Commercial
- Graphics Designer -- Commercial
- HVAC Companies
- Information Technology firm
- Insurance agent (casualty/liability)
- Insurance agent (life/disability/succession)
- Lead generation company
- Manufacturing representative
- Marketing firm
- Mortgage Broker -- Commercial
- Office supply company
- Payroll Services company
- Photography -- Commercial
- Printer
- Real Estate -- Commercial
- Recruiters
- Sales training firm
- Salesforce automation company (ACT!, Goldmine, etc)
- Search Engine Optimization (SEO)
- Shipping / Logistings company (commercial only)
- Software development company
- Staffing
- Tax Attorneys
- Tax auditing firm
- Telecom consultants
- Video Conferencing company
- Website development
- And more!



10 Reasons Why *BtoB Connect* is Not Your Average Networking Group

1. *BtoB Connect* is an exclusive business to business (B2B) membership organization—you won't run into vitamin sales people or multilevel marketing reps or job seekers. Our members are either business owners or high-level sales professionals working directly with other companies or organizations.
2. Each *BtoB Connect* member has the opportunity to give a three- to five-minute presentation each meeting, compared to other groups that offer 30- to 60-seconds.
3. Meetings are scheduled every other week rather than every week. No mandatory attendance.
4. *BtoB Connect's* system works to help you generate qualified personal referrals so you can dramatically condense your sales cycle.
5. No mandatory lead or referral dispersal. We found that mandatory leads are generally poor referrals that are a waste of time.
6. A *BtoB Connect* meeting size is limited to just 20 members so you can develop long-term, quality relationships with others in the group.
7. A "members only" section of our Web site allows you to cross-network and build relationships with other *BtoB Connect* chapters throughout the U.S.
8. *BtoB Connect* encourages members to join other networking group, unlike other organizations that require exclusively.
9. *BtoB Connect* is a member in good standing of the Better Business Bureau.
10. *BtoB Connect* is a world-class national franchise—as we grow, your networking grows.



HISTORY

It's important to know the history of BtoB Connect for the purpose of understanding where the system came from and why it works. The system has been tested and proven and is consistent across all chapters.

January 8, 2003

The concept for BtoB Connect was born in Streetsboro, Ohio out of sheer frustration with various existing networking groups in the market. On that day, BtoB Connect co-founder Jim Hornyak hosted the first meeting of what he called a "prototype group" designed to test a new concept in networking that would first and foremost limit the attendance to professionals who served the business-to-business (B2B) market.

Prior to starting the prototype group, Mr. Hornyak had attended a variety of networking groups over the course of 20 years. Even today, his successful international videoconference business has no website and not even a brochure.

May 2, 2005

BtoB Connect, LLC was officially born and launched with 12 chapters. Mr. Hornyak and Laura T. Leggett founded the company and lead it today as Vice President and President, respectively. The BtoB Connect concept and system has been validated by members as well as outside parties such as the Cleveland Chamber of Commerce (Counsel of Small Business Enterprises).

October 2005

The BtoB Connect business plan was selected as one of 35 finalists out of 256 entries. Award monies were reinvested into the company and combined with monetary support from the founders to build and continually improve BtoB Connect's infrastructure.

Today's BtoB Connect meeting format evolved directly from feedback collected by members of the prototype group. In short, this company is built around its members. Simply listening to our members was the real secret behind the success of BtoB Connect. Our system is in stark contrast to traditional networking companies and the result is highly qualified business referrals that give members credibility and influence in front of prospects while dramatically condensing the sales process.

May 30, 2008

BtoB Connect sells first Franchise to *Inner Circle Business Network of Northern Ohio*, owned by Gregory D. Hostalley, CPA, managing director of Inner Circle Advisors.

June 23, 2008

BtoB Connect sells AKRIS INC BtoB Connect Franchise for Stark and Summit Counties.

July 22, 2008

BtoB Connect announces the availability of Virtual Chapters via web video. All the participant or member needs is an inexpensive web cam from Best Buy and Internet access. This is applicable for out of town locations only.

September 12, 2008

BtoB Connect launches third Franchise –this one in the Youngstown/Warren area. Franchise rights for Columbiana, Mahoning and Trumbull Counties were sold to KDH Ltd, owned by Kyle Hillman.



MANAGEMENT BIOS

James W. Hornyak and **Laura T. Leggett** founded BtoB Connect and lead it today as Vice President and President, respectively. They also own their own thriving businesses built on the BtoB Connect system.

James W. Hornyak, Executive Vice President/CFO

James W. Hornyak is a successful entrepreneur who owns a multinational videoconferencing / telecommunications business. He has been involved in networking groups for 20 years and understands clearly where they fail and how they succeed.

As testimony to the power of networking, Mr. Hornyak has built his entire videoconference business on personal referrals, not even utilizing a website or brochure to this day! His impressive list of clients include The Timken Company, Smithers Oasis, Delphi Packard, Gallo Displays, Forum Health Network and various multi-national manufacturers. His sales pipeline swelled from under \$100,000 to almost one million dollars within three years using B to B Connect's unique referral system. Prior to starting his videoconferencing company, Mr. Hornyak specialized in audio/video production and spent time selling AV services. He holds a Bachelor of Science in Photography from Kent State University and resides in Kent, Ohio with his wife Barbara.

Laura T. Leggett, President

Laura Leggett brings 17 years of business experience to *B-to-B Connect*. She is President and co-owner of a telecommunications firm called *DataVoice Connect* (www.DataVoiceConnect.com), which specializes in Voice Over IP telephony and helps companies large and small connect to the world cost-effectively. The company has doubled sales each of the last three years, attributed primarily to applying the BtoB Connect system.

Laura works for the client to develop customized solutions using a variety of telecommunication vendors. She is not restricted to any one vendor and is paid by the vendor/supplier not the client.

Prior to entering the telecom industry, Laura spent 7 years in commercial marketing for Rockwell Automation and then served as an Account Manager for Bristol-Myers Squibb in the pharmaceutical industry.

Laura holds a Bachelor of Science in Journalism from Scripps School of Journalism at Ohio University. She resides in Chardon, Ohio with her husband Gary and their two daughters.



SUCCESS STORIES

"This Works!" *Marie Cutlip, CPA, Better Financial Solutions*

"One referral lead to 5 others and \$100,000 in 15 months" *Dale Siegel, President, System One*

"Two Deals in First 30 Days" *Ron Finklestein, Owner, AKRIS, Inc.*

\$200,000 in Sales!

Since joining 1 year ago, I have closed \$200,000+ in referrals!!! Plus I've received great introductions for future business. This is the only group that gets me in front of decision makers within companies.

My Largest Transaction to Date

Last month I closed a sale that is equal to 20 percent of my yearly goal! It was my largest transaction to date. Without the introduction from a BtoB Connect member this opportunity would have come to fruition. BtoB Connect has and will continue to be a vital key to my success!"

- *Chad Greene, Dollar Leasing*
chadmgreene@aol.com



\$1,000,000 Meeting

A chapter member personally introduced me to an executive I had been trying to reach for a year. The referral gave me the opportunity to meet one-on-one with a busy, hard to reach business person. This initial meeting led me to an even bigger opportunity: involvement in a marketing event with close to a \$1 million budget. After our 2nd meeting, this successful executive said... "I am really glad you called me. I need to thank Matt for introducing us; without his influence I would not have scheduled time to meet with you."!

Bob Vance, Account Executive
Shamrock Companies, Westlake, OH
rjmvance@gmail.com

Lucrative & Loyal Customer

I was referred to a publisher whose needs matched our services to a tee. Based on the referral and edification from the referring member, I met the owner who accepted me as trustworthy "expert" from the start and I easily closed the sale. Then that customer referred me to five (5) other associated publications and, as a group, they engaged our services too. **That was 15 months ago and over \$100,000 in business.** *B-to-B Connect* flat out works!

*Dale Siegel, Owner
System One, Inc., Twinsburg, OH
SystemOne@alltel.net*

This Works!

This works! I have been given quality business leads that have resulted in increased revenue for my business. The best part is the trust factor. *B-to-B Connect* has made the whole process of growing my business more relaxed and fun.

*- Maire Cutlip, CPA
Better Financial Solutions, LLC
mariewin@sssnet.com*

I Bought a Company!

At a recent *B-to-B Connect* meeting I shared with the group that I was looking to expand my accounting firm through acquisition. One of the members personally referred me to the decision maker of a firm that was selling. That was Friday morning. By Friday afternoon, I visited the firm and began drawing up paperwork. On Tuesday, I presented my offer, and by Wednesday the sale was closed!

A transaction of this nature would have never occurred without a personal introduction. And it would've never occurred that quickly without the *B-to-B Connect* member immediately establishing my credibility with the prospect.

*- Greg Hostelley, Parnter
Konsen & Hostelley, LLP, Independence, OH
ghostelley@khllp.com*



2 Deals in First 30 Days

My first 30 days in *B-to-B Connect* I closed 2 deals and at the Professional Development Day I received 4 solid referrals that I already have appointments with!

*- Ron Finklestein, Owner,
AKRIS, ron@akris.net*

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The Beacon Journal
Monday
August 6, 2007
Page C10
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www.ohio.com/business

Akron man offers owners of small businesses safe, inexpensive way to learn from those with experience

Marketing strategies compiled in book

By Paula Schiele

Beacon Journal business writer

Akron business coach Ron Finklestein asked successful business owners around the country to share marketing strategies that they used to grow their companies.

Now he's compiled their tips into a book: *49 Marketing Secrets (That Work) to Grow Sales*.

Marketing is a major challenge for most businesses, Finklestein said, but it doesn't have to be complicated, hard or expensive.

"Smaller business owners don't understand marketing, its importance or who to trust," he said.

"In creating this book I wanted to provide small-business owners with a safe and inexpensive way to learn about marketing from other business owners who have been there, done that," he said.

Noting that the book features a dozen local sources, he added: "I also wanted to help Akron by promoting successful people that few people know about."

The softcover book is available for \$19.95 through Amazon.com, BarnesandNoble.com, the Fairlawn Borders, or Finklestein's own Web site, <http://www.49marketingsecrets.com>.

Finklestein is president of Akris LLC, a business coaching and consulting firm, and has authored other books.

Each contributor to his latest book was selected for the uniqueness of his or her marketing strategy, and the ability to implement that strategy immediately, Finklestein said.

Paula Schiele can be reached at 330-996-3741 or pschiele@thebeaconjournal.com.

Local businesses share marketing tips

Several Akron-area business owners contributed tips to the book *49 Marketing Secrets (That Work) to Grow Sales*. Here's a condensed version of some advice:

Network for referrals

Source: Laura Leggett and James Homjak, *B-to-B Connect*.

Top-producing salespeople rarely call cold because they focus every day on developing relationships that will generate business by referral.

The two cardinal rules of networking: Have the mindset of helping others, and don't try to sell.

At a networking function, look for people who target similar markets. Your first four questions should be: What does your firm do? What do you do for your firm? What is your target market? How long have you been with your firm?

If the person might be a mutually beneficial contact, exchange cards and say, "Maybe we should get together to see how we can help each other develop some business. When would be the best time to call?"

If they're not a good fit, politely excuse yourself.

Host 'Webinars'

Source: Don Philabaum, *Internet Association Corp.*

hosting online seminars.

You can use them to demonstrate your product and explain to listeners/viewers how they would benefit. Or use your knowledge of the market to reach out to people through educational seminars.

Tips for Webinars:

- Keep your e-mail announcing the Webinar short.
- Focus on sharing knowledge.
- Offer a written report to attendees.
- Bring in industry experts.
- Record the sessions and post online.
- Know your conference software.
- Incorporate survey questions.

Hold a party

Source: Deborah Chaddock Brown, *AllWrite Ink*.

Plan a one-day event designed to bring curious potential customers in to explore your store.

But pay attention to the details. Have a clear objective, such as a grand opening, a year-end inventory clear-out, or a customer appreciation day.

Select an offer that will appeal to customers and inspire people to come visit you. Get your employees excited, perhaps offering them

bonuses on that day.

Find a way for a couple of your vendors to participate. Have some kind of simple finger food available.

Stay informed

Source: John Blakeney, *Idea Firm*.

Business owners ignore daily news at their peril when they can become globally savvy in 10 minutes a day.

Call the Wall Street Journal at 800-568-7625 and sign up for a trial subscription. Reading it online is not as effective; your eyes can interpret 10 times more information in print.

Try this strategy for quickly determining whether there is anything relevant to your industry or your life:

Section A: Read *What's News*. On Page 2, scan headlines for an idea of pressing economic issues. On the opinion page, read the first and last paragraph of each editorial.

Section B (Market Place) and Section C (Money & Investing): Skim the headlines while asking yourself whether any of this is relevant to you or your industry. If not, move on. If yes, skim the story, then set it aside for more thorough reading on the weekend.

Be open to change

Source: Randy Geller,



Contact: Ron Finklestein
Phone: 330-990-0788
Email: info@yourbusinesscoach.net
Fax: 330-865-6922
Web Site: www.akris.net

AKRIS INC Purchases Popular Business Networking Franchise For Stark and Summit Counties

Northeast Ohio B2B referral organization expands reach to generate lucrative sales leads for members in Summit and Stark Counties

Akron, Ohio, June 23, 2008 -- AKRIS, INC., The Business Success Experts in Akron, Ohio announced today its intention to expand its organization by acquiring a [BtoB Connect](#) franchises for Stark and Summit Counties.

Announcing details of the new franchise, Ron Finklestein, Founder and President of AKRIS INC., said, "I have acquired significant new business by being a part of the BtoB Connect group in Akron. When the opportunity came up to acquire this territory, I jumped at the chance to grow my business using this exciting model."

Jim Hornyak, Co-Founder and Vice President of BtoB Connect said, "The exploding demand for the services of a B2B group vs. B2C group is what inspired us to create BtoB Connect, and has now prompted us to introduce BtoB Connect as a franchise nationwide. We are excited to have Ron Finklestein as our second franchise owner."

[Laura Leggett](#), Co-Founder and President, notes that, "Ron Finklestein has been involved with BtoB Connect since the prototype days in 2003, which makes him uniquely qualified to show other B2B professionals how to grow their businesses through personal referrals. We could not be happier that Ron is our second franchise owner."

Finklestein plans to use this opportunity to grow his Business Mastery Advisory Board (www.businessmasterynow.com) and he is quick to point out that a BtoB Connect franchise is truly unique because ownership doesn't require abandoning his other business or career interests. The power of this franchise is that it can feed a continuous stream of qualified business referrals to AKRIS INC. and other BtoB Connect member, making it a key component of our business development activities."

To learn more about how you can learn more and benefit from this powerful concept (with no monetary investment required) please attend a 90-minute overview, July 18, 2008 at 11:30AM – 1PM, at 3700 Embassy Parkway, Montrose, as Ron, Jim and Laura roll out this opportunity to interested individuals. There is no charge for this event but registration is required. To register for this event: <http://www.yourbusinesscoach.net/calendar.html>

About BtoB Connect:

BtoB Connect is a business-to-business networking group with the mission to dramatically condense the sales cycle and eliminate the high cost of cold-market business development by providing high quality personal referrals to business owners and sales professionals calling exclusively on other companies. BtoB Connect is specifically designed to generate highly qualified **business** referrals for **business** people. For more information, email membership@BtoBconnect.com or call 440-954-7428.

About AKRIS INC:

AKRIS INC (www.yourbusinesscoach.net) is a business coaching and consulting firm that inspires, educates, and motivates business people to action that leads to successful results.

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FOR IMMEDIATE RELEASE

For more information, contact:

Janalee Silvey

440-829-8831

janaleesilvey@yahoo.com

**Popular Cleveland-based Business Networking Group,
BtoB Connect, Sells First Franchise**

Northeast Ohio B2B referral organization expands reach to generate lucrative personal referrals for members nationwide

Cleveland, Ohio, May 30, 2008 - After announcing its expansion by franchise in November last year, [BtoB Connect](#), a business-to-business networking group originating in northeast Ohio and growing quickly, announced today the sale of its first franchise to *Inner Circle Business Network of Northern Ohio*, owned by [Gregory D. Hostelley](#), CPA, managing director of [Inner Circle Advisors](#).

Commenting on details of the sale, [Laura Leggett](#), Co-Founder and BtoB Connect President says, "We are thrilled to partner with *Inner Circle Business Network*. With franchisees like Inner Circle Business Network, BtoB Connect is favorably positioned to grow quickly as a nationwide entity to help our members successfully expand their respective businesses."

[Jim Hornyak](#), Co-Founder and Vice President, notes, "This sale validates how our turnkey system helps business owners and high level sales professionals grow their businesses through personal referrals, which can dramatically condense the sales cycle and eliminate the high cost of cold market development."

Purchase of the franchise by Inner Circle Business Network is fitting, as owner Gregory D. Hostelley has been called the 'King of Referrals' by local media. His firm Inner Circle Advisors celebrated 25 years of operation in October 2007 when the Independence-based company changed its name from Konsen & Hostelley and expanded to support the growth of its business, increasing their square footage from 3,200 to over 6,700 square feet. Inner Circle Advisors grew out of traditional accounting and tax services and now includes merchant services, strategic planning and management consulting, corporate finance, outsourced payroll processing, remote bookkeeping, and more.

Hostelley says, "For years, we've been viewed as the primary business advisor for many of our clients. Going forward, it's our intention to take that further, helping our clients grow more successfully and more profitably. BtoB Connect is an integral part of our system, which emphasizes personal referrals. We're now structured to help our clients grow over the next 25 years, and we plan to grow with them."

The BtoB Connect system has now been implemented and refined for [15 chapters](#) since BtoB Connect was incorporated in May of 2005. Inner Circle Business Network purchased 8 operational chapters it plans to expand. The [BtoB Connect structure](#) is refreshingly different from other business networking groups. For instance,

- Membership is restricted to business owners and sales professionals who do business within a B2B environment.
- Chapter meetings are every other week (vs. weekly), attendance is not mandatory, lead dispersal is not mandatory and members are encouraged to join other organizations as well.
- Each member is given a full 3-5 minutes to present their business at each meeting versus the traditional 30-seconds, and the agenda focuses exclusively on generating business referrals.
- Referrals are not tracked, to increase the quality and not merely quantity of referrals



- A proven system for personal introductions is used that immediately transfers trust and provides instant credibility with a prospect for qualified leads.
- Membership is limited to 20 members per chapter from non-competing businesses.

About BtoB Connect:

BtoB Connect is a business-to-business networking group with the mission to dramatically condense the sales cycle and eliminate the high cost of cold-market business development by providing high quality personal referrals to business owners and sales professionals calling exclusively on other companies. BtoB Connect is specifically designed to generate highly qualified **business** referrals for **business** people.

About Inner Circle Business Network of Northern Ohio:

Inner Circle Business Network of Northern Ohio is an affiliated company of Inner Circle Advisors, an extensive affiliate network that offers accounting and tax services, business planning and strategy, and other business services. Members of the Inner Circle Advisors' network are professionals who have a deep level of experience in their field and have experience with small to mid-sized companies. In each business, top management is personally involved with their client's projects. Each member of the Inner Circle Advisors' network has been in business for several years and has a legacy of standing behind their work to ensure it is of the highest standard and that the client values their work.

Contact Information:

For more information about BtoB Connect, visit www.BtoBconnect.com, call 440-954-7428, or e-mail membership@BtoBConnect.com. Individuals interested in visiting a [BtoB Connect meeting](#) as a guest, becoming a member or chapter group leader, or to request a franchise offering circular to secure a new franchise of their own, may contact:

Laura T. Leggett
Co-Founder and President
888-655-2044
membership@BtoBconnect.com

The BtoB Connect franchise offering is managed by [Franchising Unlimited](#), a 29 year old company that has worked with over 555 companies (including several among the Fortune 500) and sold over 3400 franchises.

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