

hippnet

High Integrity Professionals of Portland

MANUAL

www.hippnet.com

HIPPNET's PHILOSOPHY

We are a hard networking group located in Portland, Oregon that focuses on more than just networking. We help each other create our unique vision of success by being a committed member of a team of professionals that offer mutual support. It is this combination of networking, marketing strategies, feedback, and brainstorming that makes us thrive. We are in essence a marketing and sales force of hip, high-integrity professionals dedicated to helping each other become outrageously successful.

CORE VALUES

Integrity, relationship building, dedication, enthusiasm, communication.

MISSION STATEMENT

To provide strategy, accountability, and encouragement to build our network of businesses through solid relationships, open and direct communication, resulting in high quality referrals.



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GENERAL POLICIES

NETWORKING

- Only one person from each classified profession is allowed to join Hippnet, unless the prospective member specializes in a particular category within their profession and the group votes unanimously in that person's favor.
- Members will represent their PRIMARY occupation.
- Members must NOT be a member of another hard networking group, such as BNI, I Take the Lead, Le Tip, etc.

ATTENDANCE

- Meetings begin each Tuesday at 3pm and last for 90 minutes.
- All members are required to arrive on time and stay for the entire meeting. Often, meetings will run over with open networking at the end, however, it is not a requirement to stay beyond 4:30pm.
- Members are given an allowance of 2 absences per quarter, and upon the 3rd absence, membership comes into question. Attendance is monitored by the Hippnet gate keeper. Each absence will be tracked either by an email, phone call, or a note to the absentee.
- Members who are tardy 2 times in one quarter are given 1 absence to be monitored by the Hippnet gate keeper.

substitutes

- Members who send a substitute in their place are not given an absence. Sub is to deliver the business message of absent Hippnet member, and may also deliver their business message, if they should so choose.
- Visitors interested in joining may NOT serve as a substitute for a Hippnet member during their probationary visiting time.

longer term excused absences (paying dues members):

- Maternity (self, spouse, or partner): a. 1 month of meetings + 1 month sabbatical
- Bereavement (the death of any close loved one): a. Parent, grand parent or any other relative that would be considered an emotional or biologically close relative: up to 1 month. b. Spouse, partner or child: up to 1 month + 1 month sabbatical as needed.

- c. All other close family, friends & pets: 1 month
 - Car Accident or Personal Injury: a. Injury requiring hospitalization: 1 month +1 month sabbatical as needed. b. Injury that decreases mobility: 1 month + 1 month sabbatical as needed.

one meeting per quarter excused absences:

- Last minute child/pet care issues i.e. sick child/pet or school closure.
- Car issues i.e. car won't start & cannot fix prior to meeting.

unexcused absences:

Anything scheduled in advance which allows an opportunity for a substitute is unexcused.

- Seminars and continuing education.
- Doctor or personal appointments (for self, child, or spouse)
- Work appointments
- Work meetings/Client meetings
- Negligence of meeting location and time
- Parking issues
- All chronic absences related to: a. Child care b. Sick children c. Car & Transportation issues

ONE-ON-ONE MEETINGS

Members are encouraged to have weekly one-on-one meetings to strengthen relationships and learn how to pass qualified referrals. This includes everything from coffee to golf. Members can also use this time to attend soft networking groups together.

REFERRALS

passing qualified referrals

- The more time members spend together getting to know each other's businesses, and how to recognize an ideal client for another Hippnet professional, the more business growth Hippnet members will see. This results in more qualified referrals.
- Hippnet members are invested in one another's success. Therefore passing qualified referrals is more important than just passing referrals.
- There is no minimum, but it is encouraged to try and come each week with at least one referral if possible.

TESTIMONIALS

Through spending quality time with, or experiencing the services of fellow Hippnet professionals, we are better able to speak to the integrity of each person and share our confidence in their business with the group. Often these uplifting accounts can prompt or cue a referral.

DUES

- The cost for HIPNET is \$300 per year. You may pay yearly, quarterly, or monthly. Fees are non-refundable, and cannot be transferable from one member to another.
- New member dues are as follows: \$75 application fee + \$25/month additional/continual fees
- The money is spent on: venue rental, brochures, invitations, visitor's day, gatherings, supplies, and support materials.

AGENDA

Meeting Schedule:

3:00 – 3:10 open networking

3:10 – 3:15 welcome & core values

3:15 – 3:30 basic business messages

3:30 – 3:40 educational piece

3:40 – 4:00 spotlight on 1 business

4:00 – 4:20 pass referrals & testimonials

4:20 – 4:30 open networking

VISITORS

- Visitors interested in becoming members of Hippnet must visit the group 3 consecutive times, as well as interview 5 Hippnet members, before being voted in by the group. This must happen within 45 days of the 1st visit.
- Prospective members must provide 3 references for Hippnet membership team to contact before the group vote.
- Those visitors who are successfully voted in as members will be contacted by the Hippnet gate keeper and welcomed to the following meeting.
- Membership dues
 - New member dues are as follows: \$75 application fee \$25/month additional/continual fees
 - All members are expected to pay monthly dues in a timely manner, or membership comes into question.

INFORMATION AND DETAILS ON AGENDA ITEMS:

BASIC BUSINESS MESSAGE

This is a tool used to hone in on what you are really trying to communicate to a stranger. The idea is that you have 1-2 minutes to tell someone why they should hire you. This is also referred to as your Unique Value Proposition, or Elevator Pitch. So, why you?

Tips on creating a solid message:

- Write down and describe the services you offer clearly, without worrying about the wording.
- Describe the key strengths and/or features of your service.
- Create the best combination. It is best to get feedback from a few sources before committing to a permanent message.
- Memorize your message. At first this can seem stale, but eventually you have a tool that is very useful, especially in times when you are caught off guard. Think of the clients you open yourself and your business to, through delivering a solid description in less than 1 minute.

BUSINESS DEVELOPMENT

This ten minute time period is assigned to a different member each week, and is useful in delivering educational information, exercises, and inspiration to the group. This can be tailored to your knowledge within your specific profession, or a general eye-opening dialogue or experience.

example topics:

networking	voicemail	communication
body	language	eye contact
emails	thank yous	written communication
presentation skills	leadership	time management
organizational skills	referrals	graphics/identity
working with excel	cold calling	taglines/key phrases

SPOTLIGHT

The spotlight is on you baby! This 20 minute time slot, which also rotates between members, is useful for really diving into the following categories:

- services: give a presentation in regards to your business in order to educate Hippnet on what services you offer.
- feedback: give a presentation using a new medium of communication or discussing a new facet of your business, and get feedback from the group on the presentation.
- hippnet brainstorm: use this time strictly for brainstorming and discussing challenges or problem areas. In this format, the group can contribute ideas, suggestions, feedback, resources, and encouragement.
- to each hipp's own: use all of the above, or be creative and SPOTlight your business in a whole new way! We are here to listen and understand more about your business.

MISSING PRESENTATIONS

spotlight + business tips piece

- It is the expectation that people plan ahead. All calendars will be given at least 3 weeks in advance. It is the responsibility of the member to examine the calendar to determine if he/she is able to present on the selected days. If said member is unable to present it is their responsibility to switch spots with another member at least two (2) weeks in advance.

- For all missed presentations, the member will incur two (2) absences.
- The exceptions for this extend to the absence policies: severe illness, accident, loved ones passing, giving birth.

HOUSEKEEPING MEETING

The first Tuesday of every month is a meeting limited to dues-paying members only. This allows us time to take care of member issues, Hippnet event planning, rules and regulation moderation, and Hippnet-related activities that are best kept only to members. The other meetings during the month, open to prospective members, are then limited to the agenda outlined above, with other discussions set to take place during the Housekeeping Meeting.

LEADERSHIP ROLES

LEADER/ SPOKESPERSON

The leader/spokesperson is the moderator of the meetings and is responsible for keeping the group on track and on time. In addition, this position guides the team to reach their goals. The leader may not make any important decisions alone, and must get a community vote on any suggested changes.

ASST. SPOKESPERSON

The Assistant Spokesperson takes over when the leader is away, and also acts as an additional support system for the leader and team.

FINANCIAL MANAGER

The financial manager takes care of all the bookkeeping and finances. The financial manager is required to share all financial stats with the group during every monthly housekeeping meeting..

VISITOR GREETER/S

Visitor Greeter/s will greet all new visitors at the meeting, as well as give the visitor a "visitor's sheet," and answer any questions the visitors have. Greeters will also follow up with an email thanking the visitor for coming to the meeting. There will be two greeters assigned.

GATEKEEPER

The gatekeeper is in charge of collecting the visitor sheets of the visitor's that are interested in joining, and will check references and report these results to the leader and the group. The gatekeeper is also the person that receives and responds to emails sent to info@hippnet.com.

WEBMASTER

The webmaster will maintain and update the material, bios, and events on the website.

EVENTS COORDINATOR and COMMUNITY OUTREACH

The events coordinator will organize educational pieces and spotlights for each member and will send out email reminders to assure members get an extra reminder of when they are supposed to present to the group. As community outreach, he/she will organize events where Hippnet can make an appearance in order to become more widely known and grow the group - while at the same time growing business for members of the group.

NEWSLETTER COORDINATOR

The newsletter coordinator will compose (or delegate composition) of a monthly email newsletter to send out to Friends of Hippnet and prospective-members.

ATTENDANCE TRACKER

The attendance tracker tracks attendance weekly and reports absences to the leader. If a member is in violation of too many absences, the attendance tracker kindly reminds them that they are in jeopardy of losing their membership. Members are given one warning.

REFERRAL TRACKER

The referral tracker tracks all referrals that are passed weekly. Ideally the referral tracker would track how many referrals became solid business for the member as well.