

NORTHSHORE ONE | GUIDELINES

A brief OVERVIEW of NORTHSHORE ONE Guidelines & Membership Policies

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1. Northshore ONE™ Mission Statement

Business Partners dedicated to serving and supporting members by growing businesses together through an intentional leads/referrals program, connecting professionals and inspiring future leaders.

2. How Northshore ONE™ Groups Work

Northshore ONE™ Groups are groups of Business people, Professionals or Individuals who join together with an intentional leads/referral program according to the **Northshore ONE™** guidelines. **Northshore ONE™** will officially operate from January 1 to December 31 of each year. **Northshore ONE™** Groups are based on trust, commitment and leads/referrals. A successful Leads Group has committed members who attend meetings regularly, develop trusting and professional business relationships, and pass quality business leads and referrals. In order to uphold loyalty between group members, individuals may only participate in one group. It is normal for new members not to receive leads in the first few months, since this is time spent conveying your company needs and identifying your potential customers. It also takes time for your group members to understand and trust your product and service. It is important for you to effectively convey your needs to the group members so you can receive quality leads and referrals. Likewise, offering quality leads to your group members develops and strengthens your position in the group. However, the success of the **Northshore ONE™** Groups will be measured by encouraging members to exchange leads/referrals with members of all **Northshore ONE™** Groups

3. Northshore ONE™ Membership

A Business Person, Professional or Individual may only join one group. However, a member company may have multiple representatives sitting in different groups at one time. Membership into a group cannot be refused on any basis other than duplication of industry or if the member does not uphold the guidelines and objectives. Membership in a group will consist of an invitation as a visitor from an existing member. The visitor will be interviewed by the Group's Membership committee and a recommendation for approval by the **Northshore ONE™** Board of Directors

4. A Conflict of Business Interest

Northshore ONE™ members promote what generates the bulk of or 70 percent of their business or industry. Each member has a designated industry. A conflict may occur when a new member wants to join a group and has an overlapping industry or focus area in that industry. The new member may not join the group if there is a conflict of industry with someone already in the group.

5a. Northshore ONE™ Leadership

Northshore ONE™ will consist of a 5 Member Board of Directors, and an Advisory Board consisting of a Moderator from each group. The 5 Member Board of Directors will elect officers of President, Vice-President, Secretary and Treasurer and Membership Director. Each director will serve a two (2) year term with a rotation of 2 Directors the Even year and 3 Directors on the Odd year. Director Terms will begin on January 1 and end on December 31 of the calendar year. The Moderators will serve strictly on an advisory board. If **Northshore ONE™** increases the number of Groups beyond 5, An At-Large member will be elected to the Board of Directors by the total membership per every two (2) newly formed groups. For Example:

- 5 Groups = 5 Board Members
- 7 Groups = 6 Board Members
- 9 Groups = 7 Board Members

5b. Group Leadership

All **Northshore ONE™** Groups will have Leadership Teams consisting of a Moderator, Assistant Moderator, Secretary/Treasurer, Communications Coordinator, Membership Director, Events Planner and two Welcoming Members who will conduct and lead the meetings for a period of one year. Terms will run from January 1 to December 31 of each year. The Leadership Team is responsible for regulating all of the **Northshore ONE™** guidelines and objectives which have been set forth by all Leadership Teams and the **Northshore ONE™** Board of Directors

6. How to Join Northshore ONE™

- 1) Please view both our **WANTED LIST** and **GROUP DIRECTORIES** (on our website NS1groups.com) to see if we have an opening in your industry or business category.
- 2) **ATTEND** a meeting and see if the time, place, membership, and atmosphere of one of our groups is a good fit for you and your business.
- 3) **READ** our Group Guidelines and understand your responsibilities and commitments as a member.
- 4) **FIND** a current member who is willing to sponsor you.
- 5) **FILL OUT** our Online Membership Application.
- 6) **WAIT** for a member of our Membership Team to contact you, and schedule a Membership Interview.
- 7) **AFTER** your interview, you will be informed whether you have been accepted in the group.
- 8) **PAY** your Annual Membership Fee to our Group Treasurer (see payment methods and pro-rated fee schedule on our website).
- 9) **ENJOY** the benefits of membership and HAVE LOTS OF FUN!

7. Meetings

Northshore ONE™ Meeting dates, times and places will be at the discretion of each group, typically in the mornings, as early as 7 a.m., or over the lunch hours, beginning at 11 a.m., Tuesday, Wednesday and Thursdays. **Northshore ONE™** Groups will meet once a week. The suggested meeting time is an hour and a half. Meeting Agenda will be set by the **Northshore ONE™** Board of Directors.

8. Meeting Agenda

To see a more detailed Agenda, visit NS1groups.com

Meeting Start Time + 15 minutes	Open Networking Meeting Starts Introductions Communications Coordinator M&M Scheduling (Member & Member) Member Commercials Weekly Featured Presentation Leads/Referrals/Testimonials Announcements
+ 1 hr and 15 minutes	Meeting Adjourns

9. Attendance Policy

Attendance is critical and mandatory in a Leads/referral Group. Prompt and regular attendance shows your commitment to your **Northshore ONE™** group. If you cannot attend a meeting, you are

expected to have a substitute. The substitute would participate as your representative. Moderators take attendance at each meeting. You are expected to communicate an absence to your group and/or Moderator. **Northshore ONE™** requests that you voluntarily withdraw from your group if you cannot meet the attendance policy or other requirements of the group. A **Northshore ONE™** group can dismiss a member due to absenteeism. Please contact your Moderator if you need to withdraw from your group. Attendance requirement will be 80% of the quarterly meetings. .

10. M&M Meetings

M&M's are Member and Member meetings. These meetings are designed to be a minimum one hour (one on one) meeting between members with the purpose of introducing the products and services of each member, and creating a strategy on how they can help each other through leads/referrals.

11. Leads & Referrals

Quality leads/referrals are essential to maintaining a quality Leads Group. The following are some different types of leads that can be passed:

- **Cold Lead/Referral:** Has not requested your service but is a good lead for you
- **Warm Lead/Referral:** Contact may or may not need your service but would like to hear from you
- **Hot Lead/Referral:** Has discussed doing business with you; contact immediately
- **Soft Lead/Referral:** When you refer yourself to an existing Northshore ONE™ member

Leads/referrals may be obtained anywhere, such as social or business functions, family events, luncheons or seminars. Leads/referrals can be passed among group members at group meetings or outside the scheduled meeting time.

A Soft Lead/Referral will not be recorded for award purposes. However, a Soft Lead/Referral to another Northshore ONE™ Group will count for recognition awards.

12. Visitors and Guests

Guests or visitors are encouraged to attend a **Northshore ONE™** meeting. Visitors must contact the Group moderator before attending a group. Guests may attend at the invitation of a current group member. Visitors and guests are welcome to pass leads/referrals but we ask members to refrain from passing leads/referrals to guests. Visitors and guests are asked not to put their business cards in the group card binder. Visitors and guests may join a group if they:

- a. Selected by the **Northshore ONE™** Group Membership.
- b. There is no conflict of industry; the **Northshore ONE™** fee has been paid, and they have agreed to the guidelines and objectives.

13. Northshore ONE™ Member Agreement

All **Northshore ONE™** Members must sign the Agreement at the end of the **Northshore ONE™** Membership Application, to indicate they understand and agree to the regulations and objectives of **Northshore ONE™**.

14. Tracking & Accountability

Beyond attendance, our group tracks (through our website) individual member participation such as: Referrals Given and Received, #'s of Visitors Invited, Closed Business, M&M's Attended, etc... Participation in these activities are absolutely VITAL to the growth and success of both our groups and their members. Participation goals will be set by the Leadership Team to encourage teamwork, responsibility, and accountability among all members.

Northshore ONE™ will contract with a software provider which will be used by **Northshore ONE™** groups to track leads/referrals given, accepted, business closed and meeting attendance. If an expense becomes involved with the Software provider, the expense will be assessed to each **Northshore ONE™** member. This fee will be in addition to the **Northshore ONE™** membership dues.

Scoring will be recorded of each member's participation through the approved software provider. Awards will be presented to the top participants of each group at the annual **Northshore ONE™** Awards Banquet. Tracking of awards will be based on a Calendar year of January through December

15. Accounting

Accounting of the **Northshore ONE™** groups will be the responsibility of the Secretary/Treasurer of each group. All dues and expenses will be accounted for through the **Northshore ONE™** general budget as a separate line item element. However, at the discretion of each group, the group will decide if there should be a separate account outside of **Northshore ONE™** for meals and entertainment.

16. Membership Fee

Membership fees will be as follows: \$100 per Year. The Membership period will run from January 1 to December 31 of the each year. Memberships can begin at any time of the year with a pro-rated fee of \$10 per month to the end of each year. (See full pro-rated membership fee schedule on our website.) All memberships fees must be payable to "**Northshore ONE™**".

17. Northshore ONE™ Governance

The **Northshore ONE™** Board of Directors will govern the **Northshore ONE™** groups. All rules, requirements and objectives will be decided and enforced by the **Northshore ONE™** Board of Directors. **Northshore ONE™** groups are encouraged to make recommendations and suggestions as to the rules and operation of the groups. However, final approval will be by the **Northshore ONE™** Board of Directors.

18. Northshore ONE™ Documents

List of all official documents* which help with the day-to-day business of **Northshore ONE™**.

*Documents can only be amended by the Northshore ONE Board of Directors

a. Northshore ONE™ Guidelines

This document which outlines the basic guidelines and procedures for all the **Northshore ONE™** groups..

b. Meeting Agenda

The approved agenda for all **Northshore ONE™** meetings.

c. Attendance Sheet

Helps Moderator keep track of weekly attendance.

d. Group Roster

Sheet containing all the contact info of a group's members for members and visitors to take with them after a meeting.

e. Leadership Descriptions

Descriptions of all the Leadership Roles and responsibilities within a **Northshore ONE™** group.

f. Industry Classifications

Common list of classifications and sub-classifications that can be found in a **Northshore ONE™** group.

19. Starting A Northshore ONE™ Group

Any Business person, Professional or Individual can join a **Northshore ONE™** group by going through the proper approval procedures set forth by the **Northshore ONE™** Board of Directors. First, a startup group must create a 5 member Leadership Team consisting of Moderator, Assistant Moderator, Secretary/Treasurer, Membership director and a Communications Coordinator. The 5 member team must mentor under another group for 4 consecutive meetings. Once completed, the new **Northshore ONE™** group can begin to function on their own subject to approval by the **Northshore ONE™** Board of Directors.

**If an industry chair is occupied in all groups, the industry (business) would have to wait for a new group to be created or startup a new group according to the rules and guidelines.