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**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](http://www.BtoBconnect.com), call 440-954-7428, or e-mail [membership@BtoBConnect.com](mailto: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  
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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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