



## **PRESS RELEASE**

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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 440.954.7428 or log on to [www.btobconnect.com](http://www.btobconnect.com) for meeting dates and places.

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