

BNI®



MOUNTAIN SOUTH
REGION

THE SUBCULTURE OF BNI MOUNTAIN SOUTH



WHERE BUSINESS, HONOR,
AND **COMMUNITY MEET**

THE SUBCULTURE OF BNI MSR

WHERE BUSINESS, HONOR, AND COMMUNITY MEET

In every strong community, there is something deeper than what people see on the surface. There are shared values, quiet commitments, unspoken standards, and a sense of belonging that cannot be manufactured. It grows through trust. It is strengthened through service. It is protected by honor.

THAT IS THE HEART OF BNI MSR.

At first glance, BNI MSR may appear to be a professional networking organization where business owners gather to exchange referrals, build relationships, and create new opportunities. Those things are absolutely part of it. However, anyone who spends time within this community quickly discovers that something more meaningful is happening. BNI MSR is not just about business growth. It is about people's growth.

It is about professionals choosing to show up for one another with consistency, respect, encouragement, and purpose. It is about understanding that success becomes more powerful when it is shared. It is about creating a business environment where people do not simply ask, "What can I receive?" but instead begin with, "How can I help someone else succeed?"

This is what many members recognize as the subculture of BNI MSR. It is the culture beneath the structure. It is the heart behind the referrals. It is the reason members stay, grow, serve, and become better versions of themselves through the process.



SAMUEL KIPE
Representative, J103

**“THE STRONGEST
REFERRALS BEGIN
WITH GENUINE
RELATIONSHIPS.”**

MORE THAN A NETWORKING GROUP

For many business owners, networking can feel uncomfortable at first. It can feel transactional, formal, or even intimidating. People walk into a room, exchange business cards, give quick introductions, and hope something comes from it.

BNI MSR OFFERS SOMETHING DIFFERENT.

The moment people begin to observe the relationships within this community, they often notice that members know each other more deeply. They know each other's businesses, but they also know each other's stories. They understand each other's work ethic. They respect each other's families, values, goals, and dreams.

SAMUEL KIPE DESCRIBED THIS FEELING CLEARLY

When he shared what it was like to first see the BNI community from the outside. He noticed *"a bunch of business owners that knew each other at every networking event."* They talked to one another, knew about each other's families, understood each other's businesses, and respected the way each person worked and communicated.

THAT KIND OF CONNECTION DOES NOT HAPPEN BY ACCIDENT.

It is built through time, consistency, accountability, and genuine care. From the outside, it may look like an inner circle. But once someone becomes part of it, they quickly realize that this circle is not meant to exclude. It is designed to welcome.

Samuel explained it beautifully when he said the BNI subculture feels like "that inner circle, so to speak, that's very inclusive as opposed to exclusive." when he said the BNI subculture feels like *"that inner circle, so to speak, that's very inclusive as opposed to exclusive."*

That statement captures the spirit of BNI MSR. It is a place where professionals are invited in, encouraged to participate, and supported as they grow. It is not about status. It is not about popularity. It is not about being part of a closed group. It is about belonging.



THE INVISIBLE THREAD CALLED HONOR

WITHIN

BNI MSR

there is also a deeper conversation happening around a value that seems to hold everything together: honor.

Honor may not be listed as an official core value, but it is felt throughout the community. It is the quiet force that gives deeper meaning to every other value.



HONOR TURNS

- ACCOUNTABILITY INTO TRUST.
- REFERRALS INTO RESPONSIBILITY.
- RECOGNITION INTO GENUINE APPRECIATION.
- GIVERS GAIN[®] INTO A LIFESTYLE OF SERVICE.

WHEN HONOR IS PRESENT, PEOPLE TREAT EACH OTHER'S BUSINESSES WITH CARE.

They understand that a referral is not just a name passed along. It is a relationship being entrusted. It is someone's reputation being carried forward. It is an opportunity to serve well.

Honor protects **BNI MSR's** culture by reminding every member that business is not just about numbers. It is about people. It is about respecting the work another person has put into building. It is about understanding the sacrifices behind every small business, every professional service, every family-owned company, every local brand, and every dream being carried by the person in the room.

In a world where business can often feel rushed, competitive, or impersonal, **BNI MSR** brings people back to something deeply human. It reminds professionals that success with honor carries more weight than success alone.

SERVICE BEFORE SUCCESS

One of the clearest expressions of **BNI MSR's** subculture is its service mindset. Samuel said it plainly when asked what people should look for when they join **BNI**. His answer was, ***"Look for opportunities to serve others."***

THAT ONE SENTENCE SPEAKS DIRECTLY TO THE HEART OF BNI.

In many business environments, people are taught to lead with their own needs. They focus on what they can gain, how they can advance, and how quickly they can grow. BNI MSR encourages a different approach.

- **SERVE FIRST.**
- **LISTEN FIRST.**
- **SUPPORT FIRST.**
- **LOOK FOR WAYS TO HELP OTHERS WIN.**

This is where the principle of **Givers Gain®** becomes more than a phrase. It becomes a way of thinking, working, and leading. Members begin to understand that when they genuinely invest in others' success, growth naturally follows.



Samuel connected this idea to honoring other people. He shared that when he sees how hard others work and how well they do what they do, he wants them to be rewarded for it. That is the kind of mindset that changes a room.

When business owners begin to view one another through that lens, competition turns into collaboration. Referrals become acts of trust. Wins become shared celebrations. Challenges become opportunities for support. This is why BNI MSR is not simply a place where people come to promote themselves. It is a place where professionals learn to advocate for each other.

PUTTING CULTURE BEHIND BUSINESS



One of the most powerful ideas Samuel shared was that BNI helps put **“some culture behind what I’m doing and why I’m doing it.”**

That thought speaks to something many professionals feel but may not always know how to express. People can learn how to complete tasks. They can learn how to run systems, make sales calls, manage calendars, follow procedures, and deliver services. Those skills matter. *But business also needs culture.*



**BUSINESS NEEDS
PURPOSE.**



**BUSINESS NEEDS
A CONNECTION.**



**BUSINESS NEEDS
A REASON BEYOND
THE TRANSACTION.**

BNI MSR helps professionals rediscover that deeper purpose. It gives members a space where business and character are not separated. Instead, business becomes an extension of who they are, what they value, and how they serve their community.

This is especially important for small business owners and local professionals who carry so much responsibility. They are not just building companies.

- **THEY SUPPORT FAMILIES.**
- **THEY SERVE CUSTOMERS.**
- **THEY CREATE JOBS.**
- **THEY STRENGTHEN NEIGHBORHOODS.**
- **THEY CONTRIBUTE TO THE LOCAL ECONOMY.**

BNI MSR recognizes the person behind the profession.

It creates space for business owners to grow not only in visibility but also in confidence, communication, leadership, and purpose.

Members do not simply become better networkers.

- **THEY BECOME BETTER ADVOCATES**
- **THEY BECOME BETTER LEADERS**
- **THEY BECOME BETTER COMMUNITY BUILDERS.**

That is what happens when business has culture.

A HEALTHY ENVIRONMENT FOR GROWTH

Samuel described BNI MSR as *“a place where people can come respecting one another, respecting each other’s processes, communication styles, and business skills, and support each other in growth in a healthy environment.”*

— THAT KIND OF ENVIRONMENT IS RARE.

Healthy growth does not happen when people feel judged, dismissed, or overlooked. It happens when people feel challenged and supported at the same time. It happens when they are surrounded by professionals who hold high standards but also offer encouragement.



BNI MS CREATES THAT BALANCE.

When members walk into a meeting, they enter a room filled with people who are serious about business and about helping one another improve.



That environment naturally raises the standard. Members become more intentional about how they present themselves, communicate, follow up, and serve their clients.



For new members, this can feel intimidating at first. Samuel admitted that stepping into the room can be daunting. However, he explained that the nervousness does not come from feeling unsupported. It comes from holding the people in the room in high regard.



“ THAT IS THE BEAUTY OF A STRONG CULTURE. IT DOES NOT SHAME PEOPLE INTO GROWTH. IT INSPIRES THEM INTO GROWTH.”



CONNECTIVITY AND SUPPORT

Business ownership can be lonely. Many professionals carry pressure that others do not see. They are responsible for decisions, clients, employees, families, finances, and future growth. Even when they are surrounded by people, they can feel like they are carrying the weight alone.

BNI MSR helps change that.

“When Samuel was asked what J103 gains from being part of BNI, he answered, “J103 gets an outlet to connectivity and support.”

That answer is simple, but powerful. Connectivity and support are **essential** to every business. There are also two things **every person needs.**”

THROUGH BNI MSR, MEMBERS FIND MORE THAN REFERRAL PARTNERS.

They find people who understand the realities of business. They find encouragement during difficult seasons. They find trusted professionals who can offer insight, resources, and genuine care.

This kind of support reaches beyond weekly meetings. It becomes part of how members show up in the community. They celebrate each other's wins. They refer with confidence. They offer guidance when someone needs direction. They create opportunities for one another.

*That is what makes **BNI MSR** feel different. It is not just organized networking. It is organized support.*

A COMMUNITY BUILT ON SHARED VALUES

One of the strongest parts of BNI MSR's subculture is that it brings together people from different industries, backgrounds, beliefs, and experiences under a shared commitment to character.

Members may serve different markets and represent different professions, but they are united by values that matter.

- RESPECT.
- ENCOURAGEMENT.
- INTEGRITY.
- ACCOUNTABILITY.
- SERVICE.
- COMMUNITY.



**“ THESE VALUES CREATE
A FOUNDATION WHERE
PEOPLE CAN BUILD REAL
RELATIONSHIPS. ”**

They allow professionals to connect beyond surface-level introductions. They create trust that strengthens both business and community impact.



Samuel also spoke about how **BNI** values encouragement, positivity, respect, love for the community, and support. While people may come from different personal or faith backgrounds, **BNI MSR** provides a place where those values can be lived out professionally through kindness, service, and mutual respect.



**THAT IS PART OF WHAT
GIVES THE SUBCULTURE
ITS HEART.**



BNI MSR does not ask members to leave their values at the door. Instead, it provides a space where strong character can become part of a strong business.



WHY THE SUBCULTURE MATTERS

A strong organization can have structure. It can have meetings, systems, goals, and expectations. But structure alone does not create loyalty. It does not create belonging. It does not create heart.

CULTURE DOES THAT.



The subculture
of BNI MSR
matters because it
gives meaning to
the structure.



IT TURNS A **WEEKLY MEETING** INTO A TRUSTED ENVIRONMENT.



IT TURNS **REFERRALS** INTO ACTS OF CONFIDENCE.



IT TURNS **INTRODUCTIONS** INTO RELATIONSHIPS.



IT TURNS **INDIVIDUAL SUCCESS** INTO SHARED PROGRESS.



**WHEN PEOPLE
FEEL CONNECTED,
THEY SHOW UP
DIFFERENTLY.**

- They **LISTEN** more closely.
- They **REFER** more thoughtfully.
- They **SPEAK** more confidently.
- They **SERVE** more generously.
- They **GROW** more intentionally.

This is why the heart of BNI MSR cannot be measured only by numbers, referrals, or closed business. Those results matter, and they are worth celebrating. But the deeper impact lies in the people who become more confident leaders, more connected business owners, and more generous community members because of the culture around them.

WHERE BUSINESS, HONOR, AND COMMUNITY MEET

The BNI MSR subculture is not something written on a wall. It is something lived in the room.



- It is lived when a member makes a **THOUGHTFUL REFERRAL**.
- It is lived when someone **CELEBRATES** another person's success.
- It is lived when professionals **HOLD ONE ANOTHER ACCOUNTABLE** with respect.
- It is lived when a new member is **WELCOMED** rather than left on the outside.
- It is lived when business owners **CHOOSE SERVICE** before self-interest.
- It is lived when **HONOR** becomes the thread that ties everything together.

BNI MSR IS WHERE BUSINESS, HONOR, AND COMMUNITY MEET.

It is where professionals are reminded that success is more meaningful when it is built on trust. It is where relationships are formed with intention. It is where people are encouraged to grow, serve, and lead with purpose.

- » THIS IS MORE THAN **NETWORKING**.
- » THIS IS A **COMMUNITY** OF PROFESSIONALS WHO BELIEVE THAT BUSINESS CAN BE DONE WITH HEART.
- » THIS IS A CULTURE BUILT ON **SERVICE**.
- » THIS IS A PLACE WHERE **HONOR** MATTERS.

THIS IS BNI MSR.



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