

BNI®



**STEVE
WEISBERG'S
BNI MSR STORY:
THE GIVER
THE CRUISE
AND THE GOLD STANDARD WAY**

**BNI****01**
FEATURE
HISTORY

STEVE WEISBERG'S **BNI MSR STORY** THE GIVER, THE CRUISE, AND **THE GOLD STANDARD WAY**

STEVE WEISBERG

MEMBER OF BNI GOLD STANDARD, A
LIFE INSURANCE PROFESSIONAL WITH
TRANSAMERICA

Some people walk into a room and immediately change the atmosphere. Not because they are trying to be the loudest. Not because they are chasing attention. Not because they are there to sell, pitch, or prove something. They change the room because they bring something real with them. For the BNI Mountain South Region, *Steve Weisberg* is one of those people.



AND RECENTLY, STEVE
EARNED SOMETHING VERY
SPECIAL: **A BNI CRUISE.**



STEVE, IS KNOWN FOR HIS **CONSISTENCY, FAITH, LOVE FOR PEOPLE**

Steve, one of the most recognizable positive voices in the **BNI community**, Steve has built a reputation that goes far beyond his business card. He is known for his encouragement, consistency, faith, love for people, and ability to turn networking into something far more meaningful than a weekly meeting.

But if you ask Steve, the cruise is not the whole story. The real story is about **Givers Gain**. It is about walking into the right room. It is about finding people worth believing in. It is about becoming better because of the people around you. And it is about proving that when you lead with a giver's heart, the reward is often bigger than anything you could have planned.

FROM SOUTHWEST FLORIDA TO RINGGOLD, GEORGIA

STEVE WEISBERG'S BNI JOURNEY BEGAN AFTER A MAJOR LIFE MOVE.

He relocated from Southwest Florida to Ringgold, Georgia, and began working with American National Insurance. Like many professionals entering a new market, Steve was looking for a connection. He wanted to *grow his business, meet the right people, and build relationships* in a community where he was still finding his footing.

HIS INTRODUCTION TO BNI DID NOT HAPPEN IN A BOARDROOM OR THROUGH A FORMAL SALES PITCH.

It happened through everyday connection.



Steve was active in the car show community, and through one of those events.



He met someone who introduced him to BNI.

STEVE FIRST CONNECTED WITH BNI THROUGH THE RIVER CITY CHAPTER.

There, he began to understand the value of being surrounded by professionals who were committed to helping *one another grow*.

This experience opened his eyes to what structured networking could do when people took it seriously.

AND IN TRUE STEVE CHARACTER, STEVE TOOK IT SERIOUSLY!



At first, he did not know much about the organization. It sounded like networking, but he would soon learn that **BNI was different, that BNI was much, much more!**

“ BNI WAS NOT JUST A PLACE TO TRADE BUSINESS CARDS. IT WAS NOT JUST A ROOM FULL OF PEOPLE HOPING TO GET REFERRALS. IT WAS A SYSTEM BUILT ON TRUST, ACCOUNTABILITY, EDUCATION, AND GENUINE RELATIONSHIP-BUILDING. ”

DISCOVERING THE POWER OF THE RIGHT ROOM

Steve eventually found his way to BNI Gold Standard. For him, walking into Gold Standard was not just another chapter visit. It felt different.

He saw people who were serious about their businesses. He met professionals who were excellent in their industries. He connected with leaders, mentors, and members who carried themselves with warmth, confidence, and generosity.



**IN STEVE'S WORDS,
EVERY SEAT IN THE
ROOM FELT LIKE IT WAS
FILLED BY A SUPERSTAR.**

That kind of room matters. Because the right room does not just give you referrals. The right room sharpens you. It challenges you. It introduces you to people who raise your expectations. It gives you access to knowledge, experience, and encouragement that can change the way you think about business and life.



**HE WALKS IN READY
TO LEARN.**

Steve does not walk into BNI Gold Standard looking for the fastest transaction.



**HE WALKS IN READY
TO GIVE.**

He walks in ready to learn.



**HE WALKS IN
READY TO CONNECT.**

He walks in ready to give. He walks in ready to connect someone with the person they need.

“ THIS IS WHAT MAKES STEVE'S STORY SO POWERFUL.”

MORE THAN NETWORKING, MORE THAN NUMBERS



STRONG BNI CHAPTERS
TURN NETWORKING INTO **A COMMUNITY.**

BNI is known for helping businesses grow through referrals, and that part of the story is real. Steve has seen firsthand how powerful the BNI system can be when members work it with intention.

But to Steve, the numbers are not the deepest part of BNI. The deeper value is in the relationships.

- It is in knowing who to trust.
- It is in being able to confidently tell someone, *"I know the right person for you."*
- It is in watching another member win because of a connection you helped make.

STEVE OFTEN DESCRIBES HIMSELF AS A

“ WALKING ROLODEX ”

When someone needs help, he does not have to guess. He knows people. He knows their work. He knows their character. He knows who will take care of the person he is referring. That is the power of a strong BNI chapter.

ENABLE THEIR MEMBERS TO REFER **WITH CONFIDENCE.**

Members know the people in their chapter, trust their integrity, and stand behind the work they do.

TURN INTRODUCTIONS INTO **OPPORTUNITIES.**

A trusted introduction opens doors that cold outreach never can.

TURN PROFESSIONAL RELATIONSHIPS INTO **TRUSTED PARTNERSHIPS.**

Real relationships lead to long-term impact for members, their businesses, and their communities.



THE HEART OF STEVE'S STORY: GIVERS GAIN

If there is one phrase that captures Steve Weisberg's BNi story, it is this:



“GIVERS GAIN.”

For Steve, "Givers Gain" is not just a BNi core value. It is not just a phrase repeated at meetings. It is not something he uses when it is convenient.

It is how he lives.



STEVE BELIEVES IN POURING INTO OTHERS.

He believes in helping people succeed. He believes that when someone else wins because of something he gave, introduced, shared, or supported, **that is already a reward.**



AND IF SOMETHING COMES BACK TO HIM LATER, THAT IS A BLESSING.

That mindset is exactly what led to his recognition on the cruise.



STEVE EARNED THE CRUISE AFTER HELPING BRING **TWO INDIVIDUALS** INTO BNi GOLD STANDARD.

But when he talks about those new members, he does not sound like someone chasing a prize. He talks like someone who saw people with potential and wanted them to be in a room where they could thrive.

- He believed they would be good for the Gold Standard.
- He believed the Gold Standard would be good for them.
- He believed BNi could help them grow, connect, and succeed.

“THAT IS "GIVERS GAIN" IN MOTION.”
THE CRUISE BECAME THE RESULT, BUT GIVING WAS THE REASON.

WINNING THE CRUISE WAS NEVER THE GOAL

Steve's cruise is scheduled for October 1 through October 4, just before his 19th wedding anniversary on October 6. The timing makes it even more special, and Steve is genuinely excited for the experience, he is also humbled by it.

HE DOES NOT TREAT THE RECOGNITION AS SOMETHING HE WAS OWED BUT AS SOMETHING MEANINGFUL, WORTH APPRECIATING, AND WORTH SHARING WITH OTHERS.

IN TRUE STEVE FASHION, HE IS ALREADY THINKING ABOUT HOW TO USE THE EXPERIENCE TO SHINE A LIGHT ON BNI.

He wants to bring the story back to the region, to show people what is possible and to help others understand that BNI can do so much more than generate business.



BNI WILL CHANGE HOW YOU SEE RELATIONSHIPS

Opening your eyes to the value of trust, connection, and mutual success.



IT WILL CHANGE HOW YOU SHOW UP FOR AND SUPPORT OTHERS

Creating a ripple effect of generosity and leadership.



IT WILL CHANGE HOW YOU GROW AS A PERSON

Building confidence, character, and a deeper sense of purpose.

THAT IS WHAT MAKES STEVE'S CRUISE STORY MORE THAN A FUN ANNOUNCEMENT.

It is a reminder that the best rewards often come when your focus is not on yourself.



A POSITIVE VOICE IN THE BNI MSR COMMUNITY

BNI Mountain South Region is a growing community that brings together business professionals across Southeast Tennessee and Western North Carolina.

As BNI MSR continues to build momentum, stories *like Steve's matter* because they show what the region is truly made of.

**BNI MSR IS MADE UP OF
BUSINESS OWNERS, LEADERS,
CONNECTORS, PEOPLE WHO BELIEVE
THAT STRONGER RELATIONSHIPS
CREATE STRONGER COMMUNITIES.**



**STEVE HAS BECOME ONE OF THE
POSITIVE VOICES WHO HELP
CARRY THAT MESSAGE FORWARD.**

ONLINE AND IN PERSON, STEVE CELEBRATES BNI.



**HE SHARES
STORIES**



**HIGHLIGHTS
OTHER MEMBERS**



**SHARES ABOUT
MEETINGS, LEADERS,**



**SHARES WINS,
REFERRALS,**



**AND MOST IMPORTANTLY,
RELATIONSHIPS.**

**THAT KIND OF
POSITIVITY
HAS VALUE.**

**IN A WORLD WHERE PEOPLE ARE QUICK TO CRITICIZE, STEVE CHOOSES TO
ENCOURAGE. IN A WORLD WHERE MANY PEOPLE NETWORK ONLY WHEN THEY
NEED SOMETHING, STEVE SHOWS UP TO GIVE. IN A WORLD WHERE BUSINESS CAN
SOMETIMES FEEL COLD AND TRANSACTIONAL, STEVE REMINDS PEOPLE THAT
RELATIONSHIPS STILL MATTER.**

THE GOLD STANDARD WAY

There is a reason Steve speaks so highly of **BNI Gold Standard**.

To him, it is not just a chapter name. It reflects the kind of experience he has had there and the posture to which he holds himself daily.

Through Gold Standard, Steve has found professionals he can trust, friendships and personal growth. He has found people who care not only about business, but about faith, leadership, and service as well.



EVERY WEDNESDAY, STEVE LOOKS FORWARD TO BEING IN THAT ROOM.

He describes it as one of the best parts of his week.

It is consistent. It is motivating. And it reminds him that he is not just building a business, he is building a better life with the right people.

HE WALKS IN

Knowing he will be surrounded by people who are excellent at what they do and generous with what they know.

HE LEAVES FEELING

Better, stronger, and more encouraged than when he arrived.

THAT IS THE GOLD STANDARD WAY.

A weekly experience that builds businesses, deepens relationships, and strengthens character.

FAITH, DISCIPLINE, AND SHOWING UP STRONG

Steve's story is also deeply connected to his faith and *personal discipline*.



HE STARTS
HIS DAYS
WITH PRAYER.



VISITS
THE GYM
REGULARLY.



TAKES CARE OF
HIMSELF PHYSICALLY,
MENTALLY, AND SPIRITUALLY.

Because he believes that being strong in those areas allows him to serve others better.

THAT'S THE "GIVERS GAIN" PERSPECTIVE IN MOTION.



FOR STEVE, GIVING DOES NOT MEAN RUNNING ON EMPTY.

It means preparing himself so he can show up with energy, focus, and purpose. He understands that if he wants to help others, he has to take care of the person God created him to be.

That self-care strengthens his ability to serve his clients, family, chapter, and community.

THIS MENTALITY ALSO SHAPES HOW HE APPROACHES HIS WORK AS A LIFE INSURANCE AGENT.

Steve views his work as helping families protect themselves, prepare for the future, and build a sense of security that can continue when life changes unexpectedly.



IN THAT WAY, HIS PROFESSIONAL WORK AND HIS BNI PHILOSOPHY ARE **CLOSELY CONNECTED**.

He is still giving, helping people protect what matters all while thinking beyond the immediate sale and focusing on long-term impact.

WHAT BNI HAS GIVEN STEVE

When people join BNI, many do so with one goal in mind: **referrals**. That's an understandable goal. Business owners and professionals need those opportunities. They need the visibility and they need growth.

STEVE UNDERSTANDS THAT.



**BUT HIS REASON FOR STAYING
HAS GROWN INTO SOMETHING
MUCH BIGGER.**



TRUSTED **RELATIONSHIPS**

Real relationships built on trust, encouragement, and showing up for one another.



ACCESS TO **WISDOM**

Learning from experienced professionals who generously share what they know.



ROOMS TO **LEARN**

Being in rooms with excellent people who challenge him and help him grow.



THE ABILITY TO **REFER WITH CONFIDENCE**

Referring people to businesses he believes in and trusts.



A COMMUNITY WHERE **HE BELONGS**

A place where his faith, values, humor, and positive energy are welcomed and appreciated.



A PLACE TO **BECOME BETTER**

BNI helps Steve grow not just his business, but his character, leadership, and purpose.

The reason someone joins BNI may not always be the reason they stay.

**STEVE MAY HAVE JOINED TO GROW HIS
BUSINESS, BUT HE STAYED BECAUSE
BNI BECAME PART OF HOW HE
GROWS AS A PERSON.**

WHAT STEVE WOULD TELL SOMEONE CONSIDERING BNI

If someone were thinking about visiting **BNI Gold Standard** or exploring **BNI MSR**, Steve's message would be simple and sincere.



“ YOU'RE WALKING INTO A ROOM FULL OF SOME OF THE BEST PROFESSIONALS IN THEIR FIELDS, BUT ALSO FULL OF WARM, CARING, AND INVITING PEOPLE. ”



THAT COMBINATION IS RARE.

It is one thing to find talented professionals. It is another thing to find talented professionals who also want to help each other win.



THAT IS WHAT STEVE FOUND IN BNI.

A place where referrals lead to relationships, and relationships lead to real impact.



AND THAT IS WHAT HE WANTS OTHERS TO EXPERIENCE.

A business community where people show up for each other, celebrate each other, and push each other to be better.

WHY STEVE'S STORY MATTERS TO BNI MSR

Steve Weisberg's story is not just about one member. It is about what happens when the BNI system is *lived out with heart*.



What happens when someone stops seeing networking as a transaction and starts seeing it as a responsibility is that **BUSINESSES GROW.**



What happens when people choose to be positive, consistent, generous, and intentional is that **PEOPLE GROW.**



When you become part of something like that, you can't help but **INVITE OTHERS INTO IT.**



THE GIVER, THE CRUISE, AND THE BIGGER PICTURE

Yes, Steve Weisberg won the cruise. And yes, that is worth celebrating. *But the better story is how he got there.*



HE GOT THERE BY
BELIEVING IN PEOPLE.



HE GOT THERE BY **INVITING**
OTHERS TO AN OPPORTUNITY.



HE GOT THERE BY CHOOSING
GENEROSITY BEFORE RECOGNITION.



HE GOT THERE BY LIVING **GIVERS**
GAIN, NOT JUST TALKING ABOUT IT.



**FOR THE BNI MOUNTAIN SOUTH
REGION, STEVE IS A REMINDER
THAT THE BEST NETWORKING IS
NOT BUILT ON PRESSURE.**



IT IS BUILT ON **RELATIONSHIPS**
CENTERED AROUND **TRUST.**



IT IS BUILT ON PEOPLE WHO
ARE WILLING TO **GIVE FIRST.**



IT IS BUILT ON PEOPLE WHO
CELEBRATE OTHERS AND HELP
THE WHOLE **ROOM.**

Steve Weisberg may be heading out on a cruise, but
his bigger journey is still happening every week.



**EVERY
WEDNESDAY.**



**EVERY
REFERRAL.**



**EVERY
INTRODUCTION.**



**EVERY
POSITIVE POST.**

Every time he walks into a room
and leaves it better than he found it.
**THAT IS THE GOLD STANDARD WAY.
AND THAT IS THE HEART OF BNI MSR.**

BNI®



MOUNTAIN SOUTH
REGION

made with love by
METATECH