



APPLICATION

Thank you for your interest in becoming a member of Strategic Networking Partners. We are a dynamic community of local professionals committed to supporting one another and helping each member grow their business.

Our group is built on a referral-based model with industry-specific membership. What does that mean for you? While you may gain clients directly from the room, the true value comes from being part of a trusted team that actively refers business to one another. As a member, you will both give and receive high-quality referrals within the group.

We also maintain category exclusivity, meaning each member represents a specific industry or niche. This ensures you are the only one in the room serving that role. It allows you to build strong relationships and become the go-to expert within your category.

Included in this packet, you will find a general list of categories along with brief descriptions. These concepts are explored more in depth during our DREAM Training with our facilitator, Larry Larsen.

Process of becoming a new member:

1. Attend at least two Strategic Networking Partners meetings, preferably consecutively. After submitting your application, we encourage you to continue attending meetings until the Steering Committee has met to vote.
2. Submit your completed application to our Vetter/New Member Coordinator, Marc Paquette. If Marc is not in attendance, you may provide it to Larry Larsen or Susan Milliorn. You may also submit your application via email to Marc at marc@thepaquettelawfirm.com or Stephanie Cardona our Administrator, at stephanie@ffaz.us.
3. Please submit your application no later than the last Monday of the month. Applications submitted on the day of voting will be held and reviewed the following month to allow time for proper vetting.
4. Voting takes place during the Steering Committee meeting held on the first Monday of each month, excluding holidays.
5. Once a decision has been made, you will receive a welcome email with details outlining the next steps.
6. Attend New Member Orientation.

7. Begin attending meetings on a weekly basis.

New Member Orientation: New member orientation is mandatory within the first 60 days of your being voted in. New member orientation is presented by Marsha Jones and Greg James. New member orientation is held on the second Monday of each month before the regular meeting at 11am. The exact dates will be sent in your new member welcome email. Please plan to come early to attend.

Strategic Networking Partners Guidelines and Rules:

Absences: Attendance is an important part of being a member of Strategic Networking Partners. If you miss five meetings within a quarter, your membership may be at risk. Missing more than six consecutive meetings will require you to reapply for membership, and reapplication is limited to one time.

We understand that life and work commitments come up. We simply ask that you communicate with us if you are unable to attend a meeting, especially if you anticipate being absent for more than one week. If needed, you may request an extended leave of absence for medical or personal reasons.

If a member misses two or more meetings without notice, their slide will be temporarily removed from rotation until communication is reestablished.

Please notify Stephanie Cardona via email at stephanie@ffaz.us if you will be out for any reason.

Dues: Monthly dues are \$25 and begin the day you are officially voted into the group. Payments are accepted in **CASH ONLY** and may be made one month at a time or in advance for multiple months (up to 6 months).

Dues are typically collected at the first meeting of each month, but may be submitted at any time. Susan Milliorn currently tracks both dues and attendance, and all payments should be made directly to her at the meeting. A receipt will be provided for each payment.

If your account becomes two or more months past due, the outstanding balance must be brought current by the following Monday to maintain your membership. You must also be current on dues to present.

Please note: Any credits earned, such as from quarterly contests, will be applied to your account balance. Cash refunds will not be issued.

Substitutions: If you are unable to attend a meeting, you may send an employee, business partner, or approved representative from your company to attend and present on your behalf. Please note that another member of the group may not deliver your commercial for you.

Ethics Policy and Review Procedures:

Strategic Networking Partners Phoenix is committed to maintaining a professional, respectful, and collaborative networking environment. Our group is built on trust, integrity, and relationship-based networking, and members are expected to conduct themselves professionally during all meetings, events, and interactions.

Professional Conduct Expectations:

Members should maintain respectful communication at all times and avoid:

- Foul or inappropriate language
- Political statements or advocacy
- Religious statements or undertones
- Behavior that disrupts the professional environment

Strategic Networking Partners has a zero-tolerance policy for harassment, including but not limited to intimidation, verbal abuse, discriminatory or demeaning remarks, repeated unwanted contact, or any conduct that creates a hostile or uncomfortable environment.

Business Responsibility: While the group provides opportunities for networking and professional interaction, Strategic Networking Partners is not responsible for any business interactions, transactions, or decisions made between members. Members are expected to conduct their own due diligence and exercise sound judgment in all dealings. Participation in meetings and events constitutes acknowledgment of this responsibility.

Ethics Committee and Review Process: To support a safe and professional environment, an Ethics Committee reviews member concerns and helps facilitate appropriate resolutions.

If a member has a concern regarding another member's conduct, it must be submitted using the official written Ethics Review form. No anonymous complaints will be accepted. Forms may be obtained at meetings or requested via email, and must be submitted to the Ethics Chair, Jason Smith jason.smith69666@gmail.com, either in person or via email.

The review process generally includes:

- Receipt and documentation of the complaint by the Ethics Chair
- Committee review of the submitted information
- Committee meeting to discuss the concern and determine next steps
- Additional information gathering, if needed
- Determination of an appropriate resolution or recommendation
- Communication of the outcome to the member who submitted the complaint

During the review process, all members are expected to maintain professionalism:

- Do not contact other members regarding the complaint
- Avoid informal discussions or attempts to influence the process
- All communication will be handled by the Ethics Committee

Membership and Ethical Standards: Members are expected to uphold the ethical and professional standards of Strategic Networking Partners. Violations of ethics policies, harassment policies, or the official review procedures may result in disciplinary action, up to and including termination of membership. Strategic Networking Partners reserves the right to determine the appropriate course of action when ethical standards are not met.

Full details of the Ethics Policy and Review Procedures will be provided and discussed during New Member Orientation.

Multi-Level Marketing (MLM's): If you are a member of a MLM please only promote your product or service, NOT the business opportunity. Everyone here already has a business, so we do not allow you to recruit from the group. If you are found to be recruiting from the group we will terminate your membership.

Business Category / "Staying in Your Lane": As part of your application, you will be asked to identify your primary industry or business category. This should be a specific role or service, not a broad category such as Health and Wellness. For example, rather than selecting a general category, you would identify a specific focus such as massage therapy, chiropractic care, or esthetics.

If accepted, your membership will be approved based on that specific category, and you will represent that role exclusively within the group.

We ask that all members focus solely on promoting their approved business category during their weekly commercial, directory listing, and presentations. This helps prevent overlap and ensures that each member has a clearly defined area of expertise within the group.

For example, you may work at a spa and be accepted as the massage therapist. While you may also offer facials, if there is already an esthetician in the group, you would only promote your massage services during meetings.

Outside of meetings, you are welcome to share additional services if they naturally come up in conversation. However, during official meetings, we ask that you remain focused on your designated category.

If you have any questions about your specific industry or how it fits within the group, please reach out to Larry for guidance and clarification.

DREAM Mastery Training: All new members are required to attend the DREAM Training within the first 90 days of membership. This training is free and is held on the 3rd Thursday of every month (except November and December) from 2:00 PM to 4:00 PM via Zoom. You can register here: thedreamtraining.com/registration

The D.R.E.A.M. Mastery Training is designed specifically for professionals who network. It will help you modernize the way you think about networking, transform how you build relationships, and maximize your connections to develop powerful referral partnerships.

Speakers List: Each week, one member gives a 7-minute presentation to help the group gain a deeper understanding of their business; what they offer, how they serve their clients, and what sets them apart.

To be added to the speaker schedule, the following two requirements must be completed:

1. You have attended new member orientation
2. You have added your profile to the website

Once you have completed these items please reach out to our Program Director, Amanda Starker at amandajstarker@gmail.com (714) 477-4631

**You must be current on dues at the time of your presentation.*

30 Second Commercial: Each week, you'll have 30 seconds to present your company's commercial. Use this time to share your services, make a specific request (e.g., "We're hiring an administrative assistant" or "We're looking for a mobile mechanic"), or announce an upcoming event like an open house or networking mixer.

Please keep your commercial within the 30-second limit—our bell ringer will signal if you go over time.

Items to consider including in your commercial:

Who are you?

What do you do (what is your unique selling proposition)?

Who is a good referral for you?

Catchy tagline

We are your extended sales force so you need to let us know who you would like to be introduced to.

If you need help crafting your 30-second commercial or tagline, we have a helpful worksheet to guide you, and several members in the group would be happy to offer support as well.

Website Bio and Profile: We have an excellent website where you can list your business contact information. This is a key resource for our members when they need your information to make referrals. There is a one-time \$25 fee (payable on the website) to add your business profile. You will complete this step after you have been officially voted in.

Steering Committee Member Contact Info:

Facilitator/Group Leader:

Larry Larsen

Frontier Financial of Arizona & DREAM Training Teacher

Relationship Development

(916) 715-9348

larry@ffaz.us

Website/Administration: Report any absences, edits to your slide, website profile listing, name tags, events, general memberships questions to Stephanie. (She is not on site, but available via email and text Mon-Thurs 9am-5pm)

Stephanie Cardona

Frontier Financial of Arizona

(760) 534-3380

stephanie@ffaz.us

New Member Application Submission/Vetting:

Marc Paquette

(480) 993-6650

marc@thepaquettelawfirm.com

New Member Orientation Facilitators:

Marsha Jones

(602) 363-8801

marsha.booklady@gmail.com

Greg James

602.448.2212

gkames52@gmail.com

*New member orientation is held on the second Monday of each month before the regular meeting at 11am.



Membership Application

Applicant Name: _____

Company Name: _____

Industry / Business Classification: _____

Describe Your Product or Service (please be specific): _____

Business Phone: _____ Cell Phone: _____

Business Address: _____

Business City _____ State: _____ Zip: _____

Business Email: _____

Personal Email: _____

Business Website: _____

How long have you lived in the Phoenix Area? _____

How long have you worked in your industry? _____

How long with your company? _____ Are you working full time or part time? _____

If part time, what percentage of your income is derived from the occupation you are applying for?

Licenses or Credentials required performing in your professional classification? _____

Who referred you to Strategic Networking Partners? _____

List all active Arizona Licenses you currently hold? _____

Is your company insured? _____ Type: (Liability, E&O, Etc.) _____

Is your company bonded? _____

What do you expect to receive from your membership in Strategic Networking Partners of Phoenix?

What do you expect to contribute to Strategic Networking Partners of Phoenix?

Do you belong to other membership based referral networking organizations, including Chambers of Commerce? If yes, please list them below.

1. _____
2. _____
3. _____
4. _____

SNP PHX is an Industry Specific/Business Category Protected Networking Group. We are geared towards building relationships and becoming referring partners with our members.

Members will commit to the following activities:

- Regularly provide quality referrals to other members in the group
- Have One on One meetings with fellow members
- Inviting guests to attend the meeting for a category/business in the group that is not yet filled
- Attend two meetings prior to submitting application (preferably two in a row)

Dates: _____

Please initial the following member expectations:

1. I understand that monthly dues are \$25 per month and must be paid in CASH ONLY. _____
2. I agree to attend New Member Orientation within 60 days of joining Strategic Networking Partners of Phoenix. _____
3. I understand there is a one-time \$25 fee for the website, and that my business profile must be listed on the website to be included on the speakers list. _____
4. I agree to attend the D.R.E.A.M. Mastery Training within the first 90 days of becoming a member. _____
5. I understand that if I miss five meetings in a quarter, my membership may be at risk. Additionally, if I miss more than six consecutive meetings, I will need to reapply. I understand that I may only reapply once. _____
6. I agree to email Stephanie Cardona at stephanie@ffaz.us if I am unable to attend a meeting, especially if my absence will last more than one week. _____
7. I will invite qualified guests to attend meetings for a category or business that is not yet filled in the group and encourage them to consider joining. _____
8. I work full time in my official category/business and will only present my commercial and seven-minute presentation for the category/business I was voted in for. _____
9. If required, I maintain a current license, accreditation, and/or insurance necessary to work in my category. _____
10. I agree to conduct myself in accordance with the Ethics Policy and Review Procedures. I understand that my membership may be terminated for any breach of ethics. _____
11. I understand that the information provided on this application will be used by the Steering Committee when voting on my membership. _____
12. MLM businesses (with Steering Committee approval) are welcome to represent and sell their products or services. Representation of the business opportunity is prohibited, and I agree I will not recruit members for my team. _____
13. I agree to represent only one business category as stated on my application. _____
14. I understand that it is my sole responsibility to conduct my own due diligence and exercise my best judgment in all dealings. By participating in meetings, events, and using group resources, I acknowledge that any business engagements are at my own risk. _____
15. I understand that attendance, active participation, and engagement are expected for the benefit of both myself and other members, and I commit to being a reliable and supportive member of Strategic Networking Partners. _____

Full policies and procedures will be provided and reviewed during New Member Orientation.

Signed: _____

Date: _____