

EXECUTIVE NEWS

Message from the President

The Chicken and the Pig go to a breakfast meeting.

Many years ago, a colleague and I sat across the bargaining table from a substantial client. In the middle of negotiations, the client said, matter-of-factly, "It's like the chicken and the pig at breakfast." My colleague and I both paused, wondering if we were the only people in the room who weren't making the connection. After thinking about it for a moment, and coming up empty, I was compelled to ask him what he meant.

Our client explained, "It all has to do with how far you're willing to go...how committed are you to this relationship. What's at stake for you and what are you willing to risk?" It was becoming clear to me as he spoke, and then hit home when he revealed the punch line: "Take the chicken. She's absolutely involved in the breakfast (providing the eggs). But the pig? That pig was committed to the breakfast (giving it 100 percent to provide the bacon)."

It all has to do with how far you're willing to go.. how committed are you to this relationship.

We decided then and there that we were more pig-like than chickens, and went on to land the client, generating millions of dollars in revenue from that relationship. I will always remember that meeting and the lesson of the Chicken and the Pig.

During my 20 years of membership in BNSME, I was often the chicken, being involved, attending most meetings and networking, and learning so much from outstanding speakers. I have met so many local businesspeople and established lifelong relationships. For that I will always be grateful. But I must say, my involvement was enhanced and taken to the next level when I leaned in to the pig's point of view and joined a committee, using my time and talents to grow and strengthen this organization. The BNSME committees consist of: Education, Awards Gala, Programming, Membership, Golf and Marketing/Communications.



As a leadership group, the Board of Directors will increase our efforts to educate you about each committee, what they do and how you can help. Now is the time to tap your inner pig, so to speak, raise your hand and volunteer.

I promise it will enhance your BNSME experience more than you can imagine. BNSME is poised for another great year, and I look forward to networking and growing professionally alongside each of you.

Cheers,

Michael Donovan

Michael P. Donovan
Account Executive CRM & II euromoduation
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Michael P. Donovan
2019-2020 president

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