

Meeting Transformation Continues in Rochester, NY



Following the Continued Transition of the Rochester, NY Chapter

Review of Rochester, NY Chapter Transition

In October of 2003, the Western New York Rochester Regional Chapter aggressively took on the challenge to “Change the Culture of the Marketplace.” We will review the changes implemented by these men and outline their current activities and successes.

The Transformation from Old to New: - Becoming The Business Club...

Day Change: The monthly meeting day was changed from a Saturday breakfast to the third Thursday of the month. Meeting times were to alternate between breakfasts and luncheons. We found that this was more convenient for those who attended our monthly mealtime events. This also provided a choice between breakfast and or luncheon.

Location Change: We changed our meeting location to the heart of the City of Rochester in the middle of the business district. A second meeting location was added outside the city near major expressways so that men on their way to work could attend our breakfast meeting. (Note: Location, Location, and Location...)

Meeting Length: The meeting length was changed from two and one-half hours to one hour. With this new schedule, the luncheon meeting is held from 12:00 PM until 1:00 PM and the breakfast meeting takes place from 7:00AM until 8:00AM.

Meeting Agenda: The meeting agenda was adjusted to better accommodate the new format and target audience.

The following is an example of our Agenda:

- Welcome
- Opening Prayer
- Meal (During Meal - 3-Minute Message)
- Announcements
- Speaker (30 minutes)
- Closing Comments
- Closing Prayer
- Networking

We have no five-minute testimonies and no music. Following the close of the meeting, we present an opportunity for prayer. Our information table contains a prayer request basket, financial support basket, and *Answer* magazines and tracts.

Communications: The monthly communications include monthly flyer, monthly e-mail flyer and phone calls.

The Impact of Making these Changes:

These changes were implemented in October 2003. Since then, we have experienced a twenty-three percent increase in membership. Switching to Thursdays has resulted in an increased attendance average to thirty-five. This is a forty percent increase over the meetings previously held on Saturdays.

The chapter is better positioned to take the gospel of salvation through testimony to the marketplace. Those in attendance are networking together resulting in more excitement at the meetings. The growth in new attendees brings added exposure to BMFUSA. In particular, there has been an increase in younger men attending and joining the chapter. As the men have become comfortable with the environment, we have received more requests for prayer.

***“THE PASSION OF THE
LEADERSHIP WILL
IMPACT THE RISE OF
THE ORGANIZATION”***

We have changed the meeting name from the Thursday Club to the Business Club

The Business Club in 2006

(2 years and 3 months into changeover):

After transitioning to the Thursday Club, the chapter began offering the following additional monthly events in 2005:

Marketplace Prayer and Share (MPPS): – In July, we kicked off our first MPPS session. Gatherings are held on the first Thursday of each month at the office of Passero Associates and led by Chapter President Gary Passero. This prayer and share time is forty-five minutes in length with an agenda of:

• A ten-minute message
• Discussion
• Collective prayer

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The message is built around the theme of being, “Salt and Light” in the marketplace. We have a different messenger each month. This allows the men of our community to share their teaching gifts. We offer a menu of coffee, juice and pastries. Average attendance is ten.

Senior Fellowship Luncheon (SFL): - In October ‘05, the first Senior Fellowship Luncheon was held at a buffet restaurant. This luncheon is on the second Thursday of the month and is led by Jim McDonald. This luncheon meeting replaces the monthly fellowship meetings that were held in attendees’ homes during evening hours. This is a time of fellowship, testimony, worship and prayer. Average attendance is sixteen.

We have changed the meeting name of the luncheon/breakfast meetings from the Thursday Club to the Business Club. This has been our main outreach to the business community. The Business Club meets on the third Thursday, and is led by Gary Passero and Tom Gefell. Average attendance is thirty-three.

We have adjusted our means of communications for our monthly events. We have reduced our postal mailings from two hundred twenty-five to forty-five pieces. Our communications committee has developed an e-mail list containing over three hundred contacts. Our monthly events are now advertised in “The Good New Rochester,” a local Christian newspaper.

Yearly Picnic: The yearly chapter picnic is held each June. Last year we saw we had forty-six men attend. This was a forty percent increase. This event was both a social and spiritual event. There were new and younger men in attendance. Representatives from other local ministries joined us.

Networking:

The Rochester, NY Business Men’s Fellowship has come together with other ministries to form a network of support, encouragement, and empowerment. We are working along with the following ministries:

• **Faith Connections At Work:** This organization works in “Blending Biblical wisdom with business excellence”. Faith Connections At Work trains Christian business owners to lead by Biblical principles.

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• **Joshua Revolution:** The group conducts weekend conferences for youth in the Northeastern United States. They have sponsored two conferences in Rochester and have had over forty-five hundred at each conference. Joshua Revolution is planning a third conference in August 2006 at our Triple-A baseball stadium.

• **The Good New Rochester:** A local Christian newspaper also sponsors a monthly Christian businessmen’s gathering for the purpose of promoting individual businesses.



The Challenge:

To meet the challenge to “Change the Culture of the Marketplace,” the Rochester Regional Chapter transformed itself to be more effective in serving the marketplace.

The transitions were led by Chapter President Gary Passero and then Field Representative, Tom Gefell. As result of these efforts, we are seeing Christian unity taken place in our community. We are seeing men come together to support each other in their journeys of faith and impacting our community for Jesus Christ.

Bottom Line:

We have become more relevant and accessible to today’s businessman.

Rochester, NY to host BMFUSA Regional Meeting:

We are honored to be hosting the BMFUSA Regional Meeting in October 2006. This event will take the place of our yearly Men’s Advance. We invite the men of the Business Men’s Fellowship in both the United States and Canada to join us as we answer the call of God on the Fellowship for this time in history.