

The History of Business Networking and a New Vision

The best achievements in human history come from people organizing to build something together. From the Charter of Liberties to the Magna Carta, and from the Iroquois Confederacy to the Declaration of Independence, all of these resulted when industrious people organized. This is how influential people are when they network together, especially business networks. It is often the business-minded who have the resources and experience to make good things happen.

The first business networking organization in the United States was the Junto group. Founded by Benjamin Franklin, the Junto group met every Friday night to discuss morals, politics, and natural philosophy (science). They also created the first library and the first post office, and they helped to improve citizens by giving everyone access to their resources. Modern business networking organizations have never matched this first original model. Like the Great Pyramid, the blueprints of the Junto group have been lost to the rise of service organizations, chambers of commerce, and for-profit networking models, all of which no longer come together to talk about real ideas or build lasting value.

In 1905 business owners in Chicago rotated from office to office to conduct networking meetings. The main purpose was to mutually support each member's business. The organization grew fast and formed into Rotary. Within 20 years Rotary changed from a genuine business support organization to a service organization. This is when they adopted the motto "service above self." Rotary now has 1.2 million members in over 200 countries. It is not growing like it used to because the support of each member has given way to giving service outside the group.

In 1915 Kiwanis formed in Detroit as a business networking organization and many years later changed to a service organization with a motto, "serving children of the world." It now has over 702,000 members, and like Rotary, it is no longer growing because it cannot attract new members.

In 1917 Lions formed first as a business networking organization called The Business Circle, and then latter changed into a pure service organization with a motto "we serve." They now have 1.4 million members and growth has nearly stopped. They also changed from supporting each member, which is vital for growth and sustainability, to giving of service to people outside the group.

When members in an organization no longer support each other, and when these organizations turn their attention to outside service, it is hard to attract new members. It is hard to build strength in the organization if the value created in the organization is given to others outside the group as fast as it is created.

These organizations above once attracted many, and their traditions are still passed down, but they are now struggling to gain new members. Why? They no longer network to build wealth or talk about ideas. They are strictly focused on service while supporting each other is pushed to the side. They once focused on building wealth in their businesses, which naturally converted into more wealth in the organization. Now they give service only, mostly to foreign countries, and as mentioned above, they operate at zero every year. In other words, after several decades of giving, what is there to show for this?

Service is good and those who join these organizations have a particular passion for giving. However, when it comes to real impact for the most good, we have lost site of the conservation of responsibility in our local communities and the abundance of open discourse that attracts local vision. More than anything, we have lost the art of cleaving to each other in mutual support.

The widespread shift to national independence and more local voice is not just a trend but a huge global movement. Just look at Brexit in the UK, the #Restart movement in Iran, #WalkAway movement in the democratic party, the rise of nationalism in the United States, and more countries and regions are choosing

to remain independent from globalist intrusion. By globalism we mean being managed by distant bureaucrats with unethical agendas. This trend goes much deeper, though, when you consider the growth of alternative health and decentralized technologies on blockchains.

While more and more people are turning to naturopaths, homeopaths, nutritionists, kinesiology and more alternative means of health care and prevention, new technologies are creating the same disruption in other areas. For instance, with distributed consensus algorithms, this new technology will serve as a proof of concept of what's possible in a decentralized world. In other words, decentralized consensus algorithms (blockchains) will enable a new renaissance of applications, each with a constitution and managed by consensual democracies and not managed by centralized directors and executives. We are going to face the same challenge socially in how we organize in the future. We either learn to decentralize or become serfs under the hand of totalitarian power.

The changes we are facing are the effects of people wanting to retain consensus within their own countries and inside their own cultures, and certainly inside their own communities. We call this cultural libertarianism, people organizing under their united consent in headless and decentralized ways, the true power of free association. Our greatest right we have as a people in the United States is the right to peacefully assemble. The movement for vision in peaceful assembly is a direct assault on elitism and central control, which are relicts of the corporate and global model. The service organizations above have become international administrative bodies and they suffer from a lack of local consent and value kept locally to grow into more wealth. They lack real organizational consent and the fresh air of new vision.

The idea of a group growing in value and in a decentralized way is foreign to us, much like how they built the Great Pyramid is foreign to us. Legacy organizations are not bad; they are just not growing. They are being replaced, and not necessarily by something better.

Consider chambers of commerce. Just about every city or county has a chamber of commerce, and yet chambers are struggling across the country. Most of them are suffering from excessive bureaucratic stuffing. The only way they have stayed alive is to centralize into larger bodies, like moving from city chambers to larger area or county chambers. Chambers put real business networking aside in favor of luncheons, lectures, and costly administrative overhead. They are choosing to organize for fun, which is not bad, but there is more, like vision and purpose. When compared to the Junto model created by Benjamin Franklin, there is a lot more we can do in a business network. The chamber model is susceptible to a hierarchy of political power, which does not maintain the conservation of wealth in individual businesses and in communities. Chambers are more prone to exclusivity than building a thriving culture. They are known for operating at zero year after year.

If there is one reason why local culture is less connected and living under more apathy, it's because of how we organize locally. Today we organize into political bodies of central control without concern for including a wider involved consent. We will explain what is coming in the future, but first the history continues.

Today we now have BNI, Business Networking International. BNI is a franchise business networking organization with over 200,000 members. In the St George area of Utah, there are seven BNI chapters and growing. If you need quick referrals and nothing more, join a BNI chapter. They have recreated the wealth generating focus in your business, but that's all. There is a lot of turnover in BNI chapters and very little sustained culture, because once a business gets a few referrals and sustainable work, it sees no reason to continue with the group. Because they sell scarcity in seat position, they are growing. The biggest problem with BNI is that member fees do not stay within the network, they feed a franchise owner. Why allow a business network to be owned by private interests? BNI chapters struggle with a lack of funds for their special needs. It is hard to pay the franchise fee and then still raise enough money to support the group.

We also have for-profit CEO/Leadership services and other similar services that offer retreats and weekend networking. For profit organizations are also struggling to keep members. Some are trying to create longer lasting cohort groups where they meet for a retreat and hold each other accountable over the next few months. However, none of this is culturally sustainable because the revenue model is not benefiting the group, it is benefiting the organizer. While the hope is to build stronger and more lasting relationships, relationship building is not a profit center, it requires a lot more.

And here is the golden bucket at the end of the rainbow, everyone is looking for more meaningful connections and lasting relationships while building their businesses. They are looking for a thriving culture that sticks together with almost no effort and not one single person in charge to depend on. They are looking for less turnover of people in and out.

The for-profit models above are the current replacements for legacy service models, but the for-profit models are either based on passing referrals or passing phone numbers, that's all. There is little vision to keep members together with an ongoing value creation that has no end. They just do business together, which is a little better than the value created with service organizations.

When compared to the first Junto Group, we do not stay together very well. We do not build wealth or more voice in common anymore, and we certainly do not impact our communities any more. Networking for referrals is a little better in building wealth in businesses, but networking just for referrals is not building anything together. Building value for the entire group has proven to create far deeper and lasting relationships, something the service organizations are focused on, albeit without value conservation in the group and too often the service is spent outside the community and not on each other or within the community. In other words, there is no way to attract new vision and new members if you cannot show constant value creation in the group.

Now take AA (Alcoholics Anonymous). Of all the organizations that support each member, AA is perhaps the most successful. Members remain members nearly for life. There is one reason for this, new members are given a sponsor. That sponsor is dedicated to your success. AA is more like family than anything. And what is family? The best attributes of a family include caring for and supporting one another, the purest example of energy conservation inside a closed loop. Toastmasters International is a close example of people helping each other in a group and for a specific purpose, but it is not as lasting and meaningful as AA. Online social groups like The Order of Man, a group dedicated to men helping each other, has the feeling like AA, but it is now moving toward summits and offline meetings, and with one purpose, to mutually support each other in being great men again, albeit with no local support. Unfortunately, groups like this fail to build a thriving culture of consent with constant new value added from members in the group. They are too dependent on the founding guru.

The move to making real human connection and supporting one another is the hidden gold. People are looking for contact that lifts them and they are looking for an organization that can receive their sacrifices with complete preservation of their value. If a rising tide lifts all ships, many are searching for that tide.

Every time we organize, we risk losing site of the real community potential. For example, the purpose of business networking is to build wealth first in individual member businesses, and second to build wealth in the organization itself. We have lost sight of the second value. Wealth in common allows us to accomplish greater things, like solving for real health care issues locally, real affordable housing, real in-house training and improved education, even small business coaching and more ideas, and let's not forget a lot of fun.

The problem is we never conserve that value (fees) in a closed system. Instead, our wealth is sent to an outside franchisee or it is partitioned into administrative costs where we operate at zero every year. The long forgotten idea of a "common wealth" or a "cooperative" has been lost, a kind of value managed by the consent of all involved. Many may be asking, "What is a closed system?"

Imagine a balloon within a balloon. This is an example of a closed system. A larger balloon protects the helium within the smaller balloon. It can stay afloat longer. A community that protects value within its own system is a vibrant culture. It is the most powerful form of decentralization there is, autonomous unity. The effect is more abundance and less scarcity. If a community organization is not abundant, businesses suffer and devolve into a survival of the fittest attitude—pure scarcity and culture suffers. However, when small businesses begin to see how abundant their combined effort is, they will organize to stop the leaks from happening.

In Frank Capra's *It's a Wonderful Life*, George Bailey (James Stewart) saves a town from collapse by making a huge sacrifice to keep the Bailey Savings and Loan open. He essentially stops a leak from happening, a leak that would have sold off the wealth in the community to Mr. Potter, the local banker and slumlord.

The above example is not sentimentalism; it is real principle and the foundation of any business networking organization. The wealth we create for each other and the wealth we conserve within the culture should create more value and be the rising tide that lifts all ships. This is what we once called a thriving culture. To help regenerate this vision, let's give this rising tide a special name. Let's call it co-spire.

***Conspire** is what we do privately behind the scenes to benefit ourselves at the cost of someone else's labor. Conspiring minds function best in highly centralized organizations, and they always push for more central control. Conspiring mindsets want to give you a vote while they choose to control all voice and all value. Please read the High Road: The Future of American Greatness. Written by one of our founders of Local Common Wealth, it clearly establishes the lost trinity in citizenship when we conserve the Voice, Vote and Value of every person in the group, network, or community.*

***Co-spire**, on the other hand, is a new word we created. It is where things are done in the open and in the widest body of consent possible without losing energy. Co-spire mindsets love phrases like "all for one and one for all," or "a rising tides lifts all ships", and "where we go one, we go all." Co-spire mindsets push for all to have an equal vote and an equal voice, and they go further by demanding the strict conservation of value within the group. Co-spire mindsets believe in the richest form of liberty that adds value. We call this "pure creation." If what we create to add value is not protected, we are less incentivized to add more value. Essentially, the more we conserve voice, vote, and value within a co-spire community, like in the first Junto group, the more each member chooses to add value, and from this the more we become a thriving culture, and this is a good thing.*

Remember, to **conspire** is to collaborate in secret with others and for an unethical or less-than transparent goals. All hierarchies with central control tend to attract conspiring minds.

To **co-spire** is to collaborate in the open with others by common consent and for a good outcome.

In the first case, energy is siphoned off in secret for dishonest action (conspire). In the second case, energy is conserved in the hands that create value for legal and positive action (co-spire).

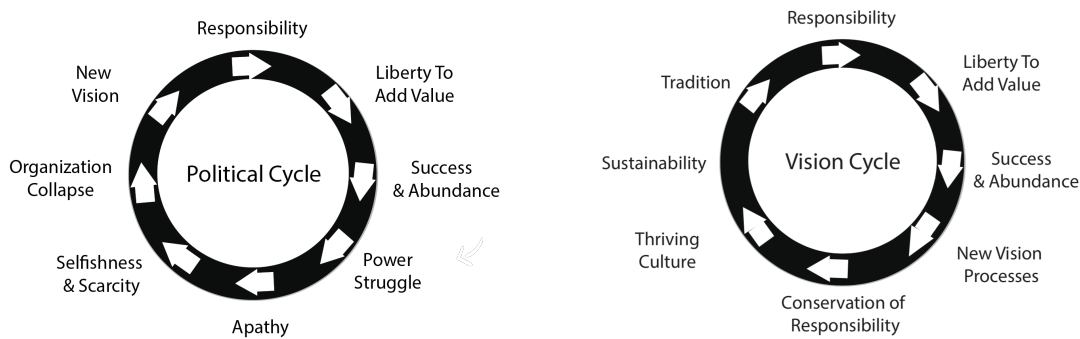
To co-spire is the way we make good decisions openly. Policies and procedures can be ignored in manuals and booklets, but how we co-spire to make decisions by greater consent is eventually becomes part of the culture—it is second nature either for a good outcome for a few, or a thriving culture of consent created by all. The principle of co-spire is based on five pillars.

Five Co-spire Pillars

1. It increases value so people so do not want to leave
2. It conserves wealth and energy within for exponential growth
3. It decentralizes control (limits power struggles)
4. It protects the voice and vote together in modular form
5. It actively processes and encourages new vision

We use the word co-spire and not collaborate because to co-spire has a unique energy to it. More than collaboration or discussion, to co-spire includes the conservation of voice and vote together, the two main ingredients that build a thriving culture, which leads to the conservation of value in the hands that add value. Setting a distinction between conspire and co-spire is the first step to creating a thriving culture. Co-spire gets us back to vision again and again. Co-spire is an organization that knows how to process new vision, which means more innovation and more creativity. No culture can be sustained without this.

Please notice the difference in the two cycles below. The political cycle ignores the regeneration of vision. The vision cycle embraces it.



Vision is not what is established. It is what we make together, and we need to always be ready for new vision to make history together. We call this co-spire. The boy Scouts of America has nearly collapsed because it lacked the regeneration of vision. It suffered open political attack and local regions lost agency. As more and more has been done over the years to create rites of passage, badges, levels of achievement and honors, we lose site of the actual experience in building relations, vital life experiences, and lasting wisdom. All this was lost as the spirit of scouting shut down vision and rejected local voice. This destruction will continue until we rebuild a decentralized vision, and the best way to do this is with a business network.

New vision is that energy that allows for people to have their own voice and their own vision. This need for new vision is serious stuff. Look at what is happening in higher education, just about every college campus or university is managed in the same way, real effective vision in teaching remains aloof because we have given up the spirit of great teaching for academic obfuscation. We allow academic minds to complicate and politicize content for their own self-importance while neglecting real open dialogue that can challenge and check all ideas. The ability to test ideas in the open is central to a thriving culture. Academia has lost the art to constantly allow for new vision to be tested in the open. It no longer trusts in the student's natural spirit of free discovery. IT is now focused on teaching what to think and not how to think.

The problem with many organizations is that they do not have an effective means of processing new vision. They hire keynote speakers and put leaders over the people, and this creates more apathy because it supports more elitism, which is more separation of people from themselves. The power of free association needs to operate with less control than we impose. New organizations in the future will embrace a process that tests new vision verses those that impose tunnel vision.

New Vision in Business Networking

It is not healthy to operate an organization at zero (total loss) year after year. Running a business at a loss every year is not sustainable. We need to admit that it is not culturally sustainable as well to give all our service to needs outside the community. This is equally destructive, no matter how ideal it sounds. When any organization is not financially sustainable, it can never be a thriving culture. It is not enough that we exist. It is better that we thrive. If private foundations, trusts, and cooperatives can do it, then so can a business networking organization.

A new vision in business networking is here. We call it Local Common Wealth. The first chapter is called The Dixie Business Network, and it was launched in 2022 in St George, UT. The First networking group in this chapter is called Genesis. The Local Common Wealth motto is simple, ***born free and good, we choose a rising hope that lifts all hearts.*** The final page after this explains how this organization operates. The bottom left is the founding vision, Local Common Wealth LLC. The middle image is the first Local Common Wealth Chapter, The Dixie Business Network, which is a 501C3 Non-Profit. The bottom right is the first Networking Group in that chapter, the Genesis Network.



Key Points of a Local Common Wealth Chapter

- We meet weekly to strengthen fellowship with each other.
- We meet in networking groups inside a Common Wealth Chapter.
- Each networking group can have as many as 50 members in the group.
- A chapter can have six networking groups (300 members) in the entire chapter.
- Once-twice a month we meet a new member face-to-face during regular networking. After fifteen minutes of one-on-one time, we go around the room and we pitch each other. We do not allow you to pitch your own business. We that do for you.
- The other meetings we have during the month are unique in how they allow members to inspire each other. Please see our operating agreement on how we have different meeting agendas during the month.
- We pass referrals to build wealth individually and together. We currently track referrals using Chamber Forge, but in time we will have our own enterprise level platform. Please see the single page executive summary for this technology called LadyBugLocal.com.
- While we have no single executive in control; we take responsibility together.
- We have three captains assigned by common consent from the group, the Team up Captain, the Tempo Captain and the Tracking Captain. Each captain has a co-captain as support.
- 90% of fees stay in the chapter, which means it can conserve value.
- 10% of fees go toward technology support. Please see the single page executive summary on this technology we call LadyBugLocal.
- Chapters have no administrative costs, which means they are not burdened.
- Chapters are destined to grow in value exponentially. It's in our DNA.
- Click [Info Packet](#) on main menu at the site below.
- We make decisions by common consent, which is culturally sustainable.
- The complete operating agreement is found at the two sites below.

For more information, see the two sites below.

www.localcomonwealth.com.
www.dixiebusinessnetwork.com.