

MAKING MORE MONEY

Continuous Never-ending Profit - the Newsletter of CNP Graduates and Students

INSIDE THIS ISSUE:

<i>Traveling CNP</i>	2
<i>Member Horntooting</i>	2,3
<i>Birthday Bash Photos</i>	4
<i>Member's Story</i>	5
<i>Class Application</i>	6

Number of members in our CNP Community is **203**

Classes starting!

Davis College, Toledo

- Aug 31, 12 weeks, 4-6 PM
- Sept 2, 12 weeks, 9-11AM
- Oct 6, 6 weeks, 4-8 PM

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

Lunch for August is the 16th. It is the normal time of 11:30 AM - 1 PM. All graduates and current students are invited. The cost of the delicious lunch is \$11 at the Spaghetti Warehouse. RSVP to debby@certifiednetworker.com.

THREE GOIN' ON FOUR

The Spaghetti Warehouse has never experienced a louder CNP buzz at the monthly lunches, but that was because 83 people crowded into the downstairs level to celebrate our 3rd birthday.

Jennifer Alford, Creative Financial Partners, and her committee including Becky Pegorsch, Lee Winter Florist, Dave Bodner, Seymour & Associates, Mass Mutual, Arlene Gerig, Re/Max Preferred, Linda Everhardt Kardux, Business Navigators and Louise Kahle, Mary Kay, planned a very elaborate



event, but pulled it off looking like it was no big deal. Debby was surprised with the appearance of a clown who was looking for a 3rd birthday party. Hmmm!

Before lunch began introductions were being made, so that guests and members could both have a good time, and also make it a profitable event. Joe, our wonderful waiter, made sure that eve-

ryone had something to drink before we sat.

A very large gift was given to Debby, and she wondered if she was getting a new Mini! Inside were balloons to help with the clown theme. Three people won \$100 gift certificates toward CNP tuition. One guest has registered for an upcoming curriculum, wanting to be able to hang out with a community that is all about high energy and success.

Debby sends a huge thank you out to those who have helped to make our community so viable in the last three years.

WHY SHOULD YOU ATTEND THE MIXERS?

Our next scheduled graduation mixer is September 8th, from 5:30 - 7:30 at the Electrical Contactor's Banquet Hall at 727 Lime City Road. As always, the focus is on our newest grads, to celebrate their achievement. IF this is all about the new grads, why should you want to attend?

We're glad you asked that question. Some grads have said that they look at this as an opportunity to meet the new grads and

connect with the older ones to continue to develop those important relationships. It might not be the people you will do business with, but they may be a part of your resource network, helping you to help others.

Other grads like to use a technique from Module 4, the inviting (and connecting) technique. They invite guests because again it helps to build the relationship and make going to the networking event even easier when they have a

"job" to do.

What's in it for you? You will have to answer that question for yourself. Are you still searching for referral sources and partners. A CNP grad is probably the best person to understand what you are trying to do. If you have a relationship that is not working at 100%, bring that person to the mixer and encourage them to register. Please RSVP by emailing debby@certifiednetworker.com.

Board of Action News

At the August Board of Action, three ideas were selected to be investigated by the BOA members. Jennifer Alford will form a committee to make plans for a charity event that CNP develops. Nick Nigro is going to look into getting Davis College to put CNP on their electronic sign. Merri Bame is going to research the idea of getting PR for our members in the Monday Business Section of the Blade. All three ideas are the result of the members focusing on ways to gain visibility for CNP in NW Ohio.

CNP Board of Action

Jennifer Alford

Dave Achen

Merri Bame

Dave Bodner

Doug Clark

Linda Everhardt Kardux

Arlene Gerig

Lynda Goodremont

Julie Kuney

Matt Lee

Meredith Moore

National Conference Call

You may not know that there is another continuing educational opportunity for our students. Every month, on the 3rd Thursday at 3 PM, a trainer in the CNP Network will lead a call about some aspect of the Program. The call for August is the 18th. The number to call is 641-985-0100. Once connected you will need to dial this PIN number 536469 #.

PHOTO GALLERY, AROUND THE GLOBE

In the June issue we started a new feature. We asked grads to have a picture taken while on vacation with them holding a sign that says CNP. Julie Kuney, Co-owner of Comfort Keepers, and her husband traveled to the Canadian Rockies and were hiking when this beautiful snapshot was

taken. Julie says, "I didn't have anything to write with so I used my lipstick.!" Perhaps we need a CNP vacation kit to make it easier, but then we'd miss all the creative ways our community members might develop to make the sign. Let's hear from more of you about your summer vacation!



MEMBER HORNTOOTING

David Margraf

Dave Margraf has joined LTC Financial Partners based in Kirkland, WA. They are an agency that specializes in long term care insurance. Only agents with significant long term care insurance experience are invited to join. Fifth-three of the top 100 long term care agents across the country are with them.

Leasa Maxx

Leasa Maxx, Maxx Grafx, earned two awards recently for her clients. Penta Career Center's 2004 Outstanding Alumni book was honored with a Best of the Best Award, and Maumee City School's 2004-05 Annual Report/Calendar earned a Mark of Excellence in the annual awards competition sponsored by the Ohio Chapter of the National School Public Relations Association (NSPRA).

Mary Lou Vargo

Mary Lou Vargo, Manager of the National City Bank Manhattan Plaza branch received the highest score on their Customer Service rating in the second quarter out of the entire Toledo/Downriver Detroit market !!! They aim to please their customers each and every day.

Kelly Elton

Kelly Elton of Welles Bowen Realtors was recognized as one of Welles Bowen Realtor's Top Producers for the Second Quarter of 2005. This achievement is only awarded to agents that meet certain sales and listing criteria.

Merri Bame

Thanks to CNP's push to turn her into an expert by encouraging her to write - especially story based articles - Merri Bame has been asked for the 7th month in a row to contribute articles on communicating in the workplace to a corporate newsletter! Now she's being exposed nationally to upper level management! Her next goal is to begin incorporating some of the CNP community into her articles to promote them!

MEMBERS NEWS

Jim Hawkins

Jim Hawkins, Hawkins Environmental, had his second article published in the August 2005 Business Advantage newspaper entitled "Can Commercial Loan Threshold Levels Protect Financial Institutes?" He is currently working on another article based on interviews with Dr. Paul Unger, Owens Community College Provost and George Coxe, Chair of School of Public Safety & Emergency Preparedness. The article will be "Homeland Security... How Safe Do You Feel?"

Susan Milliron

Susan Milliron, Weekenders USA, won the company incentive for July; *Put Money Back in Your Pocket* by selling over \$2500 retail. Susan's unit, Luxurious Living with Weekender's USA, increased their sales by 5% and met the President of the Company's challenge for July!

Lori Nichter

Lori Nichter, NBS, is pleased to announce that starting September 6th, she will be the new General Manager of NBS Toledo. She is very excited to be moving back to Toledo and again becoming an active member of the CNP community.

Beth Holt

Beth Holt, Holt Roofing, reports that they have been awarded a 1200 square commercial roofing job for GE at Holland & Dussell.

Linda Kilgus

A writer interviewed Linda Kilgus, Re/Max Preferred, with regard to her Seniors Real Estate Programs. The article will be published in September's Mature Living Magazine.

Ron Bugaj and Monnie Holman

"Ron Bugaj, Willson Builders, and Monnie Holman, D P Design and Print, recently collaborated on an informational flyer mailed to about 450 of Ron's sphere of influence contacts. The graphic design team at DP Design and Print brought Ron's ideas and text to life creating a powerful and effective tool for Willson Builders.

Mary Niytray

Optical Guru, Georgia Reyman, has chosen to have a Trunk Show at Mary Niytray's Optical Arts on August 25th. Mary wanted to have more fun so she is serving margaritas along with other refreshments.

MEMBERS HELPING MEMBERS

This summer has not been the "perfect" summer for CNP Grad Rebecca Booth. Not only did she discover a blood clot in her leg, she wound up breaking that same leg and having surgery to insert a plate and 7 screws. Without the friendship, fellowship and

get well soon wishes of the following CNPers Rebecca's summer would've been even worse: Special thanks go to: Jennifer Alford, Linda Everhardt-Kardux, Linda Fayerweather, Lisa Olvera, Mary Niytray, Debra Gorman, Debby Peters, Dave Reiser, Scott Galbraith, Deb Keller, Leasa



Maxx, Louise Kahle, Becky Pergosch, Dave Bodner and Denise Taddonio for their thoughtfulness.

BIRTHDAY BASH



Linda Everhart Kardux and Deb Keller lookin' Hawaiian.



Three wise Blondes, Pam Fahle, guest Dawn Sandwisch, and Theresa Emrick.



Guest Diana Skaff and our wonderful waiter, Joe.



Guest Robin Isenberg and Monnie Holman talking about the Victory Center.



Guest Jim Knott and Beth Johnson about to meet.

MORE BIRTHDAY BASH PHOTOS

Book: Building Buzz to Get People Talking

Buzz marketing starts with getting people to start a conversation about your product or service. In his new book

"BuzzMarketing: Get People to Talk About Your Stuff", WOMMA (Word of Mouth Marketing Association) member Mark Hughes stresses credibility and honesty as the foundation of building buzz. To be more effective, Hughes outlines the right buttons to push in consumers: the taboo, the unusual, the outrageous, the hilarious, the remarkable, and the secret.

THE LESSON: Give people something to talk about and you'll get their attention.

More info:

<http://www.buzzmarketing.com>

http://womma.org/pages/2005/02/buzzmarketing_g.htm



JEFF LACOURSE GIVES THE INSIDE SCOOP

Through CNP I have been fortunate to meet some outstanding people that I may have never been exposed to without taking the class and becoming involved. One of those people has done so much for me in the short time that I have known her, that I am not sure I could ever thank her enough.

I met Barb Waite-Shenk, from Remax Preferred Associates, when we were both Grad Assistants in the Friday morning class earlier this year. Before that time, I had seen her at a few CNP events, but we had never spoken. One day before class we had a conversation about how unhappy I was with my current job. The only fun I had all week was going to CNP on Friday. That afternoon she began searching for a new job...for me! She told the owners at Alliance Venture Mortgage that they needed to hire

me, and they did. The best part is that in my entire career, this is the first time that I have felt that I am exactly where I belong.

If Barb had never done another thing for me, I would be forever thankful that I met her when I did. However, there is more. I have been trying to meet more real estate agents and home builders. Every time we are at an event, Barb introduces me to a Realtor (sometimes several), and tells them they need to work with me. One day, after CNP class, she asked me to come over to her office. When we arrived, she introduced me to every agent who was in the office, including Kathy Kuyoth, who is one of the owners. This past week, Kathy was working with one of her newer agents to help him with his business, and who do you think she told him to call about help with mortgages and marketing? When we met, Ivan Smith told

me that he knew he had to work with me, because Kathy told him he should. Now most people would not get too excited about working with a Realtor who only has 1 1/2 years of experience, but this is not your average rookie. Not only did he do more business in his first year than most experienced agents, he is on track to almost double that this year. Most importantly, Ivan has some connections with several builders, and is working on a number of construction projects, which he has asked me to be involved in. This is exactly the person I had wanted to meet. Could I have done it on my own? Maybe, but I doubt it would have been so easy.

I owe so much to my CNP training and to Barb Waite-Shenk, and I only hope that in some way I can repay Barb. Until then...THANK YOU!

11th Commandment of Networking.

If you want to review, Module 9 of the CNP training gives the Ten Commandments of Networking. Is there an 11th? We think so.

Have you ever met someone who you don't want to talk to? Or you don't agree with their product or service? We all have and it is a dilemma to figure out how to remove yourself graciously from the conversation.

What we need to remember is, that treating that person as we want to be treated is the only way a CNP grad should act. We could introduce them to someone else, or even ask them to convince us that our opinion is outdated. Having an open mind might open a door for us that we had never thought of.

When we talk about the three different types of people we meet; target market, contact sphere or *other*, what we'll talking about here is there third category - *other*. And if you remember what we do with that category is move on as quickly as possible. Quickly does not excuse rude behavior. Let's all be helpful, even if we don't want to spend much time with that person.

MORE GLOBAL TRAVELS

CNP Grad, Laura Osborne, Owner of Laura's Framing took us up on the vacation picture challenge on her vacation to the Bruce Peninsula in Ontario, Canada. She says that if you want to shop in real shops, as opposed to plastic stores that are the same in every city mall, this is the place for you. Scenery ain't so bad either!



CNP of Ohio Ltd

PO Box 1121
Perrysburg, OH 43552

419-833-5182
419-304-1171 (mobile)

Check out the new
website at
www.cnpofohio.com

Stamping Out Cold Calls



Participant Invitation:

Sponsored by: _____

PART I

Date: _____ Course Location: _____ Date of Course: _____
How did you hear about CNP?: _____

PART II (Fill out or STAPLE BUSINESS CARD HERE)

Name: _____ E-Mail Address: _____
Business Name: _____ Business _____
Phone: _____
Business Address _____ Cell Phone #: _____
City: _____ State: _____ Zip Code: _____

Continuing Education Information (Not available for all professions):

Profession: _____ License Number: _____
Official Business Address: _____
City: _____ State: _____ Zip Code: _____

Part III

Investment Options: (1st payment will be charged 14 days prior to class start date, and next payment will be due the 15th in the month after the class begins, with remaining payments being taken out monthly on the 15th.)

- _____ Option 1 (\$699 - Check, VISA, MasterCard, American Express)
_____ Option 2 (3 monthly payments of \$245 - Credit Card Only)
_____ Option 3 (6 monthly payments of \$130 - Credit Card Only)
_____ Option 4 (12 monthly payments of \$70 - Credit Card Only)

Credit Card Information: (Circle one) - VISA MasterCard American Express
Card Number: _____ CID# _____ Exp. Date: _____

Signature: _____

Your Credit Card Statement will read "BNI"

CANCELLATION POLICY: Cancellations received less than 14 days prior to the course start date will incur a \$100 processing fee

Send payment and registration form to: CNP of Ohio, Ltd, 3450 W Central Ave, STE 124, Toledo OH 43606