

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

Graduation Mixer	May 23
April CN lunch	May 16
Next evening class	Jul 18
Next Toledo day	May 12
Next Sat. class	Sept
Educational Preview	Jun 2

Number of members in our CNP Community is **285**

Where is CN Giving Networking Presentations?

- **May 4th, Northwest Networking, Napoleon, Debby**
- **May 10, Lial School, Debby**

Debby and the training team welcome opportunities to speak about networking and relationship building.

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

THE OFFER YOU CAN'T REFUSE

Great news! Scott Ginsberg, the author of *The Power of Approachability*, is coming to town. WEN (The Women's Entrepreneurial Network) has booked him as the morning keynote speaker for the annual fall conference. Open your planners right now, before you read further. Friday, September 22, 2006 is the day to set aside for professional development at the WEN Business Conference. In addition to his keynote, Scott will deliver a morning outbreak session.

Now, for even better news. CN is a sponsor of the conference, and if you register for the conference through Debby Peters, you can save yourself a bundle of

money. The first thirty people who get their money to Debby will be able to register for \$70. Other sponsors may offer the \$75 sponsor registration rate, but CN is kicking in an extra \$5 to make our registration be ever so attractive. WEN members are paying \$99 and non-members are paying even more. This is the deal of the century!

Scott Ginsberg is the guy who has worn a name tag now for over 2000 consecutive days. He even has it



tattooed on his chest. What he has found is that people are much more likely to start a conversation with him because of the nametag. It makes him more approachable. He brings an additional approach to networking; that our CN community can use and embrace. His third book will be published in July, and Scott has asked Debby to review the new book and write a testimonial.

Don't be left out. *There is already one registration on the list.* Scott is just the beginning of the day. The afternoon will offer two more outbreak sessions and another well-known keynote speaker. Stay tuned, but don't delay.

GRADUATION FUN

At our upcoming graduation celebration, three classes will be officially joining the community. You won't want to miss this event, which could prove to be our largest ever. That means more opportunity for you to meet a new person from your contact sphere. The outing is Tuesday, May

23rd, from 5:30 – 7:30 PM. It is at the now familiar Electrical Contractor's Banquet Hall at 727 Lime City Rd, Rossford.

The Board of Action has a bet going with Debby that if they are able to get 100 people in attendance that she will have to wash each one of their cars. Last

seen, Debby was shopping for rubber gloves!



Be part of this fun and bring a guest. This is a great way to introduce others to the CN concept.

Board of Action News

At the May BOA meeting, the members will be volunteering for jobs at the next graduation and also the next educational preview. Would you like to gain more visibility in the community. You don't have to be a Board member to volunteer. A great place to be is at the registration table for the mixer, monthly lunch or preview. You get to meet everyone. Call Debby to volunteer.

CN Board of Action

Jennifer Alford

Dave Achen

Merri Bame

Doug Clark

Arlene Gerig

Linda Everhardt Kardux

Deb Keller

Julie Kuney

Jeff LaCourse

Matt Lee

Leasa Maxx

Meredith Moore

Nick Nigro

Tim Speweik

Darlene Robinson

Please be sure to thank this group. They actively help to make your community fun, strong and connected.

NEW SPONSOR FOR ED PREVIEW

Toledo Area Community Credit Union has offered to sponsor CN Educational Previews by providing the place for us to house this event. Pat De-Casare recently made this offer to Debby. Pat looks as this as an opportunity to reach out into the community. The location is on Talmadge

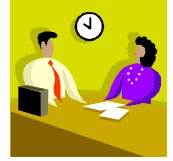
just north of Monroe St., on the west side of the road. We will be providing maps and directions on flyers and invitations.

We can set the room in our favored U-shaped arrangement, and it will allow for approximately 15 people around the table. We will need to let prospects know of the limited seating, so they regis-

ter in advance. There is also a kitchen, where we can ready snacks and also

do some networking. This sponsorship will provide a considerable savings while giving us a very professional image. Next preview is June 2nd from 1 - 3 PM.

Thank you, Pat.



MEMBER HORNTOOTING

Dave Bodner

David Bodner, Seymour & Associates, Mass Mutual, received the Chartered Financial Consultant (ChFC) professional designation. Candidates must complete eight courses and 16 hours of examinations. They must also fulfill stringent experience and ethics requirements. The ChFC program focuses on the complete financial planning process.

Steve Cotner

At the recent Annual Meeting for YMCA, Jody Alexander, Executive Director of the Fort Meigs Center for Health Promotion (Perrysburg YMCA) reports that Steve Cotner, Corporate Intelligence Consultants, received the Volunteer of the Year award for the Fort Meigs 'Y'. Steve is the President of the Advisory Board for this Y location.

Angel Millet

Angel Millet, Pre-Paid Legal, was invited to be the opening speaker for the Ohio State Society of Certified Medical Assistants' annual conference that was held in Toledo. His presentation was titled *Identity Theft: It's All About You!* Many people thanked him for his helpful information.

Michael Temple

Michael Temple, owner of Temple Development Company, would like to announce the launch of his new company web site that has been in development for several months and is now released. The new site will serve as a great way to share information on articles, blogs, products, and of course information on his company. If you would like to see the new site please visit <http://www.michaeltemple.com>.

Matt Lee

Matt Lee, Accessible Renovations, Inc, has finalized the contract to build a new home for a handicapped client in Perrysburg. This home will be approximately 4,000 square feet and be constructed to satisfy the needs of the client to allow for maximum independence now and into the foreseeable future. Matt is anticipating moving earth within the next couple months.

Gary Thompson

Gary Thompson has been named Executive Director of the Oregon Economic Development Foundation as of April 18, 2006. He replaced Dean Monske who took a position with the Regional Growth Partnership. The purpose of the Oregon Economic Development Foundation is to retain and attract business to Oregon, Ohio focusing on the available industrial property. Gary is very excited about the appointment and thrilled to be in the Northwest Ohio area, once again.

MEMBERS NEWS

Angie Weid

Angie Weid, Organized Solutions, is excited about being selected for the Habitat for Humanity trip to help build houses in Anchorage. She was interviewed for an article in the Bedford Now newspaper. She also received her Habitat Humanity T-shirt for the trip. On the back of the shirt is this quote by Ghandi, "Be the change you wish to see in this world." Angie knows she is going to make a difference and lead by example. She cannot wait for this project to begin.

Rebecca Booth

Congratulations to CN Grad and Graduate Assistant Rebecca Booth, Imagine That! for her Prism Award Nomination. Sponsored by the Eastern Maumee Chamber of Commerce, the Prism Awards honor excellence in small businesses on Toledo East Side. Special thanks goes to CN Grad, Linda Everhardt-Kardux, Business Navigators, for nominating Rebecca for the award. Imagine That! is one among nine businesses and two community organizations vying for the coveted honor. The awards will be presented on Wednesday, May 3. Good luck Rebecca!

Amanda Ballard

Amanda Ballard, Heidelberg College, will graduate with her MBA on May 14th from Heidelberg College along with her husband, Justin Ballard, who completed his bachelor's in Business Administration from Heidelberg as well. Amanda will be finished with her last class by June 14th.

Kathy Stringham

Kathy Stringham, Publisher of Coffee News, has the privilege to be one of the speakers at the May Coffee News National Conference in Scottsdale AZ. At the same conference the key note speaker will be Ivan Misner, CEO and founder of BNI. Coffee News has a strategic alliance with BNI.

Beth Holt

Beth Holt reports that The Safety Council of Northwest Ohio and the Division of Safety & Hygiene has awarded and will recognized Holt Roofing Co. with a 100% employee safety award for 2005 at the 52nd Annual Industrial Award Banquet on May 25th.

Deb Hornstein

Three times a year for the last 5 years, Deb Hornstein, The Danberry Company, has attended Ohio Association of Realtors® meetings in Columbus. The purpose it to find out what's important to bring back to the local board. Serving on the Affordable Housing, Legal Issues forum and Local Government forum, Deb recently learned how she can help her clients to use a "short sale" rather than go into foreclosure.

APRIL CN LUNCH



Kathy Stringham and Dave Achen discussing referral possibilities.



Sandy "this is my first time" Pirwitz.



Two Realtors®, Arlene Gerig and Kelly Elton, solve serious issues.



Doug Clark meets Jennifer Anderson. She previously worked in the real estate world, Doug is a current mortgage lender.

TRAINING NEWS - BREAK TIME

One aspect of the Saturday class that we think will be adapted for other classes are the breaks. Now don't get too excited, they are not going to be that much longer. What the Saturday group did, was to have 5 minute breaks, but during that time they continued to conduct

GAINS conversations with another class member. At the end of the four hours, the pair had spent 15 to 20 minutes getting to know each other better. Instructor Jennifer Alford, shares that the students really bonded



with one another. We all have busy lives, so allowing for the one on ones to happen during class was a plus. Jennifer will use the same technique with her next Saturday class which begins September 16th. But in the meantime, other trainers will be using this new technique, too.

COMMUNITY NETWORKING LISTING

May 2006

3rd ~ Sylvania Chamber, Business After Five, 5:30 – 7:00 at Carson's Steak House, 5839 Monroe St. Sylvania

6th~Perennial Exchange, Original Sub Shop, 10 - noon, 402 Broadway, west side, gravel parking lot next door, Contact: Jackie David, 248-4857

10th~WEN, AM Meeting, 8:00 - 9:00 AM, The Clarion, Contact: Linda Everhardt Kardux, 419-536-6732

11th~Toledo Chamber, Business After Hours, 5:30 - 7:00 at The Clarion, Contact: Tim Speweik 419-725-6245

12th~Davis College, Davis College, Lunch with Anne Beiler – Auntie Anne's, noon - 1:30, Stranahan Great Hall, Register: 419-473-2700, Cost:\$40.00

12th~ Association for Women in Communications, noon - 1:30, Navy Bistro at the Docks, Contact Rebecca Booth or Tim Speweik to be invited as a guest.

16th~WEN PM Meeting, Heidelberg College, 4:40 - 6:00, Contact: Linda Everhardt Kardux, 419-536-6732

18th~Sylvania Chamber, Women's Chat Connection, 5:30 – 7:00 at Avenue Bistro, 6710 W. Central, Toledo, Reservations 419-882-2135

NEW GRAD ASSISTANT ORIENTATION

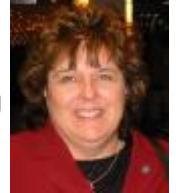
It's finally here! The first graduate assistant orientation is scheduled for Thursday, June 8th from 11 AM - 1 PM. This is a brown bag lunch event; you bring your lunch, we'll provide dessert!. Tentatively the location is the CN training room at Davis College.

For those interested in being the "back of the room" support for a future CN class this is an ideal chance to: 1) find out what it's all about, 2) learn what the responsibilities are, and 3) understand how to prepare for the position. You'll receive a Grad Assistant manual, and also develop some story examples for times the instructor may ask you to elaborate about a concept being

taught.

Beyond all that, you'll get to network with some new people who are like you, but different. The similarities will be that you'll find co-grad assistant prospects who want to give back to the community. The variations will be the types of jobs represented by each person.

Linda Everhardt Kardux will be leading this session along with help and support from Les Panczner. Seating is limited in this first session and registration is required to attend. There is no fee. To register send an email to debby@certifiednetworker.com.



WHO NEEDS A TARGET MARKET?

Last month I told a brief story about how finally picking my target market -- local non-profit organizations with fewer than 50 people -- made a difference in the responses I was getting at the monthly Ann Arbor Chamber of Commerce networking lunch. I went back again this month, curious to see if I would have a repeat of my previous results. In the process, I uncovered a new advantage of having a target market: Exclusivity.

As with last month, during the introduction phase, I stood and gave my name and company. This time my ten word introduction was "Because nonprofit organizations deserve *professional* websites and *professional* website maintenance." While listening to the other one hundred or so intros, I didn't hear a single nonprofit with whom I hadn't already started making contact. I began to despair that last month's behavior was but a fluke.



Then came time for the "Power Mingle".

Much to my shock, I had even more people who wanted to talk with me than last time! This time, though, in addition to those representing nonprofits, I had a new category of people approach me. Two or three come up and asked "Do you *only* do work for nonprofits?" They were feeling a little left out, apparently. That's when I realized that when I told them my target market, I had suddenly created a club that they thought they couldn't join!

Well, as we all learned in Module 1, our target market is the cake. Everything else is the icing – and I certainly *love* icing! Just because we pursue a particular segment of the market, that doesn't mean that we can't take business from other sectors. In fact, if this experience is any indicator, by making ourselves more exclusive, we make ourselves more attractive to everyone. So get focused on your target and let everyone know!



-Greg Peters, Cyber Data Solutions

NETWORKING EVENT REFLECTION

CN students now have the assignment of attending a networking event before Mod 9 (Ten Commandments of Networking a Mixer) and then attending a second event after Mod 9 is taught. They write a paper for both events. Amanda Ballard, Heidelberg College, wrote a credible second report.

Amanda said, "I attended the WEN Lunch Bunch..... I

normally do not have any goals when attending a networking meeting, but this time I wrote down three specific people I needed to meet or contact. I accomplished my goals and set up a one on one (meeting) for next week.....having items written down for this meeting made me feel like I was



being more productive and working smarter instead of just floating through the event without direction."

Amanda perfected her 20 second introduction, too. She said, "I received an immediate response from someone, which does not normally happen."

What are you doing to work smarter at networking events?

COMMUNITY NETWORKING LISTING

May 2006

22nd-WEN Lunch Meeting, 11:30 AM - 1:30 PM, The Clarion, Contact: Linda Everhardt Kardux, 419-536-6732

June 2006

7th-Sylvania Chamber, Under 40 Networking, 5:30 - 7:00, Mancy's Italian, Reservations 419-882-2135

23rd-Davis College Golf Scramble "Fore" Scholarships, 8 AM, Bedford Hills Golf Club, Contact: Todd Mathews, 419-473-2700

26th-Sylvania Chamber of Commerce, Annual Member and Guest Golf Outing, 11:30 lunch, 1 PM shotgun start, Contact 419-882-2135



MEMBER SPOTLIGHT

Laura Massey Wil-son, was Laura Massey when she took CN back in 2003. Since then this attorney with **Gallon, Takacs, Boissoneault & Schaffer** has focused on the Worker's Comp side of the firm. She also married about one year ago, in a ceremony in Hawaii. Laura says, "We combined our wedding and honeymoon into one trip." Asked if she went the usual route many



directors for a non-profit. She says, "the director of the Wernert Center called Bill Takacs, our managing partner, to see if he could recommend someone for their board. Bill thought it would be good for me. They provide services in the mental health arena and what's so interesting about the board, is that half of the board is comprised of clients of the Wernert Center."

A goal of Laura's is to enter the political fray. "Right now, I am a member of the Lucas County Young Democratic Party. I just got involved about 1 1/2 months ago. I'm taking a back seat and watching the elections to see where I might be able to make a future contribution."

In her free time (we don't know how that ever happens!) Laura likes to read. Recently

she finished the Da Vinci Code because she wanted to read it before the movie came out. She also is a fan of John Grisham's books. She likes to ride bikes with her husband and kids, but she says that the kids are getting to the age where it's not cool to be seen with mom. They also like to go tent camping as a family.



Another passion is traveling. She has visited Las Vegas, Los Angeles, Boston, Toronto, San Francisco and England and Ireland. Her favorite place is San Francisco because even though it is a big city, it doesn't feel that way. This city could have a favored spot in her heart, because that is where she become engaged. She and her husband, Grant, think that they might like to live there once the children are grown.



destination brides choose of renting a gown on location, Laura, shared that she took her gown with her for the long trip.

This busy woman has two children, Kyle age 12 and Victoria age 9. She is serving on her first board of

CNP of Ohio Ltd

PO Box 1121
Perrysburg, OH 43552

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

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website at
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Stamping Out Cold Calls



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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 (\$799 - Check, VISA, MasterCard, American Express)
- _____ Option 2 (3 monthly payments of \$275 - Credit Card Only)
- _____ Option 3 (6 monthly payments of \$140 - Credit Card Only)
- _____ Option 4 (12 monthly payments of \$75 - Credit Card Only)
- _____ Option 5 (Educational Preview) of \$10 (same as Option 1)

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, PO Box 1121, Perrysburg, OH 43552 or fax to 419-833-1566.