

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

- Ed Preview Toledo* Aug 11
- Toledo day class* Aug 18
- Ed Preview BGSU* Aug 18
- Graduation Mixer* Aug 24
- BGSU day class* Aug 25
- Ed Preview, Whitman* Sept 15
- Next Sat. class* Sept 16
- Whitman class* Sept 29

Number of members in our CN Community is **297**

Where is CN Giving Networking Presentations?

- Aug 2, WEN BG, Briar Rose Team Room, 4:30 PM, Debby
- August 11th, Educational Preview, Toledo Area Community Credit Union, Debby
- August 18th, Educational Preview, BGSU, Continuing Education, Bowling Green, 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.

LAUGHS AT LUNCH

The July lunch started off as usual -- and then Darlene Robinson, The Willima Vaughan Company, gave her educational moment about how to remember names when attending networking events. She used hints from Scott Ginsberg's book, *The Power of Approachability*.

Emcee, Tim Speweik, Mail Works! asked us to give introduction next. Louise Kahle, Take the Time, Image Matters, captured the moment, giving us a way to never forget her name. She shared that an old beau ((this is a back in the old days story!) used to say, "Louise, Louise, you get a thrill with every



Squeeze Louise & Hotty Scotty!

squeeze!"

First time attendee, Duane Jandrzejak, H.O.T. Graphic Services, shared a knock, knock joke to recall his name. Scott Neumann, State Farm Insurance, told us that his young children call him *Hotty Scotty!*

Ya' just never know what you're going to miss by not attending the monthly CN lunch. Except for the special birthday lunch last year, the recent July CN lunch had the highest number of attendees ever at 36. Joe, our wonderful waiter had everything under control even with this large crowd.

Leasa Maxx, Maxx Grafx, invited Duane Jandrzejak, who had never attended a

lunch. Scott Neumann, State Farm Insurance and Frank Smith, Re/max Masters have formed an accountability partnership to get each other to the lunch. Deb Hornstein, The Danberry Company was able to attend after a long absence.



This is the place to be if you want to meet those who were NOT in your class, and who are a part of this wonderful community. The August lunch is the 15th at the Spaghetti Warehouse from 11:30 AM till 1 PM, although we have noticed that people at sticking around to chat and schedule appointments after that.

WHAT'S IN THAT LITTLE LABEL?

Did you know that wearing a name tag all day long can bring you fame and fortune. Well, maybe at least fame! That's what Scott Ginsberg has been doing now for over 5 years, every day, all day...and night. Starting when he was in college, he now sports a tattooed name tag on his chest, a duplicate

of the very same name tag he wears on his clothing. To be sure he is always ready, he carries extras in his wallet, and wears a name tag on each layer of clothing. Why does he do this? What he has found is that it makes people friendlier and more willing to open a conversation with him.

You can hear his keynote

speech the morning of the WEN conference, September 22nd for only \$70 if you register through Debby. You can attend the whole daylong conference, too! This is a savings of \$29. Don't delay, we have only so many spaces available at that pricing.



Board of Action News

The strength of our community is in the volunteers who help to make our events run smoothly. The BOA would welcome your help at an upcoming Educational Preview or Graduation. Call to let us know of your interest.

CN Board of Action

- Joani Algieri
- Jennifer Alford
- Dave Achen
- Merri Bame
- Doug Clark
- Arlene Gerig
- Linda Everhardt Kardux
- Deb Keller
- Julie Kuney
- Jeff LaCourse
- Matt Lee
- Leasa Maxx
- Nick Nigro
- Tim Speweik
- Darlene Robinson

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

SPECIAL MEMBER NEWS

On July 22, 2006, The Chocolate Shoppe will celebrate its 10th year in business. The shop is located in Shoppes at RiverPlace, Perrysburg.

When Debra Gorman first opened The Chocolate Shoppe, they offered choco-

lates from just eight companies. Over the years, they have featured as many as 40 different companies' chocolates in their store. Since its inception, The Chocolate Shoppe has created a name for itself as a destination spot for chocolate gifts. In 1999, they launched an e-commerce business. Today they have clients from the east and west

coasts who faithfully buy their chocolates online. They are currently revamping their site that will debut in the next few months, blog and all!



Now, on to the next 10 years!

MEMBER HORNTOOTING

Kelly Cusack and Mike Bankey

Kelly Cusack, Edbridge and Mike Bankey, BGSU, Continuing Education, recently worked together to offer a series of workshops entitled *Creating Loyal Healthcare Customers*. These new workshops were designed to meet the needs of the local community and were met with an overwhelmingly favorable response from the participants.

David Bodner

David Bodner, Seymour & Associates, Mass Mutual, has been nominated for the 20 Under Forty Award by Dale Seymour and Debby Peters.

Judy Gorun

Judy Gorun, Re/max Preferred, is very proud of the fact that in the past two weeks, she has listed three houses and closed on two.

Lois Fuller

Lois Fuller, Arbonne and former teacher, accepted the challenge of tutoring some kindergarten children this summer to help them get ready for first grade in the fall. What a wonderful way to spend some time. How long has it been since you sang the "ABC song", counted to 100, and colored inside the lines? She is reading great books with them, too.

Phyllis Sheets

Phyllis Sheets, Doncaster, has embarked on another new endeavor, Jockey Person to Person. This is not t-shirts or skivies. It is beautiful bras, panties, night wear, and casual wear that was designed exclusively for this program. Phyllis is the only comfort specialist in this area.

Sue Dybowski

Sue Dybowski, Travel Experts, will be attending the travel consortium, Virtuoso's, annual Travel Mart Convention to be held in Las Vegas from August 20-24. This is the ultimate networking event in the travel industry and is attended by over 3,000 travel professionals in all segments of the industry from over 90 countries worldwide. In addition to training opportunities and networking with other travel consultants from Travel Experts and other agencies through the US, Sue will also have the opportunity to meet face-to-face for one-on-ones with 360 different travel suppliers over the course of 4 days for 4 minutes each. She is busy calculating her networking points for that week!!!

MEMBER HORNTOOTING

Michael Temple

Michael Temple, Temple Development Company has just finished and launched a new web site for Raceway Park! The site was a fairly large undertaking as they had a lot of information they were looking to communicate to different audiences. You can see the site at <http://www.racewayparktoledo.com>.

Sandy Kosmyna

Sandy Kosmyna, The Whitman Center, Monroe County Community College had a great response to her CN community request for new instructors for Lifelong Learning at Monroe County Community College's Whitman Center. She will be offering twelve new continuing education courses this Fall semester. Four of the new instructors are CN members.

Beth Holt

Beth Holt, Holt Roofing reports that they have been asked to be WTOL Channel 11's ask the expert on roofing.

Nick Nigro

Nick Nigro, Davis College, was elected to serve as Chair of the Collegiate Employ-net Consortium. This Professional Organization is made up of 16 Colleagues from Colleges and Universities from NW Ohio and SE Michigan. They meet monthly to plan a Job Fair, talk about best practices in the Career Services Industry.

Deb Hornstein

Deb Hornstein, The Danberry Company, made listing AND sales leader for her office this month. Not bad for what is considered a "down market". She thanks all those who entrusted her with their referrals!

Greg Peters

Greg Peters, Cyber Data Solutions, has volunteered to become a member of the Ambassador Corps for the Ann Arbor Area Chamber of Commerce. As an ambassador, he has opportunities to act as a greeter at the various networking functions and deliver new member information packets to businesses around town. Great networking opportunities!

Linda Parker

Linda Parker, Re/max Preferred, started a networking group with 5 people last fall and they are up to 20 participants and referrals are flying. Everyone is experiencing a growth in their personal business through the referral process that started with Linda taking the Certified Networking class.

JULY CN LUNCH



Nick Nigro, Davis College, was the money taker this month.



Danna Tucci Schmitt, BNI and Referral Institute, Western PA and Smokey Smoktonowitz, Intergalactic Graphics talk about CN.



Julie Kuney, Comfort Keepers, using Louise Kahle's "chest proud" stance for her picture.



Pat Mousseau, Re/max Central, and Sue Dybowski, Travel Experts chatting about Sue's wine country bike trip.

WHAT'S A PREVIEW?



Have you ever tried to tell someone about the Certified Networker® training and have gotten frustrated because you just can't do justice with your description? If so, the Educational Previews are a tool you can use. Invite those people to this two hour session where they will get

a taste of what the CN course is all about. They will also get to network with other folks in the session. If you would like to attend with your guests, we'd love to have you, but if you can't fit it into your schedule, let us know so we can make your guests feel

welcome. There are two previews in August: [at Toledo Area Community Credit Union, Aug 11th from 9 - 11 AM. Registration is limited to the first 15;](#) [at Bowling Green State University On Aug 15th, 14 College Park Office Bldg, Rm 2. Register at <http://pace.bgsu.edu/>](#)

COMMUNITY
NETWORKING
LISTING

July



24th~WEN Lunch Meeting, 11:30 AM - 1:30 PM,
The Clarion, Contact: Linda
Everhardt Kardux, 419-536-
6732

29th - Dragon Boats Races,
International Park and the
Docks, all day, CNers Debby
Peters and Darlene Robinson
are part of a crew.

August

**2nd - WEN BG meeting,
Briar Rose Tea Room, W.
Wooster, 4:30 - 6 PM, Con-
tact: Linda Everhardt Kar-
dux, 419-536-6732**

**4th - Annual WEN Tea
Party, Linda Fayer-
weather's home, Maumee,
\$15 per person, Contact:
Linda Everhardt Kardux,
419-536-6732**

**8th - Maumee Chamber of
Commerce, lunch, Brandy-
winde Country Club, noon**

**9th~WEN, AM Meeting,
8:00 - 9:00 AM, The Clar-
ion, Contact: Linda
Everhardt Kardux, 419-536-
6732**

**10th - Blitz and Brew,
Bowling Green Chamber,
8 AM**

**13th - Cruise by the River
Classic Car Show, Perrys-
burg, downtown**

WHAT'S YOUR TARGET MARKET?

Tim Speweik, Mail Works! reports that the target market project is making progress. The challenge in completing the project is getting CN members to return the calls or emails sent to them. The benefit of sharing your target market with Tim is that others in the community with the same target will be able to link with you to make the work of getting a client easier for both.



Tim said that even making the calls helped him when he contacted with CN grad, Zac Robison, who is the marketing director at DayMark. Tim

and Zac have an appointment set to meet very soon.

So when Tim, Kelly Cusack, Edbridge, Renee Bergmooser, The Toledo Free Press, or Karen Slawinski, of NBS call, make their life easy and share your target market. With almost 300 people in the community think of the size of this project that these four have taken on. And in the end it will benefit you.

MAKING CHAMBERS WORK FOR YOU

So, you've joined your local Chamber of Commerce and are enjoying its many benefits. The networking opportunities allow you to meet all sorts of new and exciting people. The only problem you can see is that you are getting a lot of people into your "visibility" group, but are having a hard time moving them gradually up the scale to "profitability". So what's a good networker to do? Listen closely and I'll tell you the secret of how to take your networking experience in that large group to the next level. Are you ready? Here's the secret: *It's time to give back.*

I know, I know. You don't have time. It's too much work. Just bear with me.

Not long after I joined the Ann Arbor Area Chamber of Commerce, I decided that to achieve good *karma*, I really had to find some way to give back to the Chamber for all of the benefits that it gives me. I talked with Cheryl O'Brien, the Membership Director for the Chamber to find out how best I could serve. Shortly thereafter I found myself in the Ambassador Corps.



The Ambassadors act in several capacities, but the two major ones are that of greeter at the various networking events and as welcoming committee for new members. In the first, we help people get pointed in the right direction and help to make them comfortable (acting like

a host, anyone?). In the second, we actually get to visit new members in their office and explain to them all of the great opportunities they have as a member. Either way, we appear as the person to whom to go for more information. Somehow my attempts to serve the Chamber just turned into another (better) way to network.

And the meetings? Well, I've only been to two thus far. Boring? Not really. Educational? Most certainly. Suddenly I found myself sitting with twenty to thirty folks who had also made a commitment to serving the Chamber and the community. It's funny how shared experience really brings people together. In the very first meeting, I met with an accountant who did taxes for many local non-profit organizations (my target market). She took several of my business cards to pass along to her colleague who does audits for those same organizations.



Well, I guess I'm going to have to keep looking for ways to balance my *karma*. I only put a little bit in and I seem to be getting a lot more out. What's a good networker to do?

- Greg Peters, Cyber Data Solutions

BOARD OF ACTION TRAINING

What do you get when you put 13 talented people in one room with one facilitator? You get controlled chaos.

Deanna Tucci Schmitt, Executive Director BNI Western PA, Referral Institute Franchisee, and Debby Peter's friend from Pittsburgh, led a two hour session to help the members of the BOA realize the potential for relationships that already exists but is not being used. She asked everyone first to go to the whiteboard



and write their target market by their name. Some members asked others to better explain these markets. After that was done each member was given a flip chart sheet to draw their hub firm, that being all the contact sphere categories surrounding their target market. Once completed, they began listing names, first from the BOA, then from the CN master list and finally using the Universal Business Tool to



list non-CN members. Each member then helped to fill in others' hub firms. Finally they decided that there were two major ways to get to know these people. They could call and schedule one on ones. They could also invite these people to CN events. The goal was to help the members identify, develop and strengthen current and future contact sphere relationships.



MEMBER SPOTLIGHT - BRENT GRAY

Brent Gray, Union National Mortgage was part of an all female CN class, but being the brave soul he is, he arrived every Friday morning, except for the time his son locked the car keys inside his car.

This accomplished young business person is most proud of his family. He says, "My wife, Jenna is fantastic and I have two wonderful sons, Drew at 4 and Kailen at 2. My wife chose Kailen's name and I wasn't too sure at first, but now I really like it."

This entrepreneur graduated from Napoleon High School, "the year that Glam Rock died." If that is a mystery to you, perhaps a conversation with Brent can enlighten you.

He has a dual Bachelor's Degree in Construction Management and Architecture from BGSU. "I worked for Bostonian's right out of college, but then the travel got to be too much after I got married. He also took the courses for a



Realtors® license, but did it not to sell houses, but for helping his mortgage clients. Additionally, he has his insurance and securities licenses. "I have the financial planner lurking in the back of my mind when I am working with my clients." He says, "Really, if someone would pay me I'd just go to school full time because I love to learn."

Most of Brent's activities are family centered. "We live on 8 acres and have a pond, so we swim and fish. We also love to camp. Our extended families keep us busy with dinners and Bar-B-Q's in the summer."

Currently, Brent does not belong to any networking groups, but he said that Dave Bodner is recruiting him for Toastmaster's. Ever the scholar, he said that he thinks he would like it because he wants to sharpen his speaking skills.

For the past 11 years Brent has played lead guitar and vocals in a Rock and Roll cover band. He laughingly says, "Now that the five of us are all married professionals with families we don't play quite as much as we used to. We're more selective playing about 8 times per year. Our dream is to perform at Put-n-Bay."

Brent Gray is a very colorful person, one that you will want to schedule time to meet.



COMMUNITY NETWORKING LISTING

August



15th~WEN PM Meeting, Heidelberg College, 4:40 - 6:00, Contact: Linda Everhardt Kardux, 419-536-6732

16th - Perrysburg Chamber of Commerce lunch, Carroner Hunt and Polo Club, 11:45 AM

18th- Taste of Maumee, up-town,

19th, Summer Fair, Maumee, downtown, Parade at 10 AM, all day including lot party from 5 - 11 PM



20th - Sylvania Chamber, Business After Five, 5:30 - 7:00 PM at Reve Salon and Phillip's on Main St, Sylvania

25-27th - German American Festival, Oak Shade Grove, Oregon

26-27th - Levis Commons Fine Art Fair, Perrysburg

28th~WEN, Lunch time Meeting, 11:30 AM - 1 PM The Clarion, \$10 for lunch Contact: Linda Everhardt Kardux, 419-536-6732

CNP of Ohio Ltd

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

Check out the
website at
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Stamping Out Cold Calls



Check out the new blog at
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Become Part of the Blog

The networking blog at www.cnpofohio.blogspot.com has articles posted to it weekly or sometimes more often. You can help by commenting at the end of an article or post. At the bottom of the article, find the word *comment* and click on it. Follow the instructions from that point on. Your comments help to improve our listing on Google, which is where many people would be searching for networking tips. Also, if you have a website and would be willing to add a link on your site to both the blog and our website, that will be helpful, too.

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 \$278 - Credit Card Only)
_____ Option 3 (6 monthly payments of \$146 - Credit Card Only)
_____ Option 4 (12 monthly payments of \$78 - Credit Card Only)

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

Signature:

Your Credit Card Statement will read "CNP of Ohio, Ltd"

CANCELLATION POLICY: Cancellations received less than 10 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.