

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

Graduation Mixer	Aug 24
BGSU day class	Aug 25
Ed Preview, Whitman	Sept 15
Next Sat. class	Sept 16
Monthly CN Lunch	Sept 19
WEN conference	Sept 22
Davis College class	Sept 24
Whitman class	Sept 29

Number of members in our CN Community is **305**

Where is CN Giving
Networking
Presentations?

- Aug 22, Monroe Kiwanis, Debby
- Aug 28, WEN lunch meeting, Debby
- Sept 19, Lima Chamber of Commerce, Debby
- Sept 27, Monthly meeting, ASTD, 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.

HISTORY LESSON AT LUNCH

The Board of Action members decided to have a little fun with "the question" at the July lunch. Sandy Pirwitz, Sandy's Stuff for Women, developed the question after having listened to a CD about meeting stimulants. All in attendance were warned by Sandy via email that she would be having them answer, "What historical figure could have used your product or service?"



Our CN community is really creative! Bob Link, Stevens Moving and Storage, said that he thought Hannibal could have used his moving services instead of using elephants to

carry supplies over the mountains. Anita Dotson, Corporate Intelligence Consultants, said that Jeffrey Dalmer's landlord could

have used her tenant screening services and saved a lot of lives. Louise Kahle, Take the Time, Image Matters, said that she would have loved to get her hands on Eleanor Roosevelt. Eleanor was known as the ugly duckling and Louise is sure she could have made a difference!

What would your answer have been? We are making an effort to send the question out in advance of the lunch meeting so those of

you who need to prepare will have the time to do so. We want to have fun at lunch along with making connections.

The next lunch is September 19th, at the Spaghetti Warehouse. It is always the third Tuesday of the month. The group begins gathering at 11:30 AM and begins to disperse at 1 PM. If you haven't been in awhile, come connect and have a fun and educational lunch. Darlene Robinson, The William Vaughan Company, said, "I learned a lot about history just from hearing the answers from all the CN members."



DID YOU KNOW..NATIONAL UNDERPANT DAY

Speaking of having fun! CN grad, Jeff Pettit, owner of Artistic Memorials, and Joy MacLeod, new CN student and office manager of Artistic Memorials refuse to be too serious with their job. Joy comes from a long line of pranksters. She found out about *National Underpants Day* and realized that she could not ignore the opportu-



nity. She and Jeff arrived for work displaying their under-pinnings for their staff. Asked what would happen if there

was an older person waiting to talk to them about a gravestone. Joy said, "We'll just put a little laughter in their life and gosh, they probably need it!"

What do you do to add a bit of levity to your prospects and customers lives? If Joy and Jeff can do it, you can too!

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
Sandy Pirwitz
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

Our own Merri Bame, *Breaking Down Barriers*, is pleased to announce her next performance piece. It's challenging, touching and about time. She says, "After 1 ½ years away from the theater I thought I was over the need for being on the boards. Then this show came along."

Merri will be in the Harvest Theatre's timely production of

"The Guys". It's based on the true story of a Fire Captain who has to write 8 eulogies for men he loses at the World Trade Center on September 11, 2001 and the writer he enlists to help find the right words. Author Anne Nelson was named one of the great new playwrights to watch in the coming years by *The New York Times Magazine*. The original Off-Broadway production starred Sigourney Weaver and (in a dramatic turn) Bill Murray. Perform-

ance dates are Sept. 7-11 (the fifth anniversary of 9/11). Call the Harvest Theater at (419) 902-0608 or go to

www.harvesttheatre.com to reserve tickets. Let's support Merri.



MEMBER HORNTOOTING

Michael Temple

Michael Temple of Temple Development Company is both an author and speaker of Internet Marketing. He will be presenting to the International Association of Window Covering Fabricators in Chicago in September at their national convention.

Mary Fetherolf

Mary Fetherolf, intern with Creative Financial Partners, is the 2nd Place winner in the 2006 NAIFA Scholarship Competition.

Phil Bollin

Phil Bollin, reports that Modern Portfolio Management was recognized in the July issue of *Financial Advisor Magazine* as one of the fastest growing Registered Investment Advisory firms. They are ranked #26 in their category (firms with \$300 Million to \$500 Million) and are the only firm from Northwest Ohio to be recognized.

Joani Algieri

Joani Algieri, LMT, Ultimate Body, Mind & Spirit, recently attended a David Kent seminar at the University of South Florida at Tampa to dissect a human body. The hands-on seminar brought anatomy to life. There were 61 students who attended including massage therapists, acupuncturists, exercise physiologists and a doctor of physical medicine.

Steve Riter

Steve Riter has been promoted to the position of Service Relationship Manager with Heartland Payment Systems. In this position, he is assigned all Heartland Accounts in Northwest Ohio and will be working with existing merchants on trouble shooting, adding new processing and upgrading of equipment.

Arlene Gerig and Judy Gorun

Neighbors, Arlene Gerig and Judy Gorun, both Realtors® with Re/max Preferred Associates distributed 1000 cards to homeowners surrounding their neighborhood encouraging the community to support the Springfield School levy. The levy passed by a good margin and they would hope their card campaign had some effect on the outcome.

MEMBER HORNTOOTING

Jeff Pettit

Jeff Pettit reports that Artistic Memorials, Ltd. recently spent two days at Forest Cemetery in Toledo helping erect over 50 monuments that had been tipped over due to vandalism. It's unfortunate that these things happen but they were happy to lend their expertise to this situation.

Debbie Papay

Debbie Papay, Bayer, Papay & Steiner, has been appointed to the Board of Directors of Lutheran Home.

Lisa Olvera

Lisa Olvera, Corporate Intelligence Consultants, is proud to tell us that compared to 2005 she has had a 100% growth rate in Pre-employment Screening sales from January through June 2006.

Lisa Laskey

Lisa Laskey, of imagecom, has contracted managing editor services to Toledo Area Parent News and Ann Arbor Family Press and has been approved as a writer for a national women's entrepreneurial publication.

Pat Mousseau

Pat Mousseau's Team at Re/max Central was one of the Top Ten Teams for Re/Max International North West Ohio Region.

Elizabeth Herness Peters

Elizabeth Herness Peters, Gene Express, Inc., participated in the MicroArray Quality Control (MAQC) Consortium, assembled by the U.S. Food and Drug Administration (FDA) to evaluate gene expression technologies and to establish quality control parameters in order to bring personalized medicine to the clinics. She was co-author on two manuscripts which will be published in the September 8, 2006 issue of Nature Biotechnology.

Peggy Mathews

Peggy Mathews, Shaklee, reports that Shaklee Corporation donated nearly \$600,000 worth of high-protein nutrition drinks - enough for 222,000 servings - to Vitamin Angel Alliance's Indonesian Earthquake Relief Effort. The aid program will bring emergency nutritional supplies to the villagers in the Jogjakarta region, which was devastated by the recent earthquake. Peggy says that she not so good at personal horntooting but that she is proud of her company's efforts.

RECENT CN LUNCH



Kay Somogye, Ameriprise Financial, just havin' fun!



Phyllis Sheets, Doncaster just looking forward to spaghetti.



Tim Speweik, Mail Works! just looking cool in his black t-shirt.



Dee Appt, Nikken, just enjoying everyone!

A NEW NETWORKING IDEA

Darlene Robinson of The William Vaughan Company shared that they are having a reunion. That's right a reunion! She said, "We have invited all our former employees to get together. We have at least 30 committed to coming for this first time event. If you think about it, it is really a good idea because many of the

CPAs who used to work here are now working for private companies. Certainly it is good for us to have strong connections with former staff."

Ever marketing this Maumee CPA firm, the 2nd Annual Trip to Put-in-Bay for women business people was held recently. Thirty-eight women started the day at

7:15 AM and ended the day about 10 hours later having gotten to know each other. What a nice way to support both the success of each woman on the trip and also to gain a firmer presence. What do you do to market your company that is unique? Tell us about it and we will publish your idea.

COMMUNITY NETWORKING LISTING

August



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

September



5th - Sylvania Chamber of Commerce, monthly lunch, 11:45 AM - 1 PM.

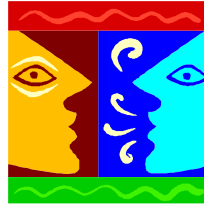
6th - WEN BG meeting, Briar Rose Collections, 4:40 - 6 PM, 1220 W Wooster

10th - Sylvania Chamber of Commerce Arts, Crafts & Antiques Festival, 9:30 AM - 4 PM

13th - WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

TALK IS BIG

From WOMMA (Word of Mouth Marketing Association), a new Warrillow & Co. research study provides a glimpse into the world of how small business owners make buying decisions. Certainly not surprising to CN members, the researchers found that unlike consumers who may be more influenced by traditional advertising, *small business owners* prefer to rely on recommendations from fellow business owners before making a buying decision.



What was of interest was the impact of such services as TiVo and satellite radio. Small business owners fly "under the radar" of traditional means of advertising, but hear about new products and services through blogs and such social networks as LinkedIn. Word of mouth, is certainly continuing to be a force in the market place.

Think about a product or service you bought recently. What made you choose that item and specifically that brand. Even if you researched the purchase, you probably got a "second opinion" before laying down the dollars. Now think about your marketing plan. Does it include a way to get others to talk about you?

DAVIS STUDENTS WANT TO CONNECT

As the end of August zooms by, all schools in Ohio are getting back to having students in the halls. Davis College is no exception. Nick Nigro welcomed his newest class of Certified Networking students August 24th.

To help these student feel of part of the larger community, Nick has implemented several changes. First, instead of just one GA for the class, there is going to be a new face appear each week. Using this method, the students will have met eight or nine community members by the time for graduation. Each GA will give examples for the specific module being taught and will also share with the group how they have used the CN material.

Those within our community who have agreed to be the GA links to the students are Jennifer Anderson, Toledo Free press, Amanda Ballard, Heidelberg College, Linda Everhardt Kardux, Business Navigators, Sandra Gibson, Purchasing Power, Susan Milliron, Weekenders USA, Brent Gray, Union National Mortgage and Tim Speweik, Mail Works!



working event at Davis College on October 12th from 11 AM - 12:30 PM. We are all invited and we would ask that you put that date on you calendar right now. Showing up will help the students to practice the techniques they have learned as they have continued through the class. You can make a huge difference in someone's life just by being there. Even better help, would be if you bring a guest with you. We all know how much better networking events are when there is a buzz in the room.



One more aspect that Nick has added to the curriculum of this accredited class is that students are going to be required to attend graduation on November 14th. We've had two graduations recently that have been wonderful celebrations because of the number of people attending. We want the same to happen for this class and the other two or three classes that will also be graduating. You can help buy inserting that date into your planner right now, so that you can attend. Also, you might want to consider which of your referral partners to bring with you. It is advantageous because you can introduce these people to other guests who might be helpful.

Davis College: "It all about where you're going!"

Additionally, the Davis students will host a net-

STAYING IN TOUCH

Usually we don't use our newsletter to promote individual businesses. Each CN member is unique and has so much to offer. Because sending thank notes is a part of the networking scorecard, and a component of developing strong relationships, we'd like to alert members to a cost and time effective service available.

Sendoutcards.com is the new company which makes it so easy to write those notes to thank people and get those wonderful scorecard points. It is the midpoint between sending a handwritten note and email. The one question I

get all the time when I am out there speaking is, "Can I send a thank you via email?" My comment is that the younger generation is certainly open to receiving communication in this manner, but that I still think they are impressed when they receive a note in the mail.

With Sendoutcards.com you gain the entry to a website that provides close to 1000 various card designs. You type the message that you want to appear inside the card, select the font to use and choose the color the font should be. After that, you enter the name of the person you want to send a card to

and then hit the send button. A card can easily be written in a minute or two. That's all you have to do.

The receiver gets the card in an envelope with blue handwriting and a real stamp. It looks like you did it! I recently sent five thank you notes out within 10 minutes.

I am amassing tons of networking points and staying in contact much better than I was ever able to in the past.

CN member, Julie Higby, can explain the system.



COMMUNITY NETWORKING LISTING

September



19th - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

19th and 20th - Sylvania Chamber of Commerce Political Forum, 8- 9 AM

21st - WEN West, Inaugural meeting, 11:30 AM - 1 PM. Charles Restaurant on Airport Hwy, west of the airport.

22nd - Annual WEN Business Conference, Dana Conference Center, on the MUO Campus, 7:30 AM - 4 PM, \$99 for WEN members, \$149 for others.

25th - WEN lunch meeting, Clarion Hotel, 11:30 - noon, \$10.

October



12th - Davis College CN Class Networking Event, 11AM - 12:30, all invited!

13th - WEN Annual Tea Party, Fayerweather Residence, 2 - 5:30 PM, \$15

13th - BNI Annual Golf Outing, Stone Ridge Golf Club, \$65, call (419) 537-9054 to register.

MEMBER SPOTLIGHT - TRACY COX

Tracy Cox, owner of BottomLine Bookkeeping, says that she is extremely pleased with the success of her now six year old business. She says, "When I first went out on my own, it was scary. I think I had the same thoughts everyone has in my position which was, how is the mortgage going to get paid?"

"But," Tracy adds, "somehow it did! What's even better now is that I'm at a point in my business where I am busy enough that I can be selective about the types of clients I accept."

Tracy loves singing and in fact she says, "That's what took me back to church, as I was missing singing. Now I'm part of the church choir and I also sing with the Women's Ensemble." Tracy's singing goes back to her school days. Right after high school she was selected to tour Europe with a

mixed chorus and orchestra. She says, "I am normally an alto, but for this group I sang the tenor part along with the guys." She adds, "We stayed with families all along the way and I even got to stay in a Scottish castle. It was the middle of summer, but it still felt very damp and cold in all the rooms."



A very involved member of her church, this mom of 5th grader Morgan, sat on the church Board of Education for 8 years, chairing the board for two of those years. She also has been the Sunday School Director for 4 years. She is proud of the learning style program call *Rotational Workshop* which she helped to implement. Tracy says, "This helps us to support the various learning styles of all the children. We have one lesson per month and have different ways the lesson is delivered. Sometimes the lesson might even involve cooking.

In the few spare moments this very busy woman has, she likes to meet with friends, window shop especially for home interior stuff,



and she loves to sit on her front porch greeting neighbors as they go by. She is about ready to change the color of her walls and will do most of the painting herself.

She and her husband, Alan, would like to take a Caribbean cruise on their 15th wedding anniversary in a couple years. They also would like to take the proverbial family style vacations with Morgan to give him some memories to look back on. Tracy says, "My husband lived in many places out east, and we'd like to connect with those people. We'd love to take a trip to Disney World and perhaps to California." An interesting tidbit about Alan's dad, he knew J. C. Penney, the man who started the stores.

Tracy is a member of the Women's Entrepreneurial Network and CN. We can't sing her praises enough.

CNP of Ohio Ltd

PO Box 1121
Perrysburg, OH 43552

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

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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:

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PART I

Date: _____ Course Location: _____ Date of

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How did you hear about CNP?: _____

PART II (Fill out or STAPLE BUSINESS CARD HERE)

Name: _____ E-Mail Ad-
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Continuing Education Information (Available for Realtors® and CPAs):

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Part III

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

_____ Option 1 (\$799 - Check, VISA, Mastercard)

_____ 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 American Express

Card Number: _____ **Exp. Date:** _____

CID #: _____

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

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

You can fax this registration to (419) 833-1566 or submit to: PO Box 1121, Perrysburg, OH 43552