

MAKING MORE MONEY

CN Blog

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Word of Mouth Matters - Helping Each Other's Success

www.cnpofohio.com

DATES TO REMEMBER

CN Lunch	Oct 17
CN Graduation	Nov 14
Nov CN Lunch	Nov 21
Education Preview	Dec 1
Next Day Class	Feb 23

Number of members in our CN Community is **323**

Where is CN Giving

Networking

Presentations?

- Oct 11, Right Management, Debby
- Oct 23, YWCA celebrity waiter night, Debby serves
- Nov 3, YMCA AYP group, Debby (Akron)

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.

FISH STORY FOR GRADUATION

Graduations are always so much fun! This last one on August 24th was that, plus an example of how to deliver an emotional message. Both Tom Baur, New Life Spine Center, and Mary Ann Mills, Sulphur Springs Realty were named MVPs of their respective classes.

Each shared a powerful message of why they do what they do. Tom named Toledo Health Ministries as his charity and Mary Ann mentioned the Breast Cancer Research Foundation as her favorite.

New BOA member,

Sandy Pirwitz, Sandy's Stuff for Women, as emcee, engaged a guest in a story about a fish store to deliver



a point about trying to sell to people even when they don't want what you have. She says, "I used the fish store idea, because I didn't want to look like I was using this opportunity to promote my own women's clothing store. What is really funny about

this is that after the event as I was walking out to the parking lot, a guest came up to me and wanted to know where my fish store was!" For a first time emcee, Sandy looked and sounded like an old hand at being in front of the audience.



With over 80 people in attendance, the evening was about connecting with old friends and meeting new. Don't miss these fun events.

FRONT PORCH DAY

CN Students in the accredited course at Davis College are hosting a networking event on October 12th from 11:30 AM to 1 PM at the College on Monroe St. Taking a page from Scott Ginsberg's Front Porch theory of making people feel welcome enough to stop by for a chat, they are hoping to have a large contingent of our community in attendance.

The event will feature open networking and a presentation followed by Q & A with



Michael Miller, Editor of the *Toledo Free Press*. There will be refreshments served. People can contact either Erika Dickason at 419-266-1710 or Nick Nigro at 419-473-2700, x. 143 to RSVP by

October 10. The event will be held at Davis College. Please check in with the receptionist who will direct you to the location of the event. Tours will be available during the event to see the *New Look* at Davis College. The students are eager to have you join them.

Board of Action News

Your Board of Action will be helping to invite guests to our next graduation AND actually making the evening happen. We are actively wanting to increase the numbers on the board. We will interview those who have an interest in making a contribution to the CN community.

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



Julie Kuney relaxing on the deck during the BOA picnic.

NEXT GRADUATION - NOVEMBER 14TH

Pull out your calendars to mark November 14th as the next CN graduation. The last two have had between 80-100 people in attendance and we expect no less for this one. We will have two classes celebrating their completion of the course and the official

entry into the community.

If you haven't attended one of these in awhile, come for the food and festivities. CNers are seen connecting with guests and the guests are pleased with the friendliness of the event. The most "selling" that happens for CN is that we tell of upcoming

Educational Previews and Class start dates. If you invite friends to come, they will not feel pressured or uncomfortable.

Debby does need RSVPs to plan for the right amount of food and the number of bartenders. Send yours to debby@certifiednetworker.com.

MEMBER HORNTOOTING

Frank Smith

Frank Smith, Re/Max Masters has been elected Secretary of Adelante.

John Meyer

John Meyer, BNI, would like to share the announcement that he has been promoted to U.S. National Director East for BNI. John has been Assistant U.S. National Director since June, 2005. He will continue sharing the management of the Franchise Success Program and District Directors in the U.S with the US National Director West, Connie Hinton. John also oversees Experimental Programs for BNI.

Mary Nyitray

Mary Nyitray, Optical Arts, had a Vera Bradley Event to show the new release of their eyewear. She had the popular quilted handbags from Lady C's dress shop in Sylvania and Schramms's Flower & Gift shop on Central Ave. They brought in all the latest handbag and luggage styles. Mary is to be congratulated for using CN principles to help other businesses while helping her own. It was a great event bringing together three different stores and the various products of Vera Bradley.

Tim Speweik

Tim Speweik, reports that Mail Works!, has continued to experience fantastic growth! Mail Works is now pushing out over 3 million pieces of direct mail per month. They have an opportunity to bid for a 10 million piece/per month job! Tim Speweik also shares that he has become an Assistant Director with BNI.

Joy McLeod

Joy MacLeod of Artistic Memorials in Perrysburg, Ohio recently obtained her commission as a notary public.

Nick Nigro

Nick Nigro, Davis College, is proud to announce that the Davis College Career Services Newsletter, Nexus, has secured the agreement of author Tim Sanders to write an article for the fall quarter edition. This opportunity became possible because Nick developed an e-mail relationship with Tim.

MEMBER HORNTOOTING

Leasa Maxx

Leasa Maxx, Maxx Grafx, shares that Linda Kuns, State Farm Insurance, asked her to provide an encore performance of the "Top 10 PR Do's and Don'ts" presentation to the new "WEN West" group at their October monthly networking meeting. Linda had heard the presentation when Leasa spoke at the WEN Lunch Bunch meeting in July.

Tiffany Robinson

Tiffany Robinson, American Family Insurance, has accepted a promotion with American Family Insurance. She will be the new Profit and Growth Consultant for Ohio Central and Ohio East and will be moving to the Columbus Regional office.

Rebecca Booth

Rebecca Booth, Imagine That!, was approached by the managing editor of Paint & Decorating Retailer for permission to quote her in an upcoming publication. The article will focus on "What Matters to Customers When They Shop."

Margie Sparks

Margie Sparks, Born Again Vintage Clothing, was on the front cover of the Real Estate/Business Section of the Sept 3rd Toledo Blade in full color. Business writer, Homer Brickey interviewed her for an article regarding the growth of online business in the Toledo area.

Barb Mullholand

Barb Mullholand was in Salt Lake City, Utah the week of Sept. 13 for USANA Health Sciences International Conference.

Mary Ann Mills

Mary Ann Mills, Sulphur Springs, reports that she has been responsible for a seminar for 1stTime Home Buyers. She was inspired to do this by her experience of going through the CN Class! Her mentor planted the seed for this type of an event but actually carrying plan through has been Mary Ann's responsibility. She has recruited others to participate with her. They have delivered door hangers, newspaper ads, fliers, emails and etc. to get the word out.

Dave Bodner

Dave Bodner, Seymour & Associates, Mass Mutual, completed his first 5k race. He ran in the Bob Savage & Robert Meeker Memorial Run for Life. This event is dedicated to these two great men who were truly giants in the life insurance world on both the local and national level. Dave had the opportunity to work with Robert Meeker for seven years. Dave finished with a time of 23:17.

Michael Temple

Michael Temple, Temple Development Company, has been busy writing for clients, but recently had the opportunity to write something for his own business. He has recently published a position paper on *Why Flash Hurts your Internet Marketing Strategy*. It can be downloaded for free at <http://www.michaeltemple.com/Position.htm>.

Jeff LaCourse

Jeff LaCourse, Summerbreeze Travels, is proud to announce that he has successfully trained his first Certified Networker class. He co-trained with Debby Peters and along with Leasa Maxx has been declared the official Module 10 expert.

BOA CAR WASHING PICNIC



Alexa Robinson, daughter of Darlene, helping Debby to wash cars. Dave Achen wouldn't let us touch his!



Lisa Peters, Claire and Dave Achen enjoying cocktail hour.



Alexa, getting help from Debby's husband Steve Cotner, with the BIG fish. It almost pulled Alexa in. In the background, Jeff LaCourse and his family, wife, Debbie, daughter Amanda, and son, Matt.



Amanda receiving kayaking instructions from Debby.

COMMUNITY NETWORKING LISTING

October



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

12th - Sylvania Chamber, Network Breakfast – Sylvania Senior Center 7:45 – 9:00

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

12th - Association of Women in Communications (AWC) Luncheon, Navy Bistro, 11:30 AM - 1 PM.

12th - Toledo Chamber After hours, Lourdes College, 5:30 PM

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.

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

17th - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

18th - Ad Club of Toledo Luncheon, 11:30 AM - 1 PM, Toledo Club.

TALK IS BIG

Lori Cannon, Edward Jones, is a member of the organizing committee which has been recognized for their contribution and support of the Dianna Imbrock Memorial Golf Outing for Special Olympics. They are proud to announce that they have received the Support Organization of the Year Award for Special Olympics of Ohio, Area 4. Lori says, "The idea of a fundraising event in Dianna's memory developed a few months after she suddenly died as a result of an automobile accident. A group of us



decided to host a golf outing event to benefit the local Special Olympics organization, which she actively supported over the years. Now in the fifth year, the committee has donated over \$55,000 in the first four years.

Lori is a CN grad who quietly contributes to her community in many ways. Over the years, she has run marathons for t

Team Leukemia, organized the board of trustees for the Exchange Club Center for the Prevention of Child Abuse, provided a year-long financial educational program for Girl Scouts, rowed in the Dragon Boat races, and many more that she hasn't told us about. While Horntooting may be difficult for her, we find it easy to play *the town crier* for her.

TOP OF MIND

I don't know about you, but I still get awfully excited about opening the newspaper and seeing my picture there (always assuming that it isn't for something nefarious or illegal). Well, I experienced that today when the local business journal, the *Ann Arbor Business Review*, arrived on my doorstep.

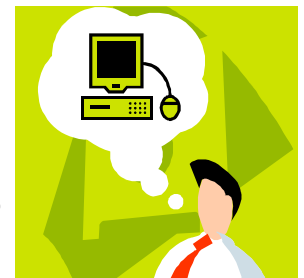


Once a month, the Ann Arbor Area Chamber of Commerce has a business to business section. In it, they highlight Chamber events, have articles from the various departments and publish a testimonial from a local businessperson including a headshot. Given that there are over 1400 member businesses in the Ann Arbor Chamber, you can imagine that the chances of a new member like me getting the focus is pretty slim.

Guess whose picture appeared in the October issue?

How did it happen? Well, I have become pretty close in a fairly short time with the staff at the Chamber. They are a heck of a lot of fun, so working with them in any capacity is certainly no chore. Apparently, this month, Megan Turnbow, the person in charge of the member focus couldn't get in touch with the business she had intended on featuring. Fortunately for me, I had developed my relationship enough with her to put me at the top of the list of alternates. A quick, sincere testimonial later (Module 12, anyone?), and there I was on the top of page 23.

Thinking about it now I realized that there is an extension to our goal of being "top of the mind" for what we *do* – in my case, rescuing nonprofits and charities from their own websites. Throughout our network, we should also strive to be top of the mind for who we *are* – sincere, helpful, and generous people. Trust me, it will come back to you.



Greg Peters, Cyber Data Solutions

SURVEY TIMES TIMES 2

BNI wants to know what you think. Ivan Misner, Chairman of BNI and Hazel Walker and Frank DeFraffe, both BNI directors are working on a book about men and women and the way they network. The basis for the book will be an online survey they have compiled. They hope to gain 10,000 responses. If you'd like to add your two cents to this publication you can take the 24 question quiz [online](http://www.surveymonkey.com/s.asp?u=204762616512) at <http://www.surveymonkey.com/s.asp?u=204762616512>.

CN Grad Mari A. Broman, Life Skills Development, LLC, and Professional Life coach is collecting business data on professional business behaviors, and is interviewing a variety of business people to understand the sort of thoughts business people have on this subject. She has a few openings for some face to face interviews with people who have been in their industry at least 5 years. If you are interested you can email her with



basic information of business, position, length of time, and she will determine whether your information fits the statistical information she is gathering. Additionally, she would be interested in colleagues you may have in other locations in the United States. She has many openings for email survey or snail mail survey respondents. You can contact Mari at mari@lifeskillscoaching4u.com or phone at 734-718-7957.

MEMBER SPOTLIGHT - BREANNA FILAS

Long time CNER, Breanna Filas, has evolved her business since she sat through the CN course. While still a representative for Weekenders clothing line, she has channeled her full-time energies into her marketing business. She says, "I have 15 years experience in media buying. Two and a half years ago, having just bought a home, I also started my business, Metro Media Group."

do what it takes right now to be successful.

As a single mom to six year old Hudson, this energetic young woman doesn't have much extra time. She doesn't belong to any extra organizations right now, but does quite a bit with her church, Cedar Creek. She shares, "I've been a member there for about 4 years, and I do make time for Bible study and a home group."



said, "Well, I hope that in January Hudson and I will be able to spend some time at Kalahari Resort in Sandusky for a mini vacation. Hudson however has bigger dreams for us! Until recently he wanted to go to either the Grand Canyon or Hawaii, but somewhere he heard about tourists going to outer space and now that's his goal! When I told him that it would cost several million dollars, he wanted to know how close we were to getting that amount together!"



Breanna is working on connecting with medium-sized ad agencies that might want to outsource some of their work. We have no doubt that Hudson will someday enjoy his *out of this world* trip.

She is a former member of BNI, but had to resign when she changed her job to marketing as there was someone in the chapter who already represented that category. She is beginning to think about joining a different BNI group.

Hudson, a kindergartener at Toledo Christian, keeps her laughing. When asked if she had any vacation plans, she chuckled and

Her first project, a brochure for Village at Twelve Lakes, won the Home Builder's Association



tion, Brochure of the Year, Sales and Marketing Award. Breanna wrote the copy and coordinated with other marketing professionals to get the job done. She wants to direct her talents to media buying, but as with all new businesses, will

COMMUNITY NETWORKING LISTING

October



18th - Perrysburg Chamber Lunch, 11:45 AM - 1 PM, Carroner Hunt and Polo Club

18th - Sylvania Chamber, Under 40 Power Network, Ballas GMC, 5:30 - 7 PM

19th - WEN West meeting, 11:30 AM - 1 PM. Charlies Restaurant on Airport Hwy, west of the airport.

19th - TASBA Luncheon series, register with the Toledo Chamber. Noon - 1:30 PM

23rd - WEN lunch meeting, Clarion Hotel, 11:30 - noon, \$10.

26th - Sylvania Business after 5, Hotel Wingate, 5:30 - 7 PM

November



1st - WEN BG meeting, Briar Rose Collections, 4:40 - 6 PM, 1220 W Wooster

3rd - Maumee Chamber Casino Royale

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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 Ad-
dress: _____

Business Name: _____ Business

Phone: _____

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City: _____ State: _____ Zip Code: _____

Continuing Education Information (Available for Realtors® and CPAs):

Profession: _____ License Number: _____

Official Business Address: _____

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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: _____

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Signature: _____

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