

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

www.cnpofohio.com

DATES TO REMEMBER

CN Graduation	Nov 14
CN Lunch	Nov 21
Insurance Ed Prev	Dec 1
Education Preview	Dec 1
December Lunch	Dec 19
Next evening Class	Feb 6
Next Day Class	Feb 23

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

Where is CN Giving Networking Presentations?

- Nov 3, YMCA AYP group, Debby (Akron)
- Nov 20, LiSTeN Networking Group, Tommy's, 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.

TPF EDITOR SPEAKS AT DAVIS

Nick Nigro's accredited CN class hosted a networking event on October 12, 2006 that included a presentation by Michael Miller, Editor of Toledo Free Press. Miller gave helpful hints for gaining the interest of editors. He displayed several press releases to show what was good and others that were not so good.



His first *not so good* example was the press release that was written all in caps with everything bolded. He said, "I read too many of these releases everyday to plow through this. Plus if the

information is something I might want for the paper, it means that I have to re-type the whole thing to make it work." Another *no-no* was the press release for something that was happening too soon to make it into the paper in time. Miller explained that there is a good window of opportunity for press releases that are delivered to a weekly paper. "Too soon, and I'll forget to use it, and too late, it won't get used. Plan to submit it about a week or 10 days before the event for the TFP." Miller went on to explain, "We are a preview paper, not a



review. We tell about events before they happen. We just don't have the staff to report on the event after it has occurred."

The Davis CN students are to be commended for the wonderful treats and the welcoming atmosphere they created for this event. The number of people attending made for standing room only. The community thanks you for making this such a successful event.

CN OHIO STRETCHES ITS BORDERS

Jennifer Anderson, Toledo Free Press, recently hosted a luncheon to help CNers say *so long* to Debi Roth, Welles Bowen Realtors. Debi's husband underwent successful back surgery that means he can now think about going back to work. He injured his back several years ago and the doctors had given him no hope of coming back from this injury. Debi can't say enough about Cleveland Clinic and how this successful surgery has given her family a new lease on life.

With this new optimism the couple has decided to move to Lakeland, Florida. Debi already has a job waiting for her with Federal Express. She probably will try to get her Florida Real Estate license once they get settled.

"Florida is where we go to vacation. We have spent a considerable amount of time at Disney World and we're even taking a day right when we get there to go there with our daughter. We love it!"



Debi has offered to have the welcome mat out for those who might be heading to Lakeland for the Tiger's Spring training. Even for those staying in Toledo, we now have this connection in the south.

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

CN ADVENTURE - PAINTBALL WAR



CNers Julie Cantu and Brent Gray are hosting a paintball game for our community on Friday, November 10th from 2 - 5 PM. Your check will reserve one of 50 spots on the field. Cost is \$30 including all equipment or just \$4 if you have your own equipment.

The event will be held at the NW Ohio Paintball Field at 844 Crissy Rd at Angola. Questions? Call Julie at 419-297-0408 or Brent at 419-966-0350.

Send your check to either, Julie Cantu, 7781 Highway, Riga, MI 49276 or Brent Gray, Union National Mortgage, 135 Chester-

filed, STE 102, Maumee, OH 43537.

Julie and Brent recommend that you wear neutral colored clothing as bright colors will make you stand out. Remember, you'll get dirty. They also need someone to take photos of the event.

MEMBER HORNTOOTING

Kelly Elton

Kelly Elton is pleased to announce that she has accepted a position with Goodremont's. Without CN, Kelly would have never been connected to such a wonderful opportunity! She will now be known as *Copier Kelly*.

Lisa Olvera

Lisa Olvera, Corporate Intelligence Consultants, is serving on a Diversity Committee for the Toledo Area Human Resource Association, which will be putting together a half day seminar for Human Resource personnel to learn how to deal with diversity issues in the workplace.

Merri Bame

Merri Bame, Breaking Down Barriers, is pleased to announce that 100% of her clients are from referrals, averaging 67% from R2R and another 25% from CNers. Also, thanks to the WEN conference presenter, Gail Goodwin, Constant Contact, she is also enjoying rave reviews from a new email marketing campaign.

Rebecca Booth

Rebecca Booth, Imagine That! has been following in the footsteps of her teacher parents. In October, she was invited to speak on marketing at HCF Management's Site Directors meeting, the US Postal Service's growing your business seminar and the Center for Innovative Food Technologies profit from your marketing program.

Susan Milliron

For September Susan Milliron, Weekenders, was named number one in sales in her unit with sales of \$4200 for the month!

Nick Nigro

Nick Nigro, Davis College, recently became a board member for two local boards, The Economic Development/Empowerment Board that serves the Hispanic/Latino Community, and The Family Promise of Northwest Ohio, a Community Response to Homelessness. His commitment to both begins with meetings in November.

MEMBER HORNTOOTING

Debbie Papay

At the October meeting of the Davis College Board of Directors, Attorney Debbie J. Papay was re-appointed for another three year term. Debbie graduated from Davis in 1975 in the legal secretarial program.

Dave Achen, Mark Abramson and Doug Clark

September 26th Mark Abramson, Robson, Curphy and O'Connell, Dave Achen, Brennen Financial Group and Doug Clark, Fifth Third Bank, presented a 6 hour C.E. Seminar, "Preventing Critical Financial Mistakes During Divorces" for Divorce Attorneys and C.P.A.'s at the Holiday Inn French Quarter.

Jeff Pettit

Jeff Pettit, Artistic Memorials, who is a member of the Great Eastern Toastmasters, recently took first place in the club Humorous Speech Contest. He then advanced to the Area 4, District 28 contest and placed second. This also allowed him to advance to the Division A, District 28 contest where he also placed second! Not bad for just joining Toastmasters in April.

Pat Mousseau

Pat Mousseau, Re/Max Central, was honored by the Ohio Association of Realtors and Toledo Board of Realtors for being at the Top Level of Production during the month of May '06 for selling in excess of 14 million of inventory.

Becky Pegorsch

On November 1, 2006, Becky Pegorsch, owner Lee Winters Florists, will celebrate her company's 25th anniversary. Huge congratulations are in order!

Sandy Pirwitz

In late September, the Sandy Pirwitz, Sandy's Stuff for Women, recognized its 9th year in business. They celebrated with the biggest sale of the year, door prizes and special refreshments. Sandy says, "Thanks to all CN members who have supported her by being customers and/or consignors."

Jennifer Anderson

Jennifer Anderson, Toledo Free Press, was honored at the Home Builder's Association, for the Spike Club. She has referred 25 companies to join the HBA of Greater Toledo. She earned a Life Spike award for bringing in so many members. She is the first woman to be awarded a Life Spike award.

David Bodner

David Bodner, Seymour & Associates and his wife, Beth Dennis recently celebrated their first wedding anniversary. David wanted to go spinning but Beth prevailed and they spent the night at the Mansion View Bed & Breakfast right here in Toledo. Congrats to both David and Beth.

Margie Sparks

Margie Sparks has received her certification of "Education Specialist Trained by eBay". She is qualified to teach "Basics of Selling on eBay", and is scheduled to teach my first two-part class on Nov 4 and 11 a The Whitman Center.

CN LUNCH QUESTION WAS, "WHAT PART OF CN IS STILL A CHALLENGE?"



COMMUNITY NETWORKING LISTING

November



5th - Women in Communication Crystal Awards, McMaster Center, Toledo Main Library, 5:30 PM

7th - Sylvania Chamber Lunch, Lourdes College, 11:30 AM- 1 PM

8th - WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

9th BG Chamber, Blitz and Brew, Chamber office, 8 - 9:30 AM

9th - Association of Women in Communications (AWC) Luncheon, Navy Bistro, 11:30 AM - 1 PM.

9th - Toledo Area Chamber of Commerce Business After Hours, Hilton Hotel, 5:30 - 7 PM.

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

14th Maumee Chamber Lunch, Brandywine Country Club, 11:30 AM - 1 PM

15th - Perrysburg Chamber Lunch, Carronor Hunt & Polo Club 11:45 AM - 1 PM.

15th - Ad Club of Toledo, The Toledo Club, 11:30 AM - 1 PM

16th - WEN West meeting, Charlies Restaurant on Airport Hwy, west of the airport, 11:30 AM - 1 PM

GRADUATION AND ED PREVIEWS

The last graduation of the year is November 14th. Come to celebrate with the members of three classes, including Nick Nigro's latest accredited class at Davis. Additionally, we will see and hear from those in the Thursday night class and the Friday morning class. They will be inviting family, friends and future referral partners to the event. You can help by attending just by yourself, or you can bring someone who can benefit from meeting strong members of our community. Graduations have really turned into a celebration so you won't want to miss.



EDUCATIONAL PREVIEWS

There are two Educational Previews, that will help to give CN prospects an idea of what they will learn in the course. These are only two hours in length and *have limited seating* at Toledo Area Community Credit Union on Whiteford Road.

Both Previews are on the same day, with the morning one from 9 - 11 AM focusing on the insurance industry.

The afternoon session from 1 - 3 PM will be for a more diversified group. With either, advance reservations are required. Who can you send to these FREE events?

THE EVER EVOLVING EBM

Remember back, way back, to your first day in the CN training program. Do you remember how "easy" that day was? Do you remember your trainer making you (gasp!) *think* about who you are and what you do and for whom you did it? Then after all that skull-deadening work, she expected you to use all that information to come up with an Emotional-Based Marketing theme?



Whew! Weren't you glad when that day was over and you never had to think of it again? After all, your EBM was perfect, right?

Right! In fact, if you are anything like me, I'm sure that your EBM has continued to evolve and become more and more refined (and if not, maybe you should sit down and think about it occasionally). I took my first CN class back in May of 2004 and only last month, I came up with a new EBM. Now, I'm not saying that I'm making radical changes, just digging into the emotion and making it more powerful. I first started out with "The geek who speaks". Not particularly "emotional". With a little work, I came up with "Clearing up the Confusion". Not

bad, but not what I would call a real "grabber".

Hearing Scott Ginsberg speak at the Women Mean Business conference really brought things into focus. After hearing him talking about personal branding, I decided to push the envelope a little. From that point on, when someone asked me what I do, I say, "I am the international superhero known as *The Webmaster!*" And what does such a champion do? "I rescue people from their own websites."



How long has it been since you've thought about your EBM – maybe it's time to dust off the ole' green manual and review Module 1 to see if what you thought was so great then, still works or needs some updating

Greg Peters, Cyber Data Solutions

PAT THEM ON THE BACK

During the monthly CN BOA meeting we take the time to celebrate with each other. Just like horn-tooting in the newsletter, this is an important element for the BOA members to develop relationships with each other. We thought we'd share what they shared last month.

Jennifer Alford - has been asked to provide a monthly column for a national trade publication.

Merri Bame - played the lead in the play, *The Guys* and they

are the only theater company to memorize the extensive script. She also has a client that will drop his national coach to work with Merri instead.

Darlene Robinson - was able to get her 19 year old sister interested in Scott Ginsberg's book. She will also be presenting about sales tax to the HBA.

Nick Nigro - has a commit-



ment from Scott Ginsberg to write a column for Nick's newsletter.

Leasa Maxx - and her husband, Terry, got their son's room organized -- a challenge for a very busy mom and business

woman.

Tim Speweik - gave a postal seminar to Women in Communication.

Joani Algieri - will have a new BNI chapter kick off next week, and three more in December.

MEMBER SPOTLIGHT - JEFF PETTIT

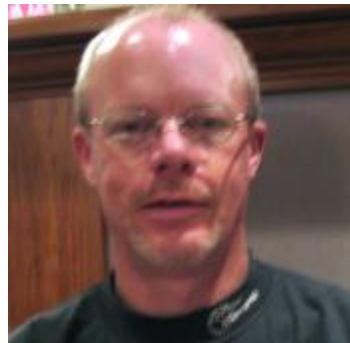
Jeff Pettit is a unique kind of guy. He started his own business, Artistic Memorials LTD, about five years ago. After more than twenty years in the monument and marker business for gravesites, he struck out on his own. Since then, there has been no looking back! He is especially proud that he has been able to turn a profit ever since day one. How many business owners can say that? His business is located in Perrysburg, across the street from Levis Commons.

Jeff is a charter and active member of the "Wood County In-mates", a Vintage Base Ball team



from Bowling Green. They play "old school" baseball with 1860's rules and uniforms and they play without baseball gloves. Jeff is a board member of the Monument Builders

of Ohio, the Monument Builders of North America, and the Perrysburg and Maumee Chamber of



Commerce. He is very fit and he enjoys coaching soccer for his children, spinning and woodworking. Recently, he rode his bike thirty-eight miles on the local "Tombstone" ride through the Toledo area. Jeff is pretty handy as well: he tore down his old garage and built a new three and a half garage by himself.

His personal goal is for his two children, Ashley and Joshua, to live happy, fulfilling lives. On a professional level, Jeff wants to be the number one monument maker in the Toledo area.

He graduated from the CN class in March 2006 and has started to put into practice what he learned; he wears his nametag consistently. His colleague at Artistic Memorials, Joy MacLeod, is currently completing the CN program. Joy states that Jeff takes great pride in being part "hillbilly" and his favorite expression is "Git 'er done."

CN has helped Jeff and Joy create new friendships, and develop relationships that they hope will turn into referral partners.

They are also looking more seriously at their target market and considering whom they would like on their board of directors.

All in all, Jeff and the folks at Artistic Memorials are "gitting 'er done" quite nicely.

David Bodner, Seymour & Associates, Mass Mutual

COMMUNITY NETWORKING LISTING

November



21st - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

27th - WEN lunch meeting, Clarion Hotel, 11:30 - noon, \$10.

December



3rd - Maumee Chamber Casino Royale

5th - Sylvania Chamber Lunch, Lourdes College, 11:30 AM- 1 PM

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

7th- Toledo Area Chamber of Commerce, Toledo Lucas County Library, 5:30 - 7 PM

12th Maumee Chamber Lunch, Brandywine Country Club, 11:30 AM - 1 PM

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

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

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

CNP of Ohio Ltd

PO Box 1121
Perrysburg, OH 43552

419-833-5182
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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 Ad-
dress: _____

Business Name: _____ Business

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

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 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 #: _____

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