

MAKING MORE MONEY

CN Blog

www.cnpofohio.blogspot.com

Word of Mouth Matters - Evolving a Community of Profitable Referral Partners

www.cnpofohio.com

DATES TO REMEMBER

January CN Lunch	Jan 16
Adult Training	Jan 19
Start of 1 to 1 contest	Feb 5
Int'l Networking Day	Feb 6
Tuesday PM class	Feb 6
Graduation	Feb 8
Saturday AM Class	Feb 10
Friday AM Class	Feb 23

Number of members in our CN Community is **335**

Where is CN Giving Networking Presentations?

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

- Jan 24, NW Ohio Chapter of Ohio Credit Union League, Perrysburg, Merri and Debby
- Feb 6, Sylvania Chamber of Commerce, Debby

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

INTERNATIONAL NETWORKING WEEK

Beginning February 5, 2007 and ending February 9, 2007, we will be helping to celebrate International Networking Day. This BNI initiative, will be embraced by many organizations.

The idea for International Networking Week was started by an Aussie, Geoff Kirkwood, the National Director for BNI in Australia. **The purpose of this program is to increase awareness and recognition for the value of networking.** The annual event will always be held during the first full week of February.

How is CN going to celebrate? We thought you'd never ask. February 5 - 7, we will be holding a contest. The winner will be the person who is able to do the most one to one meetings during those three days. Contest rules and de-

tails will be listed at the CN of Ohio website



years, perhaps we can make this a charitable event with the team members all getting pledges

(www.cnpofohio.com) and participants will also be able to register to participate in the contest.

The top networker will be announced at the February 8 CN graduation. You may want to note that date on your calendar, because you will want to be present to obtain the recognition and the bragging rights.

Both individual and teams can take part. Teams of five people can form as a way to get to know people in our community better, and to bring in *outsiders* for the fun. We will be encouraging the teams to give themselves catchy names. In future

for the amount of one-to-ones they do. Instead of a *walk-athon*, we'll have a *net-workathon!*

The Toledo Free Press is going to help promote this event with a story before the event and then the individual winner will have a story about them in TFP after the contest.

Begin planning your three days by scheduling those appointments now. Don't wait till the last minute or instead of doing the most GAINS profiles you might end up being the *biggest loser*.

WANTED: ARMED AND DANGEROUS!

Subject matter experts are jumping at the chance to gain better skills at presenting to adults. They want a full understanding of how they impact their audiences.

If this describes you, attend this three hour class called, Armed, Safe & Engaging. Pittsburgh CN instructor, Michelle Donovan will lead this afternoon session on January 19, 2007 from 1 - 4 PM.

Owner of Pinnacle Training Services, Michelle previously provided 17 years of training for the Girl Scouts organization. She is also a member of the adjunct faculty for Penn State and the Katz center for Executive Education. The fee for this priceless information will be \$40. Seating is limited. Cash, check or credit card will be accepted to register in advance for this offering.

During the class you will discover 10 actions that can impact an audience's participation. Additionally, you will enhance your ability to react positively to unexpected interruptions in your presentations. Also, you will practice appealing to several learning styles. Call Debby at 419-833-5182 to reserve your spot. Non-CNers may register too.



We are pleased to announce to addition of 6 new BOA members.

- Angie Weid
- Brent Gray
- Julie Cantu
- Karen Kiemnec
- Linda Kuns
- Sue Greene

These CN members interviewed for their positions after being recommended as possible candidates. The board will enlarge to 30 members. If you would like to recommend someone please tell Debby.

CN Board of Action

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

Thank you to Leasa Maxx for her eagle eye editing of this month's newsletter.

MILESTONE NEWS

Michael Bankey just announced that he will be leaving BGSU to join the staff at Owens Community College. He will be providing leadership as their new Vice President for Workforce and Community Services. His responsibilities will include overseeing all workforce training and corporate consulting programs and activities.

In addition, his new position will entail fostering partnerships between Owens and business and industry leaders within Northwest Ohio, as well as throughout the state, region and nation, with the goal of identifying opportunities for the College to further meet the needs of today's ever-changing workforce through education and training services. He will be looking forward to working with the CN com-

munity in his new role after the first of the year.

Mike also recently completed a long educational journey by successfully defending his doctoral dissertation and earning a Ph.D. in Business Administration.



MEMBER HORNTOOTING

Jeff Ogg

Jeff Ogg, Jeffrey P. Ogg, CPA Ltd, spoke on the subject of Non-Profit Accountability at the Center for Non-Profit Excellence. He was a member of a panel that provided continuing education for attorneys who work with non-profits.

Anita Dotson

Anita Dotson, tenant screening expert for Corporate Intelligence Consultants, has been elected to serve on the board of directors for the Real Estate Investors Association. This trustee position is a 3 year term.

Brent Gray

Brent Gray, Union National Mortgage is happy to say he has accepted a position on the CNP Board of Action and looks forward to the challenge. He has also been asked to serve on another board by a fellow CN grad. He is proud to have been asked by both parties and looks forward to making contributions where he can.

Monnie Holman

Monnie Holman, President, DP Design & Print, LLC, is proud to announce that she and the R.O.N. (Revenue Opportunity for Non-Profits) Program is being highlighted in the Central Catholic High School's Alumni magazine that will be distributed to over 22,000 alumni across the United States. Monnie is not a former student of CCHS, so you'll need to read the article to know why she was honored to be included!

Joy MacLeod

Can you believe Joy MacLeod of Artistic Memorials has a milestone birthday on January 13th. She turns 50 years old! Did you hear us? Joy turns 50; that's half a century; 5 decades. Kinda' hard to believe, isn't it? She looks fabulous for 50 years old. Call her on Friday January 12th at 419.873.0433 to wish her a HAPPY 50th BIRTHDAY!

Tom Baur

Dr. Tom Baur of the New Life Spine Center is proud to announce the birth of his one and only baby girl Annabelle Magdalen who was born at home on November 4. She joins her two big brothers. Best of luck Tom!

MEMBER HORNTOOTING

Elizabeth Herness Peters

Elizabeth Herness Peters, Gene Express, will serve on the Board for Neighborhood Senior Services (NSS) starting January 2007. NSS is a non-profit in Ann Arbor that enables low income seniors to remain at home by providing additional assistance to do so safely and comfortably.

Lisa Rozanski

Lisa Rozanski reports that Home Instead Senior Care delivered over 200 Gifts to area Seniors who are without family. A tree was located at the Glendale Ave Walmart decorated with ornaments that included Seniors first names and gift suggestions. Shoppers bought the items and put them under the tree. Home Instead Senior Care representatives wrapped and delivered the gifts to 5 area nursing facilities. This is Home Instead Senior Care's third year of participation in this program.

Julie Kuney

Julie Kuney, Comfort Keepers, received the first referral from a national alliance. This relationship has been in place for about three years and Julie thinks the referral came about as a result of her building the relationship with that organization.

Sue Dybowski

Sue Dybowski, CTC of Travel Experts, has returned from a one-week educational visit to Paris, France sponsored by the travel consortium, Virtuoso. She spent the week visiting hotels, museums, art galleries, food and antique markets. She developed many new contacts with insider's access to these areas of Paris, the City of Lights!!!

Leasa Maxx, Jessica Husted, Breanna Filas

Leasa (and Terry) Maxx, Maxx Grafx, has launched a new visibility campaign for ABLE and LAWO, the sister legal aid firms that serve western Ohio. The campaign kicked off with billboards going up around town on December 1 and will follow with TV, radio and direct mail throughout 2007. Fellow CNers Jessica Husted, Lamar Outdoor, and Breanna Filas, Metro Media Group, were part of Leasa's creative team.

Darlene Robinson

Darlene Robinson, CPA announced that The William Vaughan Company will hold their second Trucking Industry Education Seminar on January 25, 2007.

Susan Milliron

Susan Milliron, Weekenders USA, placed in the top 100 sales people for Weekenders for September and October with combined sales of over \$7500.

Jennifer Alford

Jennifer Alford, Creative Financial Partners, has been assigned the responsibility of helping local chapters of the National Association of Insurance and Financial Advisors (NAIFA) to form young NAIFA groups. She will travel to Texas, Minnesota, and Indiana along with continuing to help her home state of Ohio.

Arlene Gerig

Arlene Gerig, Re/Max Preferred, has had a great year. To celebrate she purchased a new car, a G-6, hard-top convertible. There is little room in this auto for all the tools of her trade, so the joke at the BOA meeting was that Arlene will need to tow a Re/Max trailer behind this cute little car.

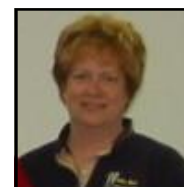
Jessica Husted

Jessica Husted, Lamar Outdoor, reports that Baby Moriah was born Saturday, December 23 at 4:08 am. She was 7 pounds, 15 ounces, 20 inches long.

CN LUNCH QUESTION WAS, "WHAT NETWORKING RESOLUTION HAVE YOU MADE FOR NEXT YEAR?"



Amanda Ballard, Heidelberg College, (and Sue Dybowski and Kay Somogye) committed to using the networking scorecard to better track their networking results.



Kathy Stringham, Coffee News, wants to grow the Monroe networking group that she started. It meets the second Monday of the month.



Linda Kuns, State Farm Insurance, wants to start a networking group unique to the Anthony Wayne area. Kelly Elton, Goodremont's, wants to use her time wisely by asking networking partners to attend charitable events or other networking type events with her. She can multi-task!

COMMUNITY NETWORKING LISTING

January



☺ Must be a guest of a member to attend these events.

WEN BG meeting, NO January meeting

9th - Sylvania Chamber Lunch, Lourdes College, 11:30 AM - 1 PM ☺

Toledo Area Chamber of Commerce, Business After Hours, NO Meeting in January

9th - Maumee Chamber Lunch, Brandywine Country Club, 11:30 AM - 1 PM ☺

10th - WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

11th - Bowling Green Chamber, Blitz and Brew, Chamber offices, 8 - 9:30 AM ☺

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

16th - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

18th - WEN West meeting, Charles Restaurant on Airport Hwy, west of the airport, 11:30 AM - 1 PM

18th - Women's Council of Realtors, Brandywine Country Club, 11:30 - 1 PM \$15 ☺

A TRI-WIN PRESENTATION

If you were given the opportunity to be in front of 25 people who represent your target market (for 45 minutes, without your competition), would you take it? Would you still be interested if now you had to give a 45 minute lunch presentation?

Imagine if your referral sources tapped into their connections, found these opportunities for you, arranged them, and attended to support you. My guess is that you would really want to do a great job in order to make your referral source look good. If you're like most people, you're not all that fond of giving presentations, even though you know that it could be a really good thing for you to do. So, how do you get past your anxiety in a productive way in order to deliver a presentation that's a tri-win ... win for you ... win for the audience ... and win for your referral source?

Talk to Yourself. If you're someone who feels anxious before a presentation, begin to channel your anxiety with positive self talk. The key is that you have to actually listen to yourself in

order for the energy to be transformed. Listen to yourself say, "Karen, you can do this! You know this material inside and out! The audience is going to love you!"

Present Comfortable Material. The second thing that you can do to help eliminate anxiety is to present material that you know extremely well. Being comfortable with the information, you have instantly won half the battle.

Keep in mind that, no matter what, your audience is there because they want to hear what you have to say. They wouldn't be there if they were expecting you to fail. They've all got better things to do than waste their time listening to a poor presentation. Remember that your referral source placed their reputation on the line by arranging this opportunity for you. You can guarantee a winning experience for them by focusing on value for the audience and redirecting your anxiety for positive presentation energy.

Michelle Donovan, Pinnacle Training Services

IT'S ALL IN HOW YOU ASK

In mid-December, my wife, Lisa, and I went to a wonderful holiday party hosted by Kensington Court, one of our local hotels. While sitting and snacking on the wonderful

hors d'oeuvres, we struck up a conversation with another couple at our table. We had a delightful time just trading stories back and forth. Later, thinking back, I realized that we had completed most of a GAINS profile on them without even trying. How did that happen?



One of the earliest lessons we've learned in the CN training program is the application of the GAINS (Goals, Achievements, Interests, Networks, Skills) profile. It's a great tool to find out more about those with whom we meet. The one danger I've found is that it makes me forget that the point is not just to find out information and fill in the form. The idea is to create a relationship. Getting information is merely a means to that end.

So, our goal should be to carry on a *conversation* not carry out an interview (or, worse yet, an

interrogation!). So how can we avoid the pitfalls? I think the key is just to act naturally and keep your ears open. In the case of our fellow party-goers, I didn't ask "So what networks do you belong to?". Instead we talked about how each of us had been invited. In our case, one of my fellow classmates in Leadership Ann Arbor is Kensington Courts Director of Sales and Marketing. Our tablemates, on the other hand, arrange events for their respective BNI groups at the hotel – and a mental check mark goes in the "Networks" column.



In a similar way, I think we found out about most of the other GAINS aspects for this delightful couple – without having to ask overtly. By the time we actually parted company, we were all looking forward to getting together again. As Bogart said, "... I think this is the beginning of a beautiful friendship."

And who couldn't use a few more friends?

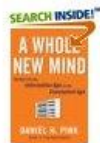
Greg Peters- Cyber Data Solutions

NICK'S PICKS - NICK NIGRO, DAVIS COLLEGE

You will never do business the same again! In Daniel Pink's book entitled, *A Whole New Mind* (Riverhead Books, 2005) we find out why *right-brainers* will rule the future. For those of you who have forgotten the difference between right brain and left brain approaches to life, here's the skinny: creative vs. logic. We are on the threshold of a new age, moving from the Information Age into the Conceptual Age. This transition calls us to think differently about who we are and how we do what we do. Mr. Pink puts it this way, "We are moving

from an economy and a society built on logical, linear, computer-like capabilities of the passing age to an economy and society built on the inventive, empathetic, big-picture capabilities of what is rising in its place."

Those who want to thrive in this emerging paradigm – people unsure of their careers, business leaders eager to stay ahead of the next wave, parents who want to prepare their children for the



future – can grab onto six essential aptitudes (called "the six senses" in the book) that will have an enormous affect on your life. They are: Design, Story, Symphony, Empathy, Play and Meaning. The good news is that you can master these characteristics, especially since it is the goal of this book to assist you in that process. We are heading in a new direction. Daniel Pink has provided us with a compass with *A Whole New Mind* to guide us on our way. I've dared to take a look. How about you?



MEMBER SPOTLIGHT - ANGEL MILLET

Angel Millet, Independent Associate for Pre-Paid Legal Services, has taken his Net-worker Certification and flown the coop! Angel is now a stay at home granddad in Tennessee for his daughter's six children who range from ten months to ten years.

"Thanks to Pre-Paid Legal being a portable business without territorial boundaries, I relocated to help my daughter!" Angel is happy to say. He works his business in the afternoons, evenings and Saturdays, but by day, he has become familiar with the Disney Channel Doodle Bops and The Wiggles! Confronted by messy diapers and pampering an occasional "home sick from school" child, Grandpa Millet takes everything in stride. He is receiving blessings back each day as the baby gets ready to take her first steps.



Watch out, Angel—you will be running after her soon!

On the professional side, he has joined the Chester County Chamber of Commerce and had a grand opening for his business at the Chamber office.

He even managed to get media coverage from the local newspaper! He has volunteered to help with the Chamber's Leadership Program and will be giving a community education seminar on Identity Theft.

"What I am really excited about is to put the CN training in practice

in a new community. I know it will give me more benefits and personal satisfaction than trying to come in as a new sales person. I have my CN notebook and my autographed copy of Bob Burg's *Endless Referrals* on my desk to review and refer to." That's a great testimonial for our local guru and the CN community—we truly are crossing borders!

In our email interview, Angel noted that he'd sort of rambled on—(yep, he did, so you are reading the short version)—but I could almost see the glow of pride on my computer screen when he noted that he enjoyed helping the kids with their projects. He shared that five year old BJ has written and illustrated a couple of books. On one, BJ noted the authors as "BJ and Grandpa!" How can it get any better than that?



Julie Kuney, Comfort Keepers

COMMUNITY NETWORKING LISTING

January

17th - Perrysburg Chamber Lunch, Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

17th - Ad Club of Toledo, The Toledo Club, 11:30 AM - 1 PM ☺

22nd - WEN lunch meeting, Clarion Hotel, 11:30 AM- 1 PM

February



6th - Sylvania Chamber Lunch, Lourdes College, 11:30 AM- 1 PM ☺

7th - WEN BG meeting, Frickers Restaurant, noon

13th Maumee Chamber Lunch, Brandywine Country Club, 11:30 AM - 1 PM ☺

14th - WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

15th - Women's Council of Realtors, Brandywine Country Club, 11:30 - 1 PM \$15 ☺

15th - WEN West meeting, location to be announced, 11:30 AM - 1 PM

20th - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

26th - WEN lunch meeting, Clarion Hotel, 11:30AM - 1 PM

CNP of Ohio Ltd

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website at
www.cnpofohio.com

Stamping Out Cold Calls



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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. We can also link back to your site.

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 (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

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