

MAKING MORE MONEY

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Word of Mouth Matters - Helping Each Other's Success

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DATES TO REMEMBER

- March CN Lunch** Mar 20
- Next Graduation** Mar 22
- Educational Preview** Mar 30
- Thursday evening class** Apr 19
- Tuesday evening class** May 8

GRADUATION: IT'S NETWORKING

Close to sixty people helped the students from two CN classes celebrate their graduation on February 2, 2007. What made this event so special was that all graduating members of both classes attended.

Jennifer Alford, Creative Financial Partners and CN instructor, talked about the class that she taught at the Whitman Center in Michigan. "I was worried when I found out that there were only going to be three students in the class, but it really worked out great. Each one participated



fully knowing that they couldn't hide behind another student. They really seemed to care for each other too." That was evident when Jennifer announced the homework/participation points and none were under 600. Megan Coyle Stamos, Coyle Funeral Home; Jeff Ogg, Jeffrey Ogg, CPA; and Lisa Litalien, Central Travel, were the stars of this class.

While class GAs Sandy Pirwitz, Sandy's Stuff for Women, and Angie Weid, Organized Solutions, told how difficult it was to choose an MVP for this class, the final choice was



Lisa Litalien. Her favorite charity was Hospice of NW Ohio. Judy Lange was in attendance to accept the check given in Lisa's name to Hospice.

Wanting more of his Davis accredited class students to enjoy graduation, Nick Nigro, class instructor, asked us to schedule the event so that it would be the last night of class. It worked! All nine students attended. While most currently have jobs, each student is taking courses at Davis to help them to find a different scenario. Graduation was a good place to network with that idea in mind. Those graduating were Joni Cousino, Autumn Hampton, Marian Miller, Kaye Montgomery, Dimitra Peters-Hollins, Jamie Navarre, Rich Runles, Bryan Waugh and Stacy Wolf-ram. When asked to comment about the class, Dimitra said that this class was really a lot different than she expected, but

that she felt that it was going to really help her. She gave Nick a nickname of *Killer Nick*



because of how much work she said that he made them do.

Marian Miller was chosen class MVP and her charity was K-LOVE, a radio station that promotes a positive message into the radio waves. Several people in the audience were aware of this station.



CN Grad Kathy Stringham, connected with Davis student Rich Runles, who graduated around the same time, from the same tiny high school as she did. Graduations are about networking and connecting, and this is a prime example.



SHH-H-H, DON'T TELL

Chris Flett, coach, international speaker, and traitor to the male race, is set to tell women across America what really happens in the executive suite, in the men's wash-

room – and after they have left the room. Presented by the Toledo Chapter of the Association for Women in Communications, Flett will tell all in his seminar, What Men

Don't Tell Women About Business, on Friday, March 9, 11:30 a.m., at the Navy Bistro at the Docks. The luncheon fee is \$25 for AWC and CN members and \$35 for guests. Reservations are needed by March 6. Call Leasa Maxx at 419/868-6688.

Number of members in our CN Community is **347**

Where is CN Giving Networking Presentations?

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

- Mar 14, Right Management, Debby
- Mar 20, Bartley Lofts, Debby
- Mar 21, Alpha Kappa Psi, UT, Debby
- Mar 27, Lima Chamber of Commerce, Debby

24 hours of CEUs for Ohio CPAs and Realtors.

Call 419-833-5182 to register.

CN Board of Action

- Jennifer Alford
- Dave Achen
- Merri Bame
- Julie Cantu
- Doug Clark
- Joani Donovan
- Arlene Gerig
- Brent Gray
- Sue Greene
- Linda Everhardt Kardux
- Karen Kiemnec
- Julie Kuney
- Linda Kuns
- Jeff LaCourse
- Matt Lee
- Leasa Maxx
- Nick Nigro
- Sandy Pirwitz
- Tim Speweik
- Darlene Robinson
- Angie Weid

Graduation Review

The BOA usually reviews the graduation events to determine what went well and what we might need to change. From the last celebration Julie Kuney thought that it might be a great idea to invite all charities listed by the students and then have the one for the MVP be announced. This will mean increased PR and networking opportunities for more charities. Also, because we can invite them earlier, the charities will be more likely to attend. Thanks, Julie!

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

SPECIAL ANNIVERSARIES

Optical Arts is celebrating its 45th year in business. Mary Niytray's father, Lester Diefenthaler, started the business with Mary taking it into the second generation. Styles have changed dramatically in these 45 years and so has business, (Mary says that this is where CN has helped.) but the main thrust of customer service



and staying up on the latest technology has not.

Jeff Pettit, Artistic Memorials, celebrated five years in business on February 14. They will host an Open House/Anniversary Sale soon. All memorials in stock and any special order memorials will receive special discounts. Artistic Memorials is located directly across from Levis Commons in Perrysburg. Call Jeff at 419.873.0433



to get the details of the Open House.

Karen Kiemnec, Stampin' Up!, is excited to be celebrating five years with both her home-based businesses! She helps people create cards & scrapbook pages with rubber stamps (Stampin' Up!) and teaches a gentle exercise class for cancer survivors (Focus on Healing).



MEMBER HORNTOOTING

Angel Millet

In January Angel Millet, Pre-Paid Legal, attained the Certified Identity Theft Risk Management Specialist (CITRMS) designation through the Institute of Fraud Risk Management. The CITRMS certification program is the nation's only training program specifically developed for professionals who are dedicated to educating and assisting clients, customers, businesses, and the general public in combating the epidemic of Identity Theft and related fraud.

Frank Smith

Frank Smith, Re/Max Masters, reports that a great bunch of young men at St. John's Jesuit High School won the Junior Varsity City Championship and Coach Smith accepted the Gold City league cup on their behalf.

Mike Liskai

Mike Liskai has accepted a position with ProMedica Health Systems as Coordinator for the Executive Health Program. The program is a very thorough and efficient diagnostic process utilizing resources of the area's top physicians and allied health providers. Its design accommodates the time demands of the busy corporate leader.

Angie Weid

Angie Weid, Organized Solutions, is excited to announce that she has secured her first paid speaking engagement, "Spring Into Organization," on March 21 (first day of spring) from 6:30-7:30pm at the Flat Rock Community Center, Flat Rock, MI. She would love to have some critics there to help her improve her presentation skills. She also wants to pass along a resource. The facility is beautiful and can hold small to large seminars/conferences/weddings. It is set in a wooded area, just off I-75 at Gibraltar Road.

Michael Temple

Michael Temple, Temple Development Company, was selected from several eBusiness experts to speak at Ohio Municipal Clerk's Association Spring Conference (OMCA) on April 18, 2007. He will be giving a presentation to approximately 80-100 Ohio municipalities on Internet technologies. His topic is "Internet Improvements for Government." In addition, Michael is writing some position papers for the U.S. Department of the Interior's e-Government initiative as part of the preparation for his talk in April.

MEMBER HORNTOOTING

Jeff Pettit

Jeff Pettit, Artistic Memorials, recently attended the 2007 Monument Builders of North America convention in Cincinnati, Ohio featuring a showcase of mausoleums, monuments, equipment and more. The exhibit hall featured exciting new products and services and provided an excellent opportunity to network.

Susan Milliron

Susan Milliron, Weekenders USA, placed second in her unit for sales and sponsorship for the Fall 2006 season. This covered a period of six months.

Linda Kuns

Linda Kuns, State Farm Insurance, has been re-appointed to the Commuter Services Council for TMACOG. In addition to serving on the Council, she also sits on the Car Buy Committee.

Phil Bollin

Phil Bollin, Bollin Wealth Management, was interviewed about his business for the February issue of the *Toledo Business Review*. He also spoke with the editor, Barb Roose, about business networking. Additionally, Phil reports that thanks in large part to the many CN members who responded to his email for help, the Jim Leyland fundraiser on February 3 was a huge success. They raised over \$50,000 gross to be used for both St. Rose and OLPH to help keep Catholic education affordable.

Louise Kahle

Beginning this year Louise Kahle, Take the Time: Image Matters, is donating 10% of her Mary Kay sales to Toledo's YWCA Battered Women's Shelter and 10% of her profits from Take The Time: Image Matters! to Suitably Attired, a non-profit organization that offers business clothing, support and education programming at no cost to low-income women entering or re-entering the workforce.

Nick Nigro

Nick Nigro, Davis College, reports that a record 100 students had one-to-one sessions with him at the help desk at Davis College. The first year, only 25 took advantage of this opportunity, so participation has grown every year.

Margie Sparks

eBay seller Margie Sparks, Custom Concierge, will be featured in the newest ASSETS Toledo brochure as their new "poster child." ASSETS Toledo, is a non-profit business start-up course, which Margie completed five years ago. Also, Margie has just attained *powerSeller* status on eBay. When buyers see the *powerSeller* icon next to a seller's User ID, they know they're working with a seller who ranks among the most successful sellers in terms of product sales and customer satisfaction on eBay. To qualify for the *powerSeller* program, Margie has consistently sold a significant volume of items, maintained a 98% positive feedback rating, and provided a high level of service to her buyers.

New Tuition: As of April 1, 2007, the CN course registration fee has been set at \$1299. Non-profit organizations will be able to send staff through the course for \$799. Because of the EASY payment plans, most people who want to take the course will not notice a difference. The monthly cost of the budget plan has increased only by \$1 to \$79 per month. The payment period will extend over a longer span of time. What is the same, is the guarantee of being able to sit through the course again for **free as many times as you like.**

CN GRADUATION PICTURES



Sue Greene, Jammer Construction and her guest, Tracy Hillbrand.



Davis College student Jamie Navarre brought both mom and dad to graduation.



Julie Kuney, Comfort Keepers, helping with the Icebreaker Question display that Julie Cantu, Innovative Marketing Designs, created and organized.



Davis student Stacy Wolf-ram also owns a Tastefully Simple business.



Jeff Ogg, Jeffrey Ogg, CPA, and his wife, Deby, enjoy the celebration.

COMMUNITY NETWORKING LISTING

March

[3rd- Sylvania Chamber Women's Chat Connection](#), Sweet Shalom Tea Room, 5:30 PM

[6th - Sylvania Chamber Lunch](#), Lourdes College, 11:30 AM- 1 PM ☺

[7th- WEN BG meeting](#), Frickers, 11:30 AM - 1 PM

[8th - Bowling Green Chamber](#), Blitz and Brew, Chamber offices, 8 - 9:30 AM

[9th - Association for Women in Communications \(AWC\) Luncheon](#), Navy Bistro, 11:30 AM - 1 PM

[8th- Toledo Chamber of Commerce Business After Hours](#), Lobby of One Seagate, 5:30 - 7 PM

[13th Maumee Chamber Lunch](#), Brandywine Country Club, 11:30 AM - 1 PM ☺

[14th - WEN morning networking meeting](#), Clarion Hotel, 7:30 - 9 AM

[15th - WEN West meeting](#), Sports Center, 11:30 AM - 1 PM

[20th - WEN late afternoon meeting, IDDM](#), Heidelberg College, 4:30 - 6 PM

[21st - Perrysburg Chamber Lunch](#), Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

[26th-WEN Luncheon meeting](#), Clarion Hotel, 11:30 AM - 1 PM. \$12

AND OUR WINNER IS.....

Her strategy helped her to have more one-to-one meetings than anyone else in the International Networking Week contest. Kathy Stringham, owner of four Coffee News franchises mined her networks to *ask for help* in setting all her appointments. She sent an email out to people she knew, both through networks like BNI and CN and also to clients. Kathy said, "The response was humbling to me. I couldn't believe that so many people would take the time out of their schedule to help me."

Within just a couple days, Kathy had 31 one-to-one appointments on her schedule. She knew she wanted to do something that would help to pay back those who had agreed to meet. She sent out an email to everyone giving them homework to do before meeting with her. She asked that each person bring three contacts or three companies that they wanted to connect



with. She says, "I had no idea how powerful this was going to be. In the end I met with twenty-nine people. You can imagine that there was crossover between wants and resources. I will be able to make links for 46 points of connection. One person was able to add several clients to her mix, because several people I met with needed her type of service. If I hadn't met with her or the others, the needs would not have been voiced. When I think of the strength of this exercise, I am extremely thankful that I participated. I know that in helping others, it will come back to me, as it already has."

Kathy won a networking toolkit, provided by Leasa Maxx, Maxx Grafy, that contained many items that will help Kathy to continue this practice. She will also be showcased in a future *Toledo Free Press* article.

There were three runners up in the contest. At 24 appointments each were: Dawn Belzung, Arbonne International; Sue Greene, Jammer Construction; and Lisa Olvera, Corporate Intelligence Consultants.

THE TWIST ON BEING A HOST

I still remember the first time I walked into a Chamber of Commerce networking event. At least a hundred people circulated around the room, chatting and eating their lunches. Many obviously knew each other well. Since I hadn't yet learned the Third Commandment of Networking a Mixer, (Module 9, "Act like a host, not a guest.") I felt completely out of my depth. I spent most of that lunch trying hard *not* to be noticed. I know, completely backward, right?



When we learned about our various kinds of networks (Module 7), we found that one of the disadvantages of the Chamber (and other casual-contact networks) is its very size. As with my networking lunch, it's far too easy to fade into the general crowd and have no one notice you. The solution in the case of my luncheon was to "act like a host." Guess what? The same solution works for membership in any large group.

How do you go about doing that? Get active! Every single group that you could possibly be a part of has some smaller subgroup that acts as

the "host" of the party. Whether it's the policy committee, the golf outing planning group, or the new member welcome wagon, they all act to serve the membership of the network. By being a part of one of these subgroups, the general membership sees you as a person to hold in high esteem. You suddenly become someone they *want* to know.



The other neat thing? Most of the other people in these groups also "get it". They tend to be serious business people and know the value of good networking. By joining their group, you've not only singled yourself out as a serious networker, but you've also made it easy for them to meet with you on a regular basis.

So, "Act like a host, not a guest" in all of your networking, whether it's a mixer or your membership in a group. You'll be surprised at how much more you get out of both.

- Greg Peters,
Cyber Data Solutions

VOLUNTEERING AND MOTIVATION

I recently had one of those "aha!" moments when I realized how the CN program really is working just like Debby and the other instructors said it would!

I had volunteered to work on a fundraiser for a friend of mine. It was a situation where my business would also get exposure. Well, I got a whole lot more than I bargained for. It turned out that the fundraiser brought in *three times* more than we expected, I had *great* sales

and made lots of connections but, most importantly, I got to *know and respect* this friend of mine much more than I had before and I'm sure she feels the same way about me! It's right out of Module 4, 18 Tactics to Motivate Your Sources; #1 "Volunteering." I've known this person for a couple years and felt that in our relationship, we were

probably at the credibility level but working together on the fundraiser took us to a higher level. Even though we had the same target market, I didn't think we would be good referral partners for various reasons; however, since our recent experience, I have certainly changed my mind and I'm meeting her for a one-to-one next week to talk more about it!

Karen Kiemnec
Stampin' Up!

IV

MEMBER SPOTLIGHT - LORI CANNON

Caring and determined could be used to describe Lori Cannon, Edward Jones representative and CN grad of our first ever class.

Lori believes in giving back to her community. Over the years, she has helped to raise money for the Exchange Club Center for the Prevention of Child Abuse, but her proudest project is called Divas for Dollars. She taught a group of Girl Scouts about



stocks over an eight-week period last year. The girls learned about profit and loss and why they'd want to issue stocks and bonds for the imaginary companies they formed. A woman came forward and provided \$500 of *real* money for the girls to invest on her behalf. One of the stocks chosen, split during the time so the woman was particularly happy. Afterward she decided to keep the stock and later, when Disney purchased the company, she was even happier. While Lori did not repeat the program this year, the woman would have been willing to again provide money

for another round of investing.

Just surviving in the very competitive financial services business is a mark of success for Lori. She says, "I had no idea what I was getting into. I especially had no inkling of how difficult it would be to get this business up and running. What I feel really comfortable about is that I run a fair and ethical business and I am actually becoming profitable! I think there are some challenges being a woman in this business. Sometimes I think we are not taken as serious business people, but I feel that I've weathered that challenge and I'm on my way!"

Lori shared that there are five levels of accomplishment that Edward Jones representatives strive to achieve. She is on the verge of reaching level three. She says, "I really feel good. I have so much more confidence than I've ever had."

Looking forward, Lori wants to achieve Limited Partner status with Edward Jones and be known as a retirement specialist to peo-



ple in her target market in the animal care industry. She is planning to add eight million dollars to her assets under management this year to help take her to her long term goal of \$200 million under management. She also wants to earn a trip and will choose Australia as the location.

In her spare time, Lori trains to meet her goal of running two half marathons per year and has targeted her first as the Churchill's Half Marathon on March 31. She also wants to go on an Outward Bound trip for adults to test and challenge herself both physically and mentally.

A voracious reader, she usually has two books going at one time. Right now she's reading Katharine Graham's autobiography and just finished the business book, *Bag the Elephant*. She is waiting patiently for the last Harry Potter book this summer.



A member of BNI, WEN, Rotary and the Sylvania Chamber, Lori continues to give value to her community.

COMMUNITY NETWORKING LISTING

April

3rd-Sylvania Chamber Luncheon, Lourdes College, 11:45 AM - 1PM.

4th-WEN BG meeting, Frickers, 11:30 AM - 1 PM

11th-WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

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

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

18th-Perrysburg Chamber Lunch, Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

19th-Sylvania Chamber Networking Breakfast, Sylvania Sr Citizen Center, 7:45 AM

19th-WEN West meeting, Sports Center, 11:30 AM - 1 PM, \$10

23rd-WEN Luncheon meeting, Clarion Hotel, 11:30 AM - 1 PM. \$12

CNP of Ohio Ltd

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Part III (see page 3 of this newsletter for news about tuition)

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 be-
gins, 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)

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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**

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