

MAKING MORE MONEY

CN Blog
www.cnpofohio.blogspot.com

Word of Mouth Matters - Helping Each Other's Success

www.cnpofohio.com

DATES TO REMEMBER

May CN Lunch	May 15
Educational Preview	May 4
Tuesday evening class	May 8
Friday class	Jun 1
5th Birthday Party	Jun 21
Next graduation	July 17

Number of members in our CN Community is **355**

Where is CN Giving Networking Presentations?

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

- May 4, YMCA Leadership Conference, Columbus, Debby
- May 9, Home Builders Association, Sales and Marketing Council, Debby
- May 24, Talkshoe Podcast, Business Card Etiquette, Debby and others, (724) 444-7444
Talkcast ID: 12335

24 hours of CEUs for Ohio CPAs and Realtors.

WE ARE PROUD OF OUR GRADS

We love honoring our graduates and allowing them to show their accomplishments in front of family and friends. In addition to the graduate focus, we provide that networking opportunity.

For those of you who have not been to a graduation recently, everyone gets a chance to introduce themselves, whether they are grad or guest. I can tell you that months after the graduation I am making links from grads to guests. I'll either get an email or voicemail saying, "Do you remember the name of that person who does.....?" While I may not remember right off the top of my head,

that is why we do ask everyone to sign in at the registration table. If I don't have contact information, I can't get back to a guest to make a connection.



Our March graduation was unique in that one class was spotlighted. This meant that each student got a chance to say what the CN training meant to them. Additionally, we have begun inviting all charities identified by students at the beginning of each class. In the past, we would only invite the charity of the MVP. Many times the class ended so near to graduation, that it did not give the charity time to have a represen-

tative attend. BOA Member, Julie Kuney, Comfort Keepers, is in charge of inviting each representative, explaining that while only one will be accepting the MVP check, the others will be given the chance to say a few words about their organization.

MVP of the March graduation was Angela Crosby, Occupational Care Consultants. She attacked the course with a vengeance, wanting to understand each detail. Also honored were: Barry Broughton, American Family Insurance, Cathy Disher, Mary Kay, Kim Welter, EqualityToledo and Dawn Belzung, Arbonne International.



GOODBYE TO A COURAGEOUS CNER

On Thursday, April 12, the CN Community lost a best friend. Lynda Goodremont, Goodremont's, succumbed to cancer, which she had bravely fought for the past two years. The question that needs to be asked is: "why do all the really good people have to leave us?"

I first met Lynda when she joined my BNI chapter. At our first one-to-one meeting we became friends for life. Her openness and willingness to share, made me feel like I had known her forever. She had just begun recovering emotionally from the death of her mother from breast can-

cer. Lynda wanted to do everything she could to help eliminate that disease from the face of the earth. She did so by being a participant in the many Breast Cancer walks, especially the one in Phoenix where her mom had lived. Lynda organized a huge group, called Nancy's Dance, that walked each year. Even after Lynda's own diagnosis with colon cancer, she walked the three-day, sixty-mile event.



I have two memories of Lynda that will stay with me forever. Her smile is one. She could light up a room with it. The second is of her sharing her task of finding an oncologist that she liked and with whom she felt comfortable. She used the CN and BNI community to find the perfect referral. More so, she bravely shared that story at a CN graduation and I can tell you that while her voice never wavered, there was not a dry eye in the audience.

Lynda, our friend, we are going to miss you, but you can bet that you will not be forgotten.

-Debby Peters, CN of Ohio

Birthday Celebration

The Marketing Committee of the CN BOA is beginning to plan a 5th Birthday party.

See Page 5
for more
details.

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

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

TARGET SUCCESS: DEAL OR NO DEAL

How do you know if you're doing the right networking? That's a "deal or no deal!" type of question. What kind of numbers are you dealing with?

The best way to answer is to first determine the number of sales that you need for this year to meet your own goals. Then moving



back from that number, figure out how many referral it takes you to get a sale. If you meet with 5 people to get one sale then you'll need to multiply your goal number by five.

Here are 3 tips for a better ratio:

1. Identify a clear, focused target market. If you know who you want to do business with, others will be able to bring that type of business to you.

2. Get better qualified prospects. Work with people who want and are ready to buy. Tip number one will help to make this happen.
3. Train your referral sources so that they know what to bring you. Again, if you're just waiting for someone to bring you a referral, chances are that it won't be the one you want. Tip number one is necessary to make this happen!

MEMBER HORNTOOTING

Fred Altvater

Fred Altvater, AFP Marketing, is happy to announce the addition of *NWO Golf Links Magazine*. Distributed monthly and read by over 10,000 golfers, it the only publication that is solely dedicated to golf related subjects in northwest Ohio and southeast Michigan. Local golf courses, teaching professionals, golf tips, local golf events of note and golf travel are monthly features in the magazine.

Merri Bame

Merri Bame, Breaking Down Barriers, is humbled to announce she just received word that her May 2 Ohio Health Care Association workshop, *Professional Coaching: Retaining Your Top Talent* has drawn 129 attendees to pre-register for her session. It is expected that 165 will attend her session out of the 2,000 conference attendees. Merri adds, "All from a single referral!"

Margie Sparks and Deb Hornstein

Margie Sparks, Custom Concierge, shares that thanks to the diligent help of fellow CNER, Deb Hornstein, The Danberry Company, she and her husband and two daughters will be moving to the perfect house in Maumee. This will mean many new possibilities for both her family and her business.

Fred Schmits

Fred Schmits, Mobile Lube, The No-Hassle, On-site Oil Changing Service, is now offering quarterly oil changes for one year. This new service saves at least \$20. Additionally, Fred will call these customers to remind them that it is time for his service.

Chuck Kistner

Chuck Kistner, Allied Flooring, says that over the last year his life has grown in so many ways. Last February he joined BNI and enrolled in CN. Then, he became president of the Maumee River BNI Chapter in October. Recently he was also named BNI Rookie of the Year. Chuck reports, "Now for a certified cave dweller this all still comes as a little shock."

Gary Thompson

As the Executive Director of the Oregon Economic Development Foundation, Gary Thompson led a team from the State of Ohio, Lucas County, First Energy, and the City of Oregon to help Oregon's Rieter Automotive Plant win an expansion contract. Rieter Automotive, a Swiss based textile company that supplies interior systems to automotive manufacturers, evaluated several locations for its new investment. This project retains the current 135 workers and, will add over 100 new jobs.

MEMBER HORNTOOTING

Beth Holt

Beth Holt, Holt Roofing, returned from Tucson where she received an Owens-Corning Platinum Preferred Contractor Level, meaning they have proven to Owens-Corning that they are an elite roofing contractor and their employees are trained to provide the best quality workmanship and that they are experienced professionals in the roofing business celebrating their 60th year in business.

Joy McLeod

Even though April Fool's Day fell on a Sunday this year, expert prankster Joy MacLeod, Artistic Memorials still took the time on Sunday to set up a prank on owner, Jeff Pettit. It was kind of an after April Fool's Day joke when he came in on Monday morning to find all of his computer equipment, desk and chair all wrapped in newspaper. Just wait for paybacks next year.

Megan Coyle Stamos

Megan Coyle Stamos, Coyle Funeral Home, recently qualified and was awarded an incentive trip to Los Cabos, Mexico for an outstanding year of funeral prearrangement insurance contracts. She wrote over \$925,000 of business and was awarded VIP status. This is given to funeral directors and prearrangement counselors for excellence in service within their community. Megan is very proud of this accomplishment considering she only works two days per week preferring to spend more time at home with her small children. Megan gives thanks to WEN for the great education on referral networking. It has had a profound affect on her business!

Kendra Soldana

Kendra Soldana, Smart Suites by Kendra, just completed a large website for National Machinery. What is really interesting was that it is in nine different languages.

Darlene Robinson

Darlene Robinson, The William Vaughan Company, has scheduled another one of her successful trucking seminars in conjunction with Stephanie Funkhouser, Paychex, on May 31, 2007 at 7:30 a.m. This will be held at the William Vaughan Company Conference Center. Darlene would also like to report that she made it through tax season.

Kim Sloan

Kim Sloan, Boy Scouts of America, received word from the National BSA office that the local Council received the President's Marketing Award for Positive Public Relations. Because Kim wrote most of the press releases and has been working on relationships with local media personalities, she is very proud of the award and grant money that goes along with the recognition.

Sandy Pirwitz

Sandy Pirwitz, Sandy's Stuff for Women, is proud that she received the Rookie of the Year award from the Westgate chapter of BNI. Additionally she reports that she exhibited and orchestrated a fashion show at the second annual *bizzy bee baby and toddler show* on March 25. Like any good CNER, she set goals before the event and reached them. Read about this in her blog at <http://www.sandys-stuff-for-women.blogspot.com>.

Abdul Hammuda

Abdul Hammuda, Tiger Bakery, reports that is was voted # 1 *ethnic bakery* in Toledo by City Paper readers for 2006.

Leasa Maxx

Leasa Maxx, Maxx Grafx, moved her client, Unison Behavioral Health Group, to tears with a newsletter article she wrote recently. It highlighted the Matthew Joyce Memorial Fund, which honors one of Unison's mental health consumers who passed away in 2005 after being struck by a bus. Leasa says that this is the highest compliment she could have been given for her writing skill. She also received a thank-you note from Matthew's family.

CN GRADUATION PICTURES



Angela Crosby getting the "I'm proud" look from her mom.



Dave Achen being counseled about his target market by Laura Osborne.



Becky Pegorsch with our able bartender.



Todd Dickerson giving the thumbs up on his experience being a GA.



Kim Welter with her guest Cecil Broughman.

COMMUNITY NETWORKING LISTING

May

☺ Must be a guest to attend these events.

1st-Sylvania Chamber Luncheon, Lourdes College, 11:45 AM - 1 PM ☺

2nd-WEN BG meeting, Frickers, 11:30 AM - 1 PM

8th - Maumee Chamber Lunch, Brandywine Country Club, 11:45 AM - 1 PM ☺

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

9th-Sylvania Chamber, Women's Chat Connection, Loft and Home Essentials, Central Avenue, 5:30 - 7 PM

10th - Bowling Green Chamber, Blitz and Brew, Chamber office, 8 AM ☺

10th-Association for Women in Communications (AWC) Luncheon, Navy Bistro, 11:30 AM - 1 PM ☺

10th - Toledo Chamber Business After Hours, The Toledo Zoo Nairobi Pavilion, 5:30 - 7 PM

15th-WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

16th-Perrysburg Chamber Lunch, Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

16th-Ad Club, The Toledo Club, 11:45 AM - 1 PM ☺

IT PAYS TO STAY WITH YOUR TARGET MARKET

I graduated from CN training in 2006. Like many others, I struggled with the concept of only one target market. But, I did it. Although I sell all types of women's clothing and accessories, one of my specialties is maternity clothes. The target market I chose was pregnant women and women who have given birth in the past two years.

I started concentrating on that market big-time. I established several referral partners, I co-founded Toledo Maternity Network (www.toledomaternitynetwork.com), I made significant changes to the store layout and some policies, and I talked about it at every networking event I attended - BNI, WEN, CN, etc.

The increase in maternity sales (as well as the quantity and quality of incoming items for me to buy) was amazing. My store was getting known as the place to go if you were pregnant.

Then, I guess I got lazy. As fall and winter came and went, I went back to the comfortable ge-

neric marketing of my "full line of women's clothing and accessories." The stupidest mistake was not recognizing that the maternity business wasn't doing as well and understanding why.



Early this year, I refocused on maternity, even announcing at a WEN meeting that I was pregnant (I've been married 40 years -- you do the math)! Business is better than ever. This year, I'm celebrating 10 years in business - and March was the best month ever for maternity sales.

There really is something to this target market thing. But you can't just identify it and expect miracles. You have to work with it continuously and not abandon it for fear of losing other business. Sticking with your target market really works. I learned that lesson all too well.

-Sandy Pirwitz, Sandy's Stuff for Women

ALL WORK AND NO PLAY?

We all talk about the great gains we've made through networking for our careers. We met this person who put us in touch with their nephew who needs our services that led to a umpteen thousand dollar contract. That's all well and good, but just as our lives are more than our jobs, networking should be more than just business.

Those of us who use the GAINS profile to get to know people, know that the "I" stands for "interests" and this can be one of the most powerful ways to get to know someone. By finding ways to serve those interests, we are telling people that we want to create a real relationship with them, not just sell them the latest widget in our product line.

One of the best networkers I know, Cheryl O'Brien, membership director of the Ann Arbor Chamber of Commerce, found out that I enjoyed comic books. I don't know how she remembers all this stuff,



but several months later, she invited me to go along with her to welcome a new member to the Chamber. It turns out that this new member was a local comic book artist and, ironically, I happen to read his comic. What would the chances have been that I would have met this guy otherwise?

So, on the day of our visit, the artist, Fred, and I got to spend an hour just chatting about comics, science fiction, conventions, and the vagaries of fans. Will it lead to work for me? Probably not. The thing is, I had a great time. Cheryl really made a great connection for me that met with my interests and, in doing so, *showed* that she cared. Now, the next time she needs some help you know I will be there – not because I "owe" her, but because she's become a friend.



And we all like to work with our friends, right?

- Greg Peters, Cyber Data Solutions

COACHING SERVICES NOW ADDED

As of April 1, new tuition became effective. We've heard several questions about the need for the increase. Beyond the usual increased expenses, what else is there?

We are excited to announce that the CN training program now provides coaching services for those who have paid the new tuition, the trainers will provide four hours of coaching services. Each student can use the time at any

point after the first class to a date on the calendar four months after the end of the class series.



There are several ways it can be used. If a student is going to miss a class, of course they can make up that module in another class series. If they would prefer to meet individually with the trainer, they can do so by using an hour of their coaching time.

After the class is finished, the coaching hours can help the grad figure out how to implement some of the techniques of the course, or they can be used to discuss target market ideas, or whatever the grad needs to make better use of the material.

This \$500 value can be purchased by those students or grads who have paid tuition less than the current tuition.

MEMBER SPOTLIGHT - JODI ZINK

If multi-tasking is a skill, then CN member Jody Zink's "got game!" There's more to this Realtor than meets the eye.



I was first introduced to Jody by CN grad David Bodner, Seymour and Associates, Mass Mutual, at a graduation mixer. My first impression was, "Holy Cow! This woman can carry a conversation!" Jody has an incredibly vibrant personality and a life story so interesting that it can make even the most experienced GAINSer sweat with anticipation.

Jody has been a real estate professional in Toledo for almost 5 years. Have you seen the face before? Well, you may recognize it from the ever so popular Toledo Free Press. Or it could be from her past life as a field reporter with WTOL-TV as she tackled the breaking headlines and took segues from Chrys Peterson. Jody still finds it difficult to pull herself away from the breaking stories of Toledo. Her bi-weekly article in the Toledo Free Press, *Real*



Estate Café, is information hot-off-the-press covering topics on hot real estate trends and newsworthy advice to those looking to sell or buy. As if she doesn't have enough going on, she also keeps the Indiana University alumni faction of Toledo in touch with her well written news and notes. But wait...there's more. Jody also does "voice over" work for advertising agencies and businesses. You may have heard her voice featured in commercials for the Toledo Zoo, The Anderson's, Owens Community College and many more.

You may find this piece newsworthy. Jody is a farm girl from Indiana and a graduate of Indiana University with a BA in Journalism. Believe it or not, this farm girl completed the New York City Marathon in 2003! Jody's parents still live in Indiana on the farm and Jody tries to make it back to

visit the family as time allows. Her Toledo family consists of Ed and Ted, her boyfriend and cat, respectively.

In her free time (yeah right), Jody enjoys watching American Idol, The Apprentice, breaking



news stories and Mud Hens games. If you happen to make it to the home game on July 5 of this year look for that face yet again. She has been selected to sing the National Anthem before the game!

Jody's best real estate advice: "Let a professional sell your home, you'll save yourself a lot of grief in the long run." Visit Jody's website at www.jodyzinkrealtor.com.

-Brent Gray
Union National Mortgage

COMMUNITY NETWORKING LISTING

May



16th-Perrysburg Chamber Lunch, Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

17th-WEN West meeting, Sports Center, 11:30 AM - 1 PM, \$10

21st-WEN Luncheon meeting, Clarion Hotel, 11:30 AM - 1 PM. \$12

24th-Sylvania Chamber Business After Hours, Harley Davidson on Central Ave, 5:30 - 7:30 PM

CN 5th Birthday Party

 Come celebrate the first day of summer with the CN Community!

- Bring your family to Debby Peter's home on Thursday June 21 at 6:00 p.m. for a BBQ.
- This is a great way to connect with other community members. Only CN grads (and family) will be invited so you can be sure this will be a top-notch event.
- Your kids will be entertained with games, catch & release fishing and prizes so you can network with others.
- Tickets to this event will be \$15/adult, \$5/child.

CNP of Ohio Ltd

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Participant Invitation:

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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: _____

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Phone: _____

Business Address _____ Cell Phone #:

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Continuing Education Information (Available for Ohio 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 be-
gins, with remaining payments being taken out monthly on the LD of the month.)

_____ Option 1 (\$1299 - Check, VISA, Mastercard)

_____ Option 2 (3 monthly payments of \$446 - Credit Card Only)

_____ Option 3 (6 monthly payments of \$226 - Credit Card Only)

_____ Option 4 (9 monthly payments of \$154 - Credit Card Only)

_____ Option 5 (18 monthly payments of \$79 - Credit Card Only)

Credit Card Information: (Circle one) - VISA Mastercard

Card Number: _____

CID #: _____

Exp. Date: _____

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
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