

MAKING MORE MONEY

Word of Mouth Matters - Evolving a community of profitable referral partners

DATES TO REMEMBER

July CN Lunch	July 10
Educational Preview	July 13
Next graduation	July 17
NW State College Educational Preview	Aug 3
Educational Preview - Findlay	Aug 17
Toledo Friday class begins	Aug 24
Findlay Tuesday midday class begins	Sept 11
NW State College Friday class begins	Sept 14

Number of members in our CN Community is
360

Where is CN Giving Networking Presentations?

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

- July 11, Right Management, Debby

24 hours of CEUs for Ohio CPAs and Realtors.

Call 419-833-5182 to register.

BIRTHDAYS ARE FUN

If you weren't able to make the celebration marking CN's fifth birthday, you missed a lot of fun. The weather, although threatening earlier in the afternoon, was Camelot perfect. There was plenty of room to spread out at Debby's home. Grads and family members perched on the deck, the lawn and in the house.

Jennifer Alford, Creative Financial Partners, and Julie Cantu, Innovative Marketing Design, were the committee that made this party happen. Jen chose the catering without even knowing that it is the caterer that we use for our graduations. There was just one chicken breast left, and just a few dabs of potato salad and baked beans at the

end of the evening. Julie brought pop, ice and coolers, along with yard games to entertain ALL the kids in attendance.

Fishing was a major focus for the little kids, but as mentioned in the newsletter previously, Steve Cotner, Corporate Intelligence Consultants, Debby's husband, feeds them well. Lines



kept snapping just about the time one would be landed. Fred Schmits, Mobile Lube, thought he'd show us how to do it, but decided that he better stay with changing oil as a career! The few that were caught were kissed before being thrown back in.

Tom Baur, New Life Spine Center, and family took the long

way to Debby's home, enjoying a tour of the country before seeing the little yellow Mini out by the road.



Jennifer painted faces on the kids. The definition of "kids" was left to each person. Debby, our fearless leader, wore a cat's image on her face for the last half of the evening. Although, with the bright red nose, she had looked more like she been drinking.

Joy MacLeod, Artistic Memorials, said, "Thank you for a wonderful party. I sure enjoyed it! My goal was to meet five new people and I did that." Networking at its best, that's what we're about.

AS WE CONTINUE TO CELEBRATE

The next event to help as many community members as possible to be a part of the 5th Birthday celebration is the monthly CN networking lunch. Held as usual at the Spaghetti Warehouse, it will be one week earlier than normal on July 10. We will be also helping the Spaghetti Warehouse to celebrate their 25th anniversary.

New on the menu our lunch will only cost \$7.50 per person. You can also invite guests. We have limited the number who can attend to sixty, so firm reservations must be emailed to Debby no

later than July 6. However, it would probably not be a good idea to wait that long as the event might be sold out. We don't want you to be disappointed.

Be sure to wear your name tag that day as there will be outsiders who don't know your name. Be approachable!



Continuing into fall, Sandy Pirwitz, Sandy's Stuff for Women, has offered to chair a CN event to celebrate the

publication of the book, "Masters of Sales." Debby Peters is a contributing author to the book. Sandy is just in the beginning, planning stages of this affair. The thoughts she has already shared with Debby sound like it is going to be fun, fabulous and full of surprises.

There is something for everyone in the ways we are celebrating. If you have additional suggestions, please relay them to a Board of Action member listed on page 2 of this newsletter. We hope to see you at both of these events.

-Debby Peters, CN of Ohio

DATE CHANGE:

To help The Spaghetti Warehouse celebrate their 25th Anniversary, we will have our monthly lunch one week earlier than normal on July 10. Networking starts at 11:30 AM sharp. Rollback pricing of only \$7.50 for lunch.

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
- 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.

SIX ATTRIBUTES OF A REFERRAL PARTNER

1. They want to help.
2. They have the time or can make the time to help.
3. They can be trained.
4. They know your targets and prospects.
5. They are referrable.
6. They have resources to help.

Do your partners meet all of the above?

MEMBER HORNTOOTING

Tom Baur

Dr. Tom Baur, New Life Spine Center, is quite proud to have successfully led a study of over 150 people who have lost over 10 pounds on average and as much as 40 pounds in 12 weeks.

Beth Holt

Proud parent, Beth Holt, Holt Roofing, reports that her daughter Linzey just graduated from Bedford High School and has been accepted into the University of Toledo Engineering Department where she will start this August.

Jeff LaCourse

Jeff LaCourse, Summer Breeze Travels, has been appointed the new head coach of the Perrysburg High School hockey team. He has been an assistant there for the past two seasons.

Barbara Kolasinski

Barbara Kolasinski, Re/Max Masters, is boasting of four generations full of great memories and more to come. Her granddaughter, Abigail Grace Leach, was born May 22 weighing in at 8lb 13 oz. Barbara says that she is very blessed to have her mom (age 91), wonderful daughter, Julie Ann (age 32) and now all of them are blessed to have Abigail. She is their miracle baby.

Jeff Pettit and Joy MacLeod

Jeff Pettit and Joy MacLeod, Artistic Memorials of Perrysburg, Ohio, recently completed the Millbury Veterans Memorial at Veterans Memorial Park in Millbury, Ohio. It was dedicated on Flag Day, June 14, 2007 to honor the brave men and women who proudly and honorably served their country. The 10' wide memorial displays the insignia of all five branches of service and the POW-MIA symbol, and lists the six major conflicts from WW I to Iraq. *All gave some--some gave all.*

Phyllis Sheets

Phyllis Sheets is very excited about her new position at Macy's. She has joined the ranks of Macy's By Appointment, as a Personal Shopper. She helps shoppers to purchase merchandise at Macy's including clothing, housewares, jewelry, or even gifts for men, women and children. This service saves time as Phyllis can select the item, and have it ready to pick-up at the shopper's convenience.

Deb Keller

Deb Keller, HMH Wellness Center, is pleased to announce the addition of Harmony Chiropractic Care. Dr. Bryan Royer is now leasing space from HMH Wellness Center.

Linda Kilgus

Linda Kilgus, Re/Max Preferred, spoke at The Women's Council of Realtors about her special involvement with the senior real estate market. She discussed how to better help seniors and trends of the older population with real estate. Linda also is a preliminary judge and will be a final judge for "My Fair Lady." This event will choose one finalist in the community of older women in senior housing that best represents talent, community involvement and accomplishments.

MEMBER HORNTOOTING

Tim Speweik

Tim Speweik, Mail Works, says that they are growing! They have added a third shift to assist in getting the direct mail out quicker. Mail Works was nominated and won an Outstanding Achievement award from the State of Ohio by the Ohio Small Business Development Center. The award was received at Business Day at the Capitol and was given by Senator Teresa Fedor. Tim has also been nominated by Leasa Maxx of Maxx Grafx for the community award, *20 under 40*, and has been accepted to the Advertising Club of Toledo Board of Directors.

Frank Smith

Even though the housing market is said to be slow, Frank Smith, Re/Max Masters, reports that for the last two months, he has closed four loans, which he says is a tremendous accomplishment for him.

Margie Sparks

Margie Sparks, Custom Concierge, and Brenda Ray (a.k.a. Mom) have joined forces in their eBay businesses. Together, they are building an online antique store, Maumee River Antiques. They have dedicated one level of Margie's new home to eBay, complete with a photography studio, research, and shipping departments.

Dave Bodner

David Bodner, Seymour and Associates, MassMutual, has been recognized by MassMutual as a leader. He will be attending the *Leaders* Conference in Chicago later this summer. Dave credits his success to paying attention to the details, organizational skills and strong communication with his clients.

Lisa Laskey

Imagecom chief cook and bottlewasher, Lisa Laskey, was on the two-person team who edited the 350-page book, "A Course in Freedom: The Drunken Monkey Speaks," by Lawrence Lanoff. It was released in June, published by SoulLight Publishing.

Debby Peters

Along with Joani Donovan, Ultimate Mind, Body and Spirit, and Cathy Skiver, Yoga teacher, Debby Peters, CNP of Ohio, Ltd. attended the recent BNI National Conference in Bethesda, Maryland. At the conference, Debby learned that she is a confirmed contributor to the new book, *Master of Sales*, which will be published in August.



CN GRADUATION PICTURES



Cheryl Nicolaidis, Ecetera, and Steve Cotner, Corporate Intelligence Consultants, enjoying the deck.



Linda Kuns, State Farm Insurance, and her hubby, Steve, doing the name tag thing.



Julie Cantu, Innovative Marketing Design, and her friend Nick.



Anita Dotson, Corporate Intelligence Consultants, having the BBQ dinner.



Fred Schmits, Mobile Lube, adding ballast to the canoe!

COMMUNITY NETWORKING LISTING

July



4th - WEN BG meeting, Frickers, 11:30 AM - 1 PM, **NO MEETING**

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

12th - Sylvania Downtown Street Festival, 5 - 9 PM

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

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

19th - Sylvania Chamber Networking Breakfast, Lourdes College, 11:45 AM - 1 PM ☺

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

25th - Ad Club, Mud Hens Game, \$8 per ticket ☺

26th - Toledo Chamber Business Annula Clambake, The Toledo Zoo Nairobi Pavilion, 6 - 10 PM, \$80

30th - WEN Mud Hens Night, Dinner and Game, \$22, register online at www.wen-usa.com.

BE A NETWORKING GUIDE

As an Ambassador for the Ann Arbor Chamber of Commerce, I'm expected to "act like a host" at any and all networking events. Helping out the newcomers to the chamber falls squarely under this rubric. Once I got past the "never talk to strangers" attitude I learned as a little kid, I found that the events could not only be more profitable, but a heck of a lot more fun.



So, how can we best help that "new kid on the block?"

First, learn to identify her. If you've been around for a while, you'll probably recognize a new face. They might be a little late coming in. There's a better than even chance that they will be standing or seated by themselves. I think we all remember being that person, right?

If the event uses preprinted name tags, watch for the handwritten ones – often the sign of a newbie who doesn't know about pre-registration. Our chamber also gives out the occasional guest pass. The recipients of these have a particular name badge for which you can keep a lookout. You might also consider placing

yourself at the disposal of the event organizers. You'll be helping them *and* the newcomers they point out to you – a two-fer!

I know that some get a little nervous when dealing with new folks – worrying whether they will have enough to talk about. This is the easy part, really. If you've attended a similar event before you can just start by giving them the lay of the land. Then, just start asking questions: "How did you decide to come to the mixer;" "What are you looking for with this group;" "What was your favorite breakfast cereal as a kid?" Yes, I have asked that last one before and it never fails to strike up a fun conversation about the commonalities of our childhoods – a great way to get to know someone and a great start to a potentially rewarding relationship.

Don't forget. You are the expert networker. They may well be brand new to all of this and be feeling vastly out of their depth. If you make it an easy, fun and valuable experience for them, they will remember – and since "visibility" is the first step in the networking path, that would seem like a very good place to start.

-Greg Peters, Cyber Data Solutions

EXPERIENCES YOU NEVER FORGET

What does this have to do with me? For 16 years I had to prepare for this question to be asked of me from any of my English, drama or speech students. On successful days I took the time to frame the lesson by relating to their issues or needs. To do this, I had to withhold my own agenda.

I would frame the lesson in a way that addressed a dilemma the majority of students valued – one they could relate to. If they could relate, they saw there were choices to make although they felt at a loss in coming up with the solution by themselves. They wanted my help. Handling this dilemma was important to them in their world.

This framing lesson was an experience that fueled my teaching purpose and I could always tell when it was working for me in my classroom. Eyes were opened a bit wider, all movement in the room stopped, nobody interrupted me. They waited for the main point. Then all of a sudden, explosions of stories from their life spewed out! The room was charged with life.

Framing worked – I had led them past frustra-

tion to engage them in the emotion of the moment. They wanted skills. That's what the lesson of the day was about. But it didn't end there. I realized there was another component.

Four years ago I was in a training to learn to teach CN. Tom Fleming was the instructor. During that week I learned that Tom was the master at framing conversations. In countless experiences I was left motionless, wanting more, sometimes exploding into life, and then was always given a skill to use to overcome a frustration.



How do effective speakers engage their audience so completely? Tom Fleming touched, moved and inspired us in the train-the-trainer program. Not only is Tom a teacher, he is a coach. He framed his lessons to relate to our emotional experiences. He offered hope. And he coached us into confidence while we practiced getting new results. This was a training experience I wouldn't forget.

-Merri Bame, Breaking Down Barriers

OUR LOOK AT NETWORKING GROUPS - LISTEN

I recently joined a group called LISTEN, which stands for Ladies Succeeding Through Networking. It is a networking/referral group for women involved in home-based and/or multi-level marketing (MLM) businesses based on the mutual support of members working together to build each other's businesses. The philosophy is "by giving business to others, you

will get business in return." Currently there are 12 members. One type of MLM or home-based business is allowed. Current members are health beverages, home décor, interior design, jewelry, rubber stamps, purses, makeup and skin care, candles, eyewear, photography, food preparation, food kits, and financial planning. I joined in May but received business before I even officially joined (\$40 per year)! I

have found the group to be very supportive and respectful of each other. The group meets the third Monday in members' homes. Guests may attend twice and can be voted on for membership if the business does not conflict with the others. If you're interested, call me at 419/885-2544 or email me at Karen@stampingwithkaren.com and I'll take you as my guest!

-Karen Kiemnec, Stampin' Up

MEMBER SPOTLIGHT - MONNIE HOLMAN

Monnie Holman is a person worth getting to know. Not only is she a successful entrepreneur, but she is dedicated mother and even a ...skilled martial artist? Yes, you read that correctly, Monnie is a brown-belt in Okinawan Goju-Ryu. She has taken first place in most of the tournaments that she has participated in for sparring (fighting) and kata, which is a floor routine, too! She loves being outdoors and enjoying life. Her next aspiration is to learn how to wind surf.



She has three beautiful daughters. Brittini, 19, works in Monnie's office, Katie, 11, owns a business, Katie's Kritter Kare. Emily, 9, a national dance competitor, recently performed a jazz solo routine and earned 5th place out of more than 80 dancers.

Monnie started her business, DP Design & Print, five years ago. For the first year and a half, she treated it more like a hobby than a business. She then joined BNI and things began to change. Shortly after, she was introduced to CN. That's when her business really started to take off. She opened her store front two and a half years ago on Jackman Road, in Temperance, Michigan. That year her sales increased by a whopping 300 percent! Today she has two full-time employees, Office

Manager Maggie Engel and Art Director Jay LaCourse. She and Jay make a power team that delivers superior results for their clients.



Monnie offers an array of services including design of marketing materials as well as acting as a print broker. Whether the project is one poster or a quarter-million piece print run, she can effectively manage the project.

One very ingenious concept that Monnie has created is her *R.O.N. Program* that helps non-profit organizations. The program was inspired by both the CN Course and by her mentor, the late Ron Bugaj. When she began getting into networking during and after taking the CN course, she says "All of these ah-ha's started going off in my head." One of her biggest passions is helping others. So Monnie asked herself, "How can I put my printing business to work for the non-profits?" As a result, the Revenue Opportunity for Non-Profits, or R.O.N. was born. The concept is simple. When her clients participate in this program, a percentage of the invoice total is automatically donated to the non-profit of their choice. It's a great way to generate extra revenue for local non-profit organizations, without having to do anything extra.

Another creative aspect of her business is the *Idea Incubator*. Monnie and her staff love helping

new businesses get a running start by acting as a marketing partner. Starting with a simple project such as logo design, they step back and say "How can we help them even more?" Most importantly, Monnie uses the tools she learned from the CN course to assess their target market to see who she can introduce them to in order to help them even further. She said, "I get so excited for these new businesses that I get goose bumps!"

She has a long list of clients that have been quite pleased with her service. While interviewing her, she proudly pulled out a thank you card from fellow CN Grad, Sue Dybowski of Travel Experts. The card said "I'm so glad I was smart enough to call you!"

Aside from being a CN Grad, Monnie is also a member and Past-President of BNI, an active member of the Bedford Business Association, a member of the Sylvania Chamber of Commerce, the Toledo Printer's Guild, the Ad Club of Toledo, the Toledo Craftsman's Guild, and the OSU Alumni Club.



Monnie is a class act. She has a warm and inviting personality, and her compassion for others is evident. I look forward to cheering on her future successes!

-Julie Cantu

Innovative Marketing Design

DON'T MISS GRADUATION JULY 17

There is a very good chance that we could have our largest ever graduation event on **July 17**. There will be about 20 people eligible for joining (or for a couple, re-joining) the community. We will be honoring the first Findlay class, the first evening, twelve-week class and the current Friday class.

Come to help these new grads network:

Debbie Jones

Lori Powell

Teresa Raymond

Kendra Saldana

Fred Schmits

Mary Simmons

Lisa Smith

Kris Campbell

Cheryl Engfer

Marcia Russell

Mike Williams

Terry Williams

Lisa Bachmayer

Julie Cantu

Joe Francis

Barb Kolasinski

Dave Macino

Cathy Skiver

Tracee Swank

Hallie Vanek

The Electrical Contractor's Banquet Hall

727 Lime City Rd

Rossford

5:30 - 7:30 PM

CNP of Ohio Ltd

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Perrysburg, OH 43552

419-833-5182
419-304-1171 (mobile)

Check out the
website at
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The networking blog at
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It's easy to get your opinion out there, just hit the word comment at the bottom of the post (article) and type your thoughts.

Tell us your favorite blogs and we'll list them here for others to visit.

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: _____

Business Address _____ Cell Phone #:

City: _____ State: _____ Zip Code: _____

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 begins, 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 1121, Perrysburg, OH 43552