

MAKING MORE MONEY

CN Blog

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

www.cnpofohio.com

DATES TO REMEMBER

| | |
|--------------------------------------|---------|
| NW State College Educational Preview | Aug 3 |
| Educational Preview - Findlay | Aug 17 |
| Aug CN Lunch | Aug 21 |
| Toledo Friday class begins | Aug 24 |
| Findlay Tuesday midday class begins | Sept 11 |
| NW State College Friday class begins | Sept 14 |
| Toledo Tuesday PM class begins | Oct 9 |
| "Masters of Sales" Debut Celebration | Oct 24 |

Number of members in our CN Community is **360**

Where is CN Giving Networking Presentations?

Debby is actively seeking speaking engagements.

24 hours of CEUs for Ohio CPAs and Realtors.

Call 419-833-5182 to register.

KIDS LIKE GRADUATION, TOO

Our graduations encourage family participation. In fact, the instructions for

inviting people include friends, family and future referral partners. This recent event had more children than ever. Fred Schmits, Mobile lube, brought his two children; Lisa Smith, Christy Insurance, was accompanied by her two teenage boys; Mary Simmons, Modern Woodmen of America, proudly showed off her granddaughter, brought by her daughter, Julia; and Marcia Russell, St. Lawrence Carpet Cleaning,



had a flock of grandchildren at her feet. And that's the way we like it!

Having family support means so much. As our community continues to grow, we all will have needs because of our families. What better way to solve those issues than to look back at the community for help?



We also tried a new introduction tactic at graduation similar to the way we carried out intros at the July lunch. The question

everyone was charged with answering was, "What is your favorite vacation spot?" An-

swers were as varied as they were interesting. Guest Robin Reyes was interested in visiting the Bay of Fundy in Nova Scotia because of a school project about the tides. Across the room, Les Panczner's guest, Roxanne Rees, was very familiar with the bay.

You never know what is going to happen at graduation. We encourage grads to attend at least a couple times per year. The next one is Thursday, September 6 at the Electrical Contractor's Hall, 727 Lime City Road. We don't know what the questions will be, but we can assure you it will be fun!

CHARITY GIVING CONTINUES

As of the July graduation, CN has now given \$2500 to various local charities. As each class completes their class series, an MVP is chosen by the graduate assistants and the trainers. The MVP's "favorite" charity of that person, then receives a check for \$50 at the graduation celebration. Even better, the charity gets to tell a little bit about their organization and the type of help they might need in the future. The student gets to tell why they have chosen that charity.

At the July graduation, we had three MVPs. Tracee Swank, True Compass Coaching, chose Family Promise, an organization that helps to feed and house homeless

people with a network of churches. CN grad Tom Richard is president of that board. He shared that it was through the CN email list that he heard about Family Promise and their need for volunteers. Several other CNers are involved with this group.

Terry Williams, Action Heating, A/C and Electrical,



was chosen the MVP of Jeff LaCourse's Tuesday night class. CNER Joani Donovan accepted the check on behalf of Open Door Ministries. She shared that they help men make the transition from prison to life on the outside. The currently own three

homes in Toledo where up to 21 men are currently being helped.

Findlay class MVP, Mary Simmons, Modern Woodmen of America, chose Civitan of Findlay. Many of us had not heard of this service club. Robin Reyes, the president of the group, explained their mission. They raise money to help various community groups that support those with mental disabilities.

While these checks may not be large, they do help. What we have heard from all the charities is that every penny makes a difference. We are proud that we have given back to our community from the start. We will continue to shine the light on these deserving charities.

Lunch Record!

Fifty-five people attended lunch in July, a new record for us. While this was a record, Linda Kuns, State Farm Insurance, doesn't want us to rest on our laurels. As chair of the *member connection project*, one goal she has is for us to always have at least fifty graduates in attendance for each monthly 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
 Angie Weid

Thank you Sandy Pirwitz and Leasa Maxx for your editing of this month's newsletter.

MEMBER HORNTOOTING

Dee Appt

On July 14, Dee Appt, Nikken, was featured on WLEN radio by JoeAnn Steele. She wanted to know why Dee had returned to Michigan from her home in Florida, why she does what she does, and what Five Wellness (Dee's company) does. They also talked about preventative health for today. During the 15 minute interview, JoeAnn sneezed twice! They laughed and she said after the interview that she never edits sneezes because the audience loves it. Dee has already received calls from interested parties about her products.

Karen Kiemnec

Karen Kiemnec, Stampin' Up, is proud to say that she accomplished her goal of \$100,000 in lifetime sales with Stampin' Up.

Barb Mullholand

Barbara Mullholand, USANA Health Sciences, will be speaking at the Northwest Ohio Gerontological Association (NOGA) meeting on [Thursday, August 2, 2007](#) beginning at [3:00 p.m.](#) Barb will be speaking about "[Healthy Beyond 100.](#)"

Mary Nyitray

Mary Nyitray, Optical Arts, was a guest author for Tom Richard's newsletter. It can be read at ezine@aboltfromtheblue.com It is issue 112.

Sue Waterhouse

Sue Waterhouse, Key Concerns Inc., is happy to announce that for the first half of 2007, her company is the top producing representative with Fairlane Investment Advisors Inc., Sue's firm is a professional money management firm that manages the employer retirement accounts for employees of Ford, DTE, GM, AT&T, and U of M.

Jeff Pettit

Jeff Pettit, Artistic Memorials, recently completed his first Bike-to-the-Bay on June 23-24. His son, Joshua, also rode with him. They traveled 75 miles on Saturday to Port Clinton High School and then another 75 miles back on Sunday to the Lucas County Rec Center. Wow!!! Their butts were pretty sore, but they had a great time. The weather was wonderful and it benefited a great cause. They look forward to riding next year!

Lori Powell

Lori Powell, State Farm Insurance, won State Farm's Lifetime President's Club Award. The news article reported that the honor recognizes agents actively involved in servicing policyholders, providing loss control guidance and developing a quality staff to serve their customers.

Sandy Pirwitz

Sandy Pirwitz, Sandy's Stuff for Women, is excited to announce that she is going to be an Assistant Director for BNI Ohio. She will be attending training in Los Angeles in August.

Michael Temple

Michael Temple, Temple Development Company, recently completed a trip to Italy where he was able to make a business connection in Venice. He is now working on starting a business to import Venetian glass to the U.S. Initially, this will be a very small secondary business and he will primarily be selling over the web. Eventually he would like to build it into a larger business that can stand alone or possibly be sold. He felt that utilizing his talents in Internet marketing with such a unique product as Venetian glass could make for an interesting business.

MEMBER HORNTOOTING

Tiffany Robinson and Rebecca Booth

Tiffany Robinson, American Family, and Rebecca Booth, Imagine That!, are teaming to present a marketing program for American Family's Cleveland office. Over 25 new agents will be invited to the meeting which has been designed to teach these agents how to market and network their new businesses to their best advantage. This relationship proves that CN crosses northwest Ohio borders. Tiffany is a Profit & Growth Consultant for American Family and is based in Columbus, while Rebecca is in NW Ohio.

Deb Keller and Mark Abramsom

Deb Keller, HMH Wellness Center, would like to acknowledge Mark Abramson, Robson, Curphey & O'Connell, for helping her put together a sublease. Without his help, she would not have been able to secure the sublease so quickly.

Louise Kahle

In January of this year, Louise Kahle, Take-the-Time, Image Matters, started donating 10% of her Mary Kay sales to the YWCA Battered Women's Shelter. She is proud to say that for the first half of the year she has given the shelter \$371.00. She has started a newsletter and a blog, which can be accessed at www.take-the-time.com, under the NEWS tab.

Kathy Stringham

Kathy Stringham, Coffee News of Monroe, will have a temporary addition to her family starting the end of July when their family will begin hosting a German high school student for this next school year. Kathy reports that he will fit right in to their family as he loves soccer and they do, too. Kathy is looking forward to adjusting to an extra teenager in the house.

Diana Skaff

Diana Skaff, A.G. Edwards & Sons, Is proud to announce that she has earned the Retirement Planning Consultant designation.

Angie Weid

Angie Weid, Organized Solutions, is excited to announce that Habitat for Humanity has asked her to participate in a Guatemala build August 11-21. Bending rebar, mixing concrete and laying cinder blocks will be the tasks she is facing in helping to build the homes. She is paying for her expenses for the trip and she also has a goal to raise an additional \$1,000 for her team. If you are interested in donating, contact Angie at angie@iorganizyou.com.

David Bodner

David Bodner, Seymour & Associates, was recognized by MassMutual and MML Investors Services, Inc. as a top-producer in 2006. This honor was achieved by only a small percentage of the 4,500 MassMutual field representatives. Also, David was highlighted in the Brain Gain feature of the Toledo Free Press and as a result of the article was asked to meet with Mayor Carty Finkbeiner.

CN GRADUATION PICTURES



Diana Skaff, A.G. Edwards & Sons, Inc. shows off her great smile.



Mary Simmons, Modern Woodmen of America, shows off her daughter and grandchild.



Teresa Raymond, Marbee Printing, likes cruising better than Boyne Mountain. You'll have to ask hubby, Randy about this.



David Macino, New York Life, says, "Look, ma, I graduated!"



Jim Knott, Downtown Antiques & Lighting, and BNI Assistant Director, announces his vacation spot.

Certified Networker was represented at the annual Davis College Foundation golf outing by Angie Weid, Organized Solutions and Doug Clark, Fifth Third Bank. They are the two in the middle of the picture. Both Doug and Angie reported that while they did not win, they held their own coming in at one under par.



COMMUNITY NETWORKING LISTING

Aug



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

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

16th - WEN West meeting, Sports Center, 11:30 AM - 1 PM, \$10

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

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

Do your networking groups meet during the summer? It would seem that the business world goes to sleep during July and August. Kudos to WEN for realizing that even though we have warm weather and vacations to entice us away, WEN still provides an atmosphere for networking. Their events are open to visitors. It looks like that may be one of few networking opportunities for the month of August. (See the article to the right about BNI.)

FIVE SECOND NETWORKING

Recently I was at a networking lunch where I was chatting with a new acquaintance. We were hitting it off rather nicely when suddenly we were interrupted by a woman who, with no preamble, asked us if in our work, we were ever responsible for arranging groups of hotel rooms (guess what she does for a living!). When both of us said no, she handed us each her card – just in case -- and moved on to the next victim. I'd give you her name, but I seem to have "misplaced" the card.



We all know that networking is all about making and improving our relationships.

We've also learned that the best way to do this is through the process of asking questions. This person probably thought that she was being a good networker. The problem is that, while she was asking questions, she wasn't asking the *right* ones. How could she have improved her performance?

First of all, networking is a conversation, not a

commercial. As author Scott Ginsberg would say, "Interaction, not interruption." We do want to be efficient with our networking time, but not at the cost of losing our effectiveness. She would have been much better off taking part in the conversation first. Just because it's called "small" talk doesn't mean it is of little importance.

Second, while she *technically* asked us about what we did, it was only in the context of whether she could sell to us. Perhaps she could have found out a bit more about our businesses. Even better, she could have asked a bit more about *us*. After all, we are more than just our work. She could have asked about my hobbies or even what breakfast cereal I loved as a child and gotten further ahead with me.

Finally, she should have remembered that we are more likely to work with people we like. And I'm *far* more likely to make a referral to someone I like than to someone who is just "dealing the deck." So, in the end, we are far better off taking a little more time to make a friend than to try (and fail) to make a sale.

-Greg Peters, *Cyber Data Solutions*

OUR LOOK AT NETWORKING GROUPS - BNI

Congratulations, you've graduated the Certified Networker course, and now you're officially part of the CN community and committed to stamping out cold calls forever. If you're looking for a place to use these new skills and gain sales opportunities through direct referrals, then Business Network International (BNI) might be right for you.

BNI is simple because it's based on the proven concept of "what goes around comes around" or "giver's gain." Business people get business when their expertise is known and others reach a comfort level with them. BNI provides a forum that allows members to meet other business peers who need to know effective and efficient business people.

Individual chapters accept only one person per professional specialty allowing your business to profit from the relationships built at weekly chapter meetings. Regular meetings allow you to better inform and educate your 'personalized sales team' through a sales manager minute and regularly scheduled ten minute presentations. BNI membership is one component of your marketing mix that can actually track your direct profit from its minimal investment.

BNI also offers events such as an annual golf outing and International Networking Week, providing you opportunities to invite a special prospect or to introduce one of your chapter associates to someone.

When you apply for membership in BNI, there is a specific application process that not only includes reference checks but requires that your application be approved by the chapter's membership committee. You will be also be assigned a mentor to answer your questions, help you get comfortable and support your overall successful integration into the chapter.



BNI is the largest business networking organization in the world having just reached the 100,000 member mark globally, and includes 20-plus chapters in northwest Ohio alone. Where else can you have access to a sales force of 20-30 people who are all looking for qualified referrals for you and your business? As BNI's primary objective is to assist its members in ways to improve their business network. Come for a visit. You might just decide to stay – in the money!

- Lisa Laskey, *Imagecom*

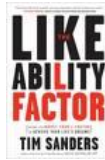
BOOK REPORT - THE LIKEABILITY FACTOR BY NICK NIGRO

Most of the battle is being likeable! If people don't like you, they won't want to develop a relationship with you and do business together. This led me to ask, "How can I improve my relationships with friends, associates, and even family?" I came across a fabulous read, *The Likeability Factor*, by Tim Sanders that will help me explore this question.

According to this book, life is a series of popularity contests. The choices others make about us will determine your health, wealth and happi-

ness. Tim lays out decades of research that proves that people choose who they like. They vote for them, they buy from them, they marry them, and they spend precious time with them. There is great news in all of this! We can prepare ourselves by being likeable.

This book will help you understand the *likeability factor*. There is a simple rule: The more that you are liked, the happier your life will be. This book will teach you how to enhance four crucial elements of your personality. *Friendliness*: your ability to

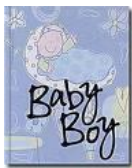


communicate liking and openness to others; *Relevance*: your capacity to connect with others' interests, wants and needs; *Empathy*: your ability to recognize, acknowledge and experience other people's feelings; and *Realness*: the integrity that stands behind your likeability and guarantees its authenticity. What happens when you improve and enhance your likeability factor? I mustn't tell the ending. I would rather see you buy a copy of this terrific book. Or go to the library, or borrow mine. The results are worth reading about. Remember, it's a life long-journey. Enjoy the ride and be likeable!

MEMBER SPOTLIGHT - KELLY ELTON

You knew her first as Kelly Elton, Realtor. Then you knew her as Copier Kelly. But these days, Kelly's name tag proudly reads "mom."

This is an exciting time for the Elton family. Kelly, her husband Bill and their daughters, Grace and Elizabeth, are anxiously awaiting the arrival of baby boy Elton. Little baby boy is expected to debut at the Elton home in November. Big sister Grace and mom are also busy getting ready for Grace's first day of school. She starts kindergarten! And little sister Elizabeth is just happy being a toddler!



ence from the University of Toledo, Kelly was commissioned in the US Army. She left active duty after four years as a Captain.

With active duty completed, Kelly, husband Bill and baby Grace relocated to Whitehouse, Ohio and Kelly began her sales career. Working with Dyane Gaylord (also a CN grad), Kelly obtained her Real Estate license and her Certified Networker Certification. And for those of you who know Kelly, the rest is networking history!

As a member of WEN, Kelly was one of three who was instrumental in forming and establishing WEN West. She was tireless in this endeavor visiting businesses in Swanton and Delta and pro-

moting WEN West to various area chambers of commerce. When a small group of Whitehouse professionals came together last winter to form a networking group unique to the Anthony Wayne area, Kelly lent her time and networking expertise to help in the formation of this group.

She has served in various capacities on the Whitehouse Chamber of Commerce and Cherry Fest and has been active in BNI. She also serves as recruitment/treasurer advisor for the BGSU chapter of Chi Omega.

Kelly's priorities are God, family and business. Knowing Kelly as I do, she is attentive and committed to all three.

Kelly plans on coupling her Exercise Science degree with nursing. She'll be attending Owens Community College, hopefully in January, and then she'll change name tags again. Will it be *Karing Kelly*?



-Linda Kuns,
State Farm Insurance

CHARITIES THAT HAVE RECEIVED CHECKS FROM CN

- Adelante Program
- Alzheimer Association
- American Cancer Society
- American Red Cross
- Bowling Green Pregnancy Center
- Breast Cancer Research Foundation
- Champions for Life
- Cherry Street Mission
- Christian Health Ministries
- Civitan of Findlay
- Collingwood Presbyterian Church
- Davis College
- DECAMP Project
- Exchange Club Center for the Prevention of Child Abuse
- Family Promise
- Habitat for Humanity
- Hospice of Northwest Ohio
- Journey of the Heart Ministries
- Junior Achievement
- Juvenile Diabetes Research Foundation
- K-Love
- Notre Dame Academy
- Oasis Christian Fellowship
- Open Door Ministries
- Susan G. Komen Breast Cancer Foundation
- St. Jude's Children's Research Hospital
- The Epilepsy Center
- The National Exchange Club
- The Ronald MacDonald House
- The Victory Center
- Toledo Baptist Temple
- YMCA of Greater Toledo

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Part III

Investment Options: (1st payment will be charged 14 days prior to class start
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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)

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

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Card Number: _____

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CID #: _____

Signature: _____

Your Credit Card Statement will read "CNP of Ohio, Ltd"

**CANCELLATION POLICY: Cancellations received less than 14
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