

MAKING MORE MONEY

CN Blog

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

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DATES TO REMEMBER

WEN Annual Business Conference	Oct 5
Toledo Hispanic Expo	Oct 5
First Findlay CN Lunch	Oct 9
Toledo Tuesday PM class begins	Oct 9
October CN Lunch	Oct 16
An Evening with Masters of Sales	Oct 24

Number of members in our CN Community is

381

24 hours of CEUs for Ohio CPAs and Realtors.

Call 419-833-5182 to register.

Where is CN Giving

Networking

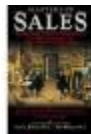
Presentations?

- **Oct 2, Women's Council of Realtors, Toledo Chapter, Freebies Session - Debby**
- **Oct 5, Toledo Hispanic Chamber of Commerce Expo - Debby**

[Debby is actively seeking speaking engagements.](#)

HELP OTHERS TO READ

As I write this article to remind you about our last big event of the year, An Evening with Masters of Sales, on Wednesday, October 24, from 5:30 p.m. - 8:00 p.m. at the Electrical Contractors' Banquet Hall, 727 Lime City Road, Rossford, I am excited to tell you that this newly published book has hit the Amazon Business Marketing and Sales best seller list, the Wall Street Journal Business best seller list and the USA Today best seller list. As a contributing author, those accomplishments are satisfying, but there is something of which I'm even prouder.



I get goose bumps when I think about what the commit-

tee of five has done to organize the event. Sandy Pirwitz, Linda Kuns, Lisa Laskey, Leasa Maxx and Merri Bame are putting together an evening that you won't soon forget. Additionally, knowing that I didn't want to profit from this evening, they turned it into a charity function focusing on a favorite subject of mine -- literacy. The proceeds from the evening will be funneled to three organizations: The Way Public Library Foundation (Perrysburg), The Findlay-Hancock County Library (which is still closed from flood damage) and the Aurora Gonzales Center (which has a children's literacy program.)

Sandy has promised that there are plenty of surprises for the evening. They are not even telling me everything, so we'll all be surprised together.

Now it is up to you. Registration is online. Go to our website at www.cnpofohio.com and click on the Master of Sales link in the upper right-hand corner. If two people register at the same time, they both save \$10. Either way, as a single or a double registrant, each will receive two copies of the book, one to keep and one to give.

You will receive a paper ticket in the mail, so if by chance you cannot attend, you can share the ticket with someone else and you'll be contributing to literacy in NW Ohio. Register now and plan to bring a friend to this event. A cross-section of people are being invited, so the networking should be fruitful, too.

~Debby Peters

LITTLE MEANT BIG

What do you get when you push a small group of people with a big challenge? You get a huge graduation!

The September 6 event honored one small class of four students who completed the course. Can you believe that sixty-eight people were in attendance?



Allison Adkins, Knight Crockett Miller Insurance, Annie Hawley, Ohio Rehabilitation Services Commission, Diana Skaff, A.G. Edwards & Sons and Sue Waterhouse, Key-Concerns, Inc., invited enough

people to make up for their limited numbers. Louise Kahle, Take the Time, Image Matters, who took the course for a third time, also helped to swell the numbers.



Lisa Olvera, Corporate Intelligence Consultants, graduate assistant of this class, announced the MVP saying that she never understood when other Grad Assistants would say what a difficult job it was to choose. She related how she struggled with the decision herself, because each of the students was so



deserving. She chose Sue Waterhouse, whose charity was Family Counseling and Shelter of Monroe County. Kathy Stringham, Coffee News, accepted the check for the group.



CN Trainer, Jennifer Alford, Creative Financial Partners, shared that this group had made her blush at just about every class. We're not sure what she was talking about, but maybe you should schedule a one-to-one meeting with one of the students to find out! Congratulations are extended to all involved with this class' success.



WEN Conference

Annually, the Women's Entrepreneurial Network has a top-notch business conference. This year is no exception. CNers can register at the WEN member fee. Go to www.wen-usa.com to sign up to attend the day-long conference on Friday, October 5. It will be held at the Dana Conference Center.

CN Board of Action

Jennifer Alford

Dave Achen

Merri Bame

Julie Cantu

Doug Clark

Joani Donovan

Arlene Gerig

Brent Gray

Sue Greene

Karen Kiemnec

Julie Kuney

Linda Kuns

Jeff LaCourse

Leasa Maxx

Nick Nigro

Sandy Pirwitz

Tim Speweik

Angie Weid

Thank you **Leasa Maxx** for your editing of this month's newsletter.

MEMBER HORNTOOTING

Elizabeth Herness Peters

On September 1, Gene Express announced the promotion of Elizabeth Herness Peters, Ph.D. to Vice President of Science and Innovative Technologies. In her new role she will continue to help the team promote Gene Express technology and support the business development and operations group with scientific affairs.

Julie Cantu

After nine long months of planning, design and relationship building, Julie Cantu has launched a brand new product for all of northwest Ohio. NWORestaurants.com is a local search website, designed to help us find dining and entertainment options quickly and easily. Common services needed to plan events such as banquet halls, caterers, photographers and limos are also included. You'll soon be able to search by city, county, zip code, cuisine, atmosphere, services offered and hours. You'll be able to view and print menus and coupons online. The site, which will officially launch for public use a little later this year, was custom built just for our area.

Sue Dybowski

Sue Dybowski, CTC of Travel Experts, recently returned from a travel professional's familiarization trip to the Galapagos Islands off the coast of Ecuador. Sue was one of 15 travel professionals selected nationwide to participate in this experience offered by the nature travel company, International Expeditions, to learn about and experience one of the world's premier adventure travel destinations noted for its wildlife.

Angie Weid

Angie Weid reports that her company, Organized Solutions, is three years old! She has doubled the number of clients from last year, tripled her client hours and there's still two and a half months left in 2007. Her goal for 2008 is continue this trend having 80 clients and 735 client hours. Angie sends a huge thank you to the CN program and to all who have helped her.

Barb Mullholand and Monnie Holman

Thanking all who responded to her call several weeks ago for a company with tents, table and chairs for her annual pig roast and bon fire party. Barb Mullholand, USANA, chose Main Event Tent Rental referred to her by fellow CNER Monnie Holman of dP Design and Print. Owners Christine and Bryan Tearney were easy to work with, gave her the very best price and were open to where we wanted the tent located. When we wanted to add lights and decoration, they were agreeable to anything Barb suggested. They came Saturday morning to set up and Sunday afternoon to take down the tent and remove the table and chairs. Barb would recommend Main Event Tent Rental to anyone.

Jeff Pettit

Jeff Pettit, Artistic Memorials, recently completed all requirements for the Certified Memorialist designation, the highest honor of professional achievement available in the memorial industry. There are only approximately 130 others with this designation in both the United States and Canada.

Allison Adkins

Allison Adkins, Knight Crockett Miller Insurance, reports that in September she wrote her largest account since she started in the business in January 2006.

Dee Appt

Dee Appt, Nikken, has just been selected to serve on the Coalition for Older Adults Committee for the Lenawee County Department of Aging. This committee meets to keep services, products and information sharing up-to-date and available to our aging society. They also organize events and seminars for caregivers to have access to this information.

MEMBER HORNTOOTING

Joe Francis

Joe Francis, Data Service Center, is definitely proud and excited about the fact that he has not had a sale that originated from a *cold call* since April of this year. His last twenty-five new clients for DSC have all been generated through word-of-mouth.

Monnie Holman and Louise Kahle

Monnie Holman of dP Design & Print, started a Lunch & Learn series for the Bedford Business Association a few months ago and is having great success. She has been able to bring added exposure to several of her clients whom have been presenters. Our very own CN grad, Louise Kahle, Take the Time, Image Matters, is scheduled for the October lunch.

Nick Nigro, Julie Kuney and Julie Cantu

Nick Nigro, Davis College, Julie Kuney, Comfort Keepers, and Julie Cantu, NWORestaurants.com, are all participants in the first ever Leadership Sylvania group. The first meeting was September 21 in this nine-month series. They will learn about each area of the community at each monthly session.

Lisa Rosanski

Lisa Rosanski has been appointed president of Home Instead Senior Care. She previously held the position of Vice President of Marketing. She says that CN really helped.

LEADERSHIP PROGRAMS

Currently we have four people from the CN community involved with Leadership programs. Debby Peters is a member of this year's Leadership Toledo, and as mentioned above in Horntooting, Nick Nigro, Julie Kuney and Julie Cantu have just met for the first time with Leadership Sylvania. We'd like to share Julie Cantu's comments after her first day.

"...THANK YOU, THANK YOU, THANK YOU! for getting me involved in Leadership Sylvania. I just got back, and you will not believe all of the great people and connections I made today. I personally met and was able to talk to the heads of Sylvania Historical Museum, Sylvania Arts Commission, Sylvania Recreation Department., Tam-O-Shanter, Olander Parks, Toledo Museum of Art plus I met the Mayor of Sylvania, too. What an awesome day! All of these were on my list to add to the Fun Things to Do section of my site, and more than that, today I was able to begin relationships with each of them. They were all excited about what I'm doing and I can tell already that some awesome things are going to come out of it. I'll keep you up to date on what happens, but expect BIG things!"

OUR LOOK AT NETWORKING GROUPS - NOGA

Northwest Ohio Gerontological Association (NOGA) may be one of the longest existing organizations around, and perhaps it is one with which you should be involved.. NOGA President, Deb Arthur, Interim Healthcare, says "NOGA is a professional organization formed in 1967 in north-west Ohio, to provide and offer educational and networking opportunities to individuals involved in the care of older adults. Our members meet monthly and include professionals, caregivers, seniors, students, educators and others interested in the field of aging."

NOGA holds meetings on the first Thursday of each month. The location is in the Toledo area and the venue changes to allow members to visit various facilities. Membership is \$25 for the year. As a member, you can earn CEUs for attending the monthly meetings, which is a great benefit for those in the healthcare field. A newsletter is published each month and the NOGA membership list is a great resource directory.

If you are interested in attending a meeting, guests are welcome. Ask one of these fellow CNers that are members of NOGA: Merri Bame, Julie Kuney, Barb Mullholland, Angie Weid, Matt Lee, Debbie Papay and Linda Kilgus. For more information on NOGA, please visit their website at www.nogaonline.org or email:

MORE GRADUATION PICTURES



CNer Ellen Critchley, Critchley Creative, had attended just one class at this point.



Stephanie Funkhauser, made CNer Sheri Bokros pose for the camera.



CNers Terry and Mike Williams were not able to attend their own graduation in July and were introduced to the audience on September 6.



CNer, Arlene Gerig, led the festivities as the emcee and did a wonderful job.



Class Picture! From left, Louise Kahle, Sue Waterhouse, Diana Skaff, Annie Hawley and Allison Adkins.

COMMUNITY NETWORKING LISTING

October



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

9 - Sylvania Chamber Lunch, Lourdes College, 11:45 AM ☺

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

11 - Sylvania Chamber Networking Breakfast, Sylvania Senior Citizen's Center, 7:45 AM

11 - Association for Women in Communications, Navy Bistro at the Docks, 11:30 AM - 1 PM. ☺

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

18 - WEN West meeting, Loma Linda's 11:30 AM - 1 PM, \$10

18 - Sylvania Chamber, Business After Five, Highland Country Club, 5:30 PM

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

24 - An Evening with Masters of Sales, Electrical Contractors' Banquet Hall, 5:30 - 8 PM. Registration required.

GETTING CREATIVE WITH NETWORKING

OK, you've been networking for a while now. Things are going pretty well. You've made some nice connections and you're completely comfortable walking up to someone and starting a conversation. Despite it all, though, something feels a bit off. You aren't excited or nervous about going to the next Chamber event. What's wrong?

In a phrase: You're *bored*.

Even a roller coaster can get dull if you ride the same one all day, every day. What good networkers need to do is to inject a little excitement into the process of networking. If you think you might be in a networking rut, use some creativity to push yourself out of your comfort zone. While you are coming up with your own ideas, you might try a few of these to *prime the pump*:



1. Try out a new group. If nothing else it will remind you of what it's like to be a newbie who knows no one in the room.
2. Try out a new time. Do you tend to go to breakfast meetings? Try an after-hours event instead.

3. Change your introduction. Have you described yourself the same way to everyone for the last five years? Try something new, emotion-based and memorable.
4. Change your name. Add a second name-tag with something that isn't your name, your company name, or your company's normal tagline. Just make them want to ask.
5. Sit in a different part of the room. Do you usually hide in the back? Try sitting in the front row.
6. Change your goals. If your goal is always "to meet five new prospects," try changing it to "connect four other people with each other" or "make five good introductions."

Just as you continually have to update your knowledge and skills in your business, the same is true for your networking practice. Adding a new technique or a new group to your networking repertoire can make things more profitable and might make the whole process a lot more fun, too!

-Greg Peters
Cyber Data Solutions

MEET OUR STUDENT BOA MEMBER - JENNIFER VANECHOUTTE

Here she is ... Please welcome Jennifer Vanechoutte as the newest member of the CN Board of Action (BOA). She is currently enrolled in the Davis College accredited CN class. Linda Kuns, State Farm Insurance, suggested that we have one of the Davis College students who have taken the course to be an active member on the BOA. When this was presented to the current class, Jennifer's hand shot up immediately. Besides being in the Interior Design program at Davis, she is a Court Appointed Special Advocate (CASA) volunteer that works with victims of child abuse. Jennifer is a high school cheerleader coach and an active member of the Parent Teacher Association (PTA), American Society of Interior Design (ASID) and the International Interior Design Association (IIDA). She loves animals and camping. She counts among her biggest accomplishments going back to school and that she built her own home along with her husband. She is a 4.0 student and won Best of

Show at the Davis College Art Show in 2006. She claims that her best job was the Admissions Coordinator at Waterford Commons.



Jennifer will be a wonderful addition to the BOA and is eager to be involved in the community in order to help and to sharpen her networking tools. Two of her goals are to win the *Mrs. Michigan America* pageant and to get her son to love reading. When you see Jennifer around, please give her a warm CN greeting or maybe schedule a one-to-one meeting.

-Nick Nigro
Davis College

BOOK REPORT BY NICK NIGRO, DAVIS COLLEGE

Any book that has a warning on the back cover that says, "WARNING: DO NOT READ THIS BOOK UNLESS YOU WANT TO QUIT YOUR JOB" is going to make my must-read list. If for no reason other than intrigue, I would invite you to delve into *The 4-Hour Work Week* by Timothy Ferris.

Most of us look at our daily grind and know that there are probably some new insights that would influence the way we look at why we work and

how we work. Even if we have a well-defined Emotional Based Marketing Theme and feel strongly that we are in sync with our mission, it is a good thing to peruse a book like this to challenge our way of thinking.



This book will help you look at retirement differently. It will put you in touch with your dream whether it be "escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income, or just living

more and working less." This is a step-by-step guide that can help you play it all differently.

It is not only about "showing me the money," it is also about working hard and working smart. You are in control of your own happiness. Anything that you can do that will assist you to meet your career and life goals ought to be on your radar screen. Read away and allow your mind and heart to commit to what's healthy and best for who you are and where you are going. It's cutting edge and mighty fine!

MEMBER SPOTLIGHT - SANDY KOSMYNA

"That is so nice!" was Sandy Kosmyna's response when I e-mailed her to request an interview so that I could spotlight her in the Certified Networker newsletter. "That is so nice!" is a phrase that punctuates any conversation with Sandy. She is truly one of the nicest people herself!



I first met Sandy when she was the Director of the Catherine S. Eberly Center for Women at The University of Toledo and was also a member of the Toastmasters Club I joined. Although she had already earned her Masters Degree in Counseling -- one class at a time while her children were growing up -- Sandy joined Toastmasters because she wanted to be more confident when speaking to and facilitating large group meetings. I will witness that she met that goal as she seemed cool as a cucumber at a large UT event I attended that year.

When the Whitman Center at Monroe County Community College needed a new Director in 2005, Sandy was ready to take on the challenge.



Along with her administrative work, she teaches a Career Development Class. "It's a carryover from the work I did at Eberly Center, as I can apply the skills I used there," comments Sandy, "I can truly mentor the students here."

The Lifelong Learning department has been widened during Sandy's time at The Whitman Center. Resources from her networking relationships in the Women's Entrepreneurial Network, the Bedford Business Association, and the Certified Networker community have taught classes. Twice, the Certified Networker program has been offered. Sandy was a student in one of those offerings. When I asked her how the CN program benefited her, she didn't hesitate. "It changed

my outlook! I began to approach networking contacts with the 'How can I help you?' attitude." Since then, Sandy and the Whitman Center have seen results with higher enrollments at both the Whitman Center and the main campus.

While Sandy devotes a good deal of time to the AAUW (American Association of University Women) and the Women Alive Coalition, the Juvenile Diabetes Foundation is her top priority. Sandy and her husband, Mark, have three sons,



Eric, a senior at the University of Michigan; Alex, a freshman at the Whitman Center; and Tim, who is in the freshman class of Central High School in Toledo. Alex and Tim both are diagnosed with Type I diabetes. The Kosmyna family and their team of thirty people raised \$12,000 (with a goal of \$13,000) and will participate in this year's Walk to Cure Diabetes. Now that's more than nice; That's downright amazing!

-Julie Kuney
Comfort Keepers

DAVIS COLLEGE MENTORS

Thanks to the CN grads who are mentoring the students of the Davis accredited class to become better connected to our supportive community.

Tracee Swank, True Compass Coaching, mentoring

Beth Anne Barrett

Megan Coyle Stamos, Coyle Funeral Home, mentoring

Raina Feathers

Sue Greene, Jammers Construction/DiSalle Realtor, mentoring

Regina Ford

Linda Kuns, State Farm, mentoring

Cynthia Glover

Kay Somogye, Ameriprise Financial, mentoring

Sara Guiher

Julie Cantu, NWORestaurants.com, mentoring

Tiny King

Angela Crosby, Occupational Care Consultants, mentoring

Tiffany Krueger

Mike Williams, Action Mechanical, mentoring

Laura Leu

Joe Francis, Data Service Center Inc, mentoring

Dwight Nutting

Fred Altvater, AFP Marketing, mentoring

Nate Reichert

Anita Dotson, Corporate Intelligence Consultants, mentoring

Alyssa Sheridan

Allison Adkins, Knight Crockett Miller, mentoring

Leticia Soto

Cheryl Engfer, National City, mentoring

Jennifer Vanechoutte

Barb Mullholand, USANA mentoring

Isha Wade

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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: _____

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