

# MAKING MORE MONEY

CN Blog

[www.cnpofohio.blogspot.com](http://www.cnpofohio.blogspot.com)

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

[www.cnpofohio.com](http://www.cnpofohio.com)

## DATES TO REMEMBER

**November CN Lunch Nov 20**

**CN Graduation Nov 27**

**December CN lunch Dec 18**

**Classes will begin again February '08**

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?

- Nov 7, Toledo Home Builder's Association - Debby

Debby is actively seeking speaking engagements.

## MASTERS EVENT A SUCCESS

It's official, the Master's event was a success. Everyone had a good time and the goals of the event were met. Sandy Pirwitz, Sandy's Stuff for Women, and her team of Anita Dotson, Corporate Intelligence Consultants, Ellen Critchley, Critchley Creative, Leasa Maxx, Maxx Grafx, Linda Kuns, State Farm Insurance, Lisa Laskey, Image.com and Merri Bame, Breaking Down Barriers, created an evening to remember on October 24. But even more important, the three charities chosen to receive the proceeds from the event will be receiving hefty checks from us in the next several weeks. After all the figures were calculated, the profit from the event was a little over \$2700. Way Public Library Foundation and Findlay Hancock Library will each receive \$1000. The Aurora Gonzales Center will receive over \$700 and they have already been given 300 children's books that were donated by everyone that evening.

Many attendees have commented since then that the hall was hardly recognizable

as the room where our CN graduations take place. The lights were dimmed, soft music played, and the decorations made the whole room sparkle. Posters were arranged asking participants to write the name of their favorite author, most recent book read and even how many books were being read at one time. Door prizes were beautifully displayed on one end of the bar. It looked as if a magic wand had been waved to create a magical kingdom.

At 6:15 Merri Bame to set the tone for what was to come. She shared two books that had made a huge difference in her life. Special guests John Meyer, BNI, Kevin Carmony, BNI and Butler Capital Investments and Kathy Stringham, Coffee News of Monroe and Sylvania were recognized for the contributions they have made to Debby's life.

Deanna Tucci Schmitt and Linda Macedonia, both BNI Executive Directors, and contributing authors to *Masters of Sales*, gave interesting talks about their sales careers. Linda's story was about being shy, Deanna was about being self-admittedly stupid, and then Debby had the opportunity to



The three "sassy" sales women, Linda Macedonia, Debby Peters and Deanna Tucci Schmitt regale the audience with their stories.

share how boring she was in her first sales positions.

Local authors that were spotlighted were Nick Nigro, *Once Upon a Tree*; Karen Shulman, *I Never Meant to be Funny* and Pat Nowak, *The ABCs of Widowhood*. Debby shared why we should buy their books, too. Combined they sold 78 books. All six authors honored requests for book signings.

*Masters of Sales*, the book that has hit many best-selling charts could not have asked for a better introduction to our community. The committee showed that they truly are a master of creating a fun, exciting AND profitable event.

## CELEBRATE NEW CN GRADS ON NOV 27

Join the CN community at the next graduation and mixer on Tuesday, November 27. Three classes will be represented: the Davis College accredited class of 14 students, the Friday morning Toledo class, and the Archbold class that

meets at Northwest State Community College.

Guests are encouraged to attend this CN networking event, where we



host nearly 85 business professionals. Chances are, many great connections will be made on November 27. This can only happen if you attend. Let us know that you will be there so we can plan for food and seating.

**Graduation/Mixer**

5:30 p.m.

November 27, 2007

Electrical  
Contractor's  
Banquet Hall

727 Lime City Road

Rossford

Join us to support  
the newest grads  
and connect with  
people who can help  
you in the future.**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**,  
**Nick Nigro** and **Sandy Pir-**  
**witz** for your editing of this  
 month's newsletter.

**MEMBER HORNTOOTING****Amanda Ballard**

Amanda Ballard, Heidelberg College, reports that the college at Arrowhead Park is celebrating its tenth year in its current building and nearly 20 years in Arrowhead Park. To celebrate, the college president, vice presidents, and department chairs will be hosting an open house on Thursday, November 8 from 4-6 PM.

**Adam Sproles**

Adam Sproles, American Home Health, was awarded the International Hero award from Kiwanis International at the organization's district convention in August. A member from the international staff present this to him at the Governor's Ball. Adam was honored for his dedication to community service, membership growth and leadership

**Linda Parker**

Linda Parker, Re/Max Preferred, initially started the group, Toledo Networking Team (TNT) with five members in 2005. It has grown to 21 active members today. She reports that they have been successfully passing referrals for more than two years and have developed their own web site this year. Linda took the initiative to start TNT after attending the CN Course directed by Debby Peters

**Judy Gorun and Arlene Gerig**

Judy Gorun and Arlene Gerig, both Re/Max Preferred Associates, organized what will probably become an annual *Backpack Drive* for disadvantaged students in the Springfield School District. New backpacks were collected at the district *Back to School Community Picnic* and Stone Oak Country Club. The bags were then presented to the superintendent, Dr. Cynthia X. Beekley, the week before school started.

**Sara Wicks**

Sara Wicks, Aflac, received several honors at the Aflac state meeting, one of which was the #1 *Rookie Associate* for the second quarter in the Ohio-West Territory. The territory office is in Cincinnati but the Aflac office she works from encompass from Kentucky to the Michigan/Indiana border. Sara competed with about 50 Associates for this award.

**Barb Kolasinski**

Barb Kolasinski, Re/Max Masters, hosted an event on October 25 to spotlight two of her former clients Brenda Mageau and KC Saint John. The party celebrated Brenda's new venture as a Lia Sophia jewelry representative and took place at Lost Peninsula Arts and Glass which is KC's new art gallery and school at 5120 N Summit Street in Point Place.

**Louise Kahle**

Louise Kahle, Take the Time, Image Matters, was the guest speaker at the Bedford Business Association's October luncheon. She spoke about why having a good visual image matters to your business and she discussed ten image killers for men and women.

**Nick Nigro**

Nick Nigro, Davis College, will have the Career Services Board of Action featured as a "Good Idea" in the November issue of the national monthly newsletter called *Campus Career Counselor*. In each issue they share good ideas that are being practiced by career services professionals. One of their editors was perusing the Davis website and saw the Career Services Board of Action listed and thought it would be a good idea to feature.

## MEMBER HORNTOOTING

Sue Waterhouse

Sue Waterhouse, KeyConcerns, Inc., received the "Notable Networker Blue Badge" at her BNI Chapter, Monroe II BNI. Sue is the education coordinator of that chapter. "It was a total surprise, and a nice one," she says.

Debbie Papay

Debbie Papay, Attorney, has been invited to give a continuing education session to the Northwest Ohio Financial Planners Association in November. Debbie will be training FP's on issue spotting in order to save their clients unnecessary expenses and frustration in financial and legal matters, as well as the assisted living benefit for Veteran's.

Darlene Robinson

William Vaughan Company sent Darlene Robinson, CPA, to Baltimore, MD in October to attend a specialized training specific to the trucking industry. This is to ensure that their lead (Darlene) in the industry is well informed of new issues.

Kathy Stringham

Kathy Stringham, Coffee News, publishing editions in Monroe County, Michigan and Sylvania, Ohio received the notable "Networker Award" for the Monroe II BNI Chapter. Kathy brought the most visitors for the months of May and June and the most referrals for the month of August.

## SHADES OF REFERRALS

**W**hat shade of referral are you accepting currently? Remember when your instructor asked you to draw the line under the lowest level you would accept? Are you honoring your commitment to yourself or have you considered "raising the bar" with your referral sources? Don't allow low level referrals to take time that could be better spent developing better referral relationships? Review Module 6 and think about how you can best use your time.

## OUR LOOK AT NETWORKING GROUPS - WEN WEST

**W**EN West is a branch of the Woman's Entrepreneurial Network. This group is for businesses west of the Toledo area, including Whitehouse, Holland, Swanton, Delta, Wauseon and other adjacent communities. The members of WEN West share networking opportunities with other businesses and always ask, "How can we help?" We get together to help each other grow our businesses. The gratification of being able to help another is an awesome feeling.

WEN's mission statement is "to encourage and support businesswomen and women friendly businesses with successful entrepreneurial development." For that reason, business owners, employees, women and men are encouraged to become WEN members.

WEN West meets during lunchtime on the second Monday of each month at Loma Linda's Restaurant on Airport Highway. Networking starts at 11:30 a.m.; lunch is served at noon and costs just \$10. During the meeting, attendees have the opportunity to give a 30-second commercial to tell who they are, what company they are from, and what kind of help they may need. That help could be an introduction to another businessperson or a specific group of people.

Visit the WEN web site at [www.wen-usa.com](http://www.wen-usa.com) to view the complete schedule of WEN meetings and workshops. WEN members may attend all five monthly meetings located in different areas.

Let us help your business grow.

-Sue Greene, Jammer Construction/DiSalle Realty

## RECENT LUNCH PICTURES



Sue Dybowski, Travel Experts, returns to T-town from distant and exotic places.



Louise Kahle, Take the Time, Image Matters and Joani Donovan, Ultimate Mind, Body and Spirit enjoy lunch time conversation.



Jeff LaCourse, Summer-breeze Travels, greets guests.



Lisa Litalien, Central Travel, and Anita Dotson, Corporate Intelligence Consultants are ready to order.

COMMUNITY NETWORKING LISTING

November



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

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

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

8 - Sylvania Chamber, Women's Chat Connection, Kingston Health Care, 5:30 PM

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

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

15 - Holland Chamber, Stone Oak Country Club, \$12, contact Sue Greene at (419) 356-9705 ☺

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

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

29 - Sylvania Chamber, Holiday Networking Open house, Waterford Bank, McCord Rd, 5:30 PM

THE EVOLVING NETWORKER

It's been close to three and a half years since I first took the Certified Networker training. Looking back on that time, I can see how I've evolved as a networker – slowly. Things would probably have gone a lot faster had I actually applied what I had learned, but I guess we all proceed at our own pace.

Back when I started CN I occasionally attended events sponsored by the Ann Arbor Chamber of Commerce. I remember being frustrated that no one seemed to want to talk with me. I certainly wasn't making any sales, no matter how many cards I handed out! **First lesson:** Networking is about making connections, not making sales.



As I continued to develop, I started attending those events a bit more often, though I still wasn't a member of the group. I made some new connections and even scheduled time to get together for lunch later. I still wasn't making any sales, though. Why wouldn't these people buy from me? They could at least refer some business my way! **Second lesson:** Networking

is about what you can give, not what you expect to receive.

Then, long after I took the CN training for the second time, someone hit me in the head with a *clue bat*. It wasn't enough just to attend. I had to participate. I joined the Chamber and immediately found a way to help out. I still hadn't received any business, but that was becoming less important. **Next lesson:** Networking requires patience – it's like growing an apple tree, not going to the produce section.

Now, I'm looking back at all I've gained. The folks at the Chamber have passed business to me. They've gone out of their way to get me publicity on their website, in their monthly newsletter, and even on the radio. I've met some personal heroes, local celebrities, and scores of other neat people through the relationships I've built. I can't wait to see how things continue to evolve!

**Final Lesson** (for now): Givers really do gain.

-Greg Peters  
Cyber Data Solutions

CONNECTING WITH YOUR TARGET MARKET

“You must have a specific target market.” That was a scary concept that I remember from Module 1 of the CN program. It was hard to imagine myself only seeking business from one particular industry or type of customer. I remember thinking, “There are so many great businesses and industries, how could I pick just ONE? What if I pick the wrong one?” But taking a leap of faith, I chose locally-owned restaurants. I'm so glad I did. Now, you couldn't drag me away from “my industry.”

Shortly after choosing my market, I listened to *Networking With Millionaires* an audio book by Thomas J. Stanley, PH.D. It's a case study on what one man did to narrow, learn more about, and gain credibility within a specific industry. By focusing first on what they needed and how he could help them, business naturally came to him through the process. He positioned himself as an expert in their industry. They got to know him. They trusted him. They knew that he sincerely cared about them and their needs. He was definitely more successful and wealthy for doing so. I've listened to the series at least ten times now, and each time a new idea sparks and I reflect on how I could implement something similar in my own business.

Here are some of the insights I've learned along

the way on my journey as an advocate of local restaurant owners. Whether you've chosen and focused on a specific target market or you are still waiting to take that leap yourself, I hope that you find the following tips helpful. By applying them to your own industry, I hope you'll gain rock-solid credibility and abundant success as well!

- Read what they read

Google ([www.google.com](http://www.google.com)) their industry – you'll find all kinds of targeted resources, websites, email newsletters, magazine subscriptions, blogs and articles. A lot are free, some aren't. Examine any resources thoroughly BEFORE paying for them. Some are filled with great exclusive information that is worth paying for. Some contain general information that you can find at no charge elsewhere. Sign up for a few good free newsletters and maybe a couple blogs that will help you stay on top of your industry. No matter what your target market is, never stop learning about it.



- Go where they go

Are there local groups or associations?

Continued on Page 5 sidebar

CN IN FINDLAY

Can you help? Delayed due to flooding, we are planning to kick off our two-month delayed Findlay CN class on November 13. The class will meet weekly on Tuesday from 11 AM - 1 PM. The class location will likely be at the Extended Stay Suites on Tiffin Avenue just

east of Bright Road.

We are still looking for a few good people to join this class and to become members of the community. While it is unusual to start a class series in November, we want to give the Findlay community as much time as needed to rebound from the devastation of the flooding.

Many owners and sales professionals in the affected areas have already recognized how CN can help put their businesses back on track. Now seven members strong, the CN community in Findlay organized their first lunch in October and would like to continue to have other people join this vibrant group.

MEMBER SPOTLIGHT - ERIKA DICKASON

As an only child, Erika Dickason has been highly influenced by her parents. Her father played softball and bowled while she was growing up. She has many memories of this. "I grew up on a baseball diamond and in a bowling alley," she said with such meaning when I asked what her interests were. By her father's side was where Erika wanted to be as a kid.

major, in November 2006. When asked, "What is one bit of information that you took away from the class?" she responded quickly, without a second thought. "It's all about networking and building relationships." As a current student of the course, I'd have to say she's right on target.



Erika is very busy. She said she spends most of her time at the three S's - school, Speedway and Subway. She is in the service-oriented sorority - Eta Pi Rho and is a member of the Business Professionals of America. One of her college achievements is having a 4.0 GPA in every quarter she's completed. This is a big accomplishment in itself! She told me that she never really liked high school and was an average student. In fact, she said, "If it weren't for my mom giving me a kick in the behind- I truly would not be where I am today."

She works at Subway as a store manager and is completing her internship at Speedway Super America. Someday she wants to work for the Mud Hens organization. It's one of her favorite teams along with the Detroit Tigers. Besides, who wouldn't want their biggest fan working for them?

Helping people is something she loves to do. Five years ago she formed a team, called *Tailor's*

*Troopers*, that walks to raise money for juvenile diabetes. Ericka says, "Tailor is the little girl next door. Our family kind of adopted her. She's the niece I'll never have." When Tailor was four years old she went into a diabetic coma and that's when she was diagnosed. Erika wanted to do something so she organized the seventy-five member team that has been walking ever since. She also walks for breast cancer with a team called *Save the Ta-Tas*.

Her sorority has had two separate fundraising events of which she is very proud. One was a walking taco sale that raised money that went toward sending Tailor to camp. The other event was a bake sale and the proceeds went to the Susan G. Komen Race for the Cure. Erika takes pride in event planning and staying organized. She is thrilled to contribute these skills to the sorority.



I had such a good time talking to and learning all about Erika. She's a very matter-of-fact, right-to-the-point kind of person but also one who is very caring and loves to help people. With all she has going on in her life no wonder she's so good at organizing.

-Jennifer Vaneekhoutte  
Davis College Student, CN BOA

TARGET MARKET

Continued from page 4

Become an associate member and attend seminars or trade shows that your target market attends to network or gather information? This is where your potential clients are. These should be the most important meetings on your calendar. To gain credibility with them go to the meetings, volunteer, be part of committees or boards. Once you begin this process, opportunities that you never imagined will start to unfold. Google is a great place to research professional and association information.

- Do what they do

Try to imagine yourself in their shoes. Better yet, ask yourself if there is a way you can experience exactly what your clients do and how they do it. If so, you'll most definitely gain valuable insight and better serve your clients.

- Understand their customers

Do some research to understand a little more about your customer's clients as well. You need to understand the big picture. The more you can see through their eyes, the more effectively you can help your clients.

- Ask how you can help

Simply ask a few of your best clients what issues they are facing. Keep an eye open for situations where you may be able to connect your clients with what they need and want. This is a great opportunity to connect them with others in your network. By using integrity and the good networking skills you learned in CN, your credibility and trust will be enhanced significantly.

-Julie Cantu  
NWORestaurants.com

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419-304-1171 (mobile)

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*Stamping Out Cold Calls*



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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: \_\_\_\_\_

Business Name: \_\_\_\_\_ Business

Phone: \_\_\_\_\_

Business Address \_\_\_\_\_ Cell Phone #:

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## 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)

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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  
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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