

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

- December CN Lunch Toledo** **Dec 18**
- Toledo Friday morning class** **Feb 15**
- Cincinnati Friday lunch time class** **Feb 22**
- Findlay Tuesday lunch time class** **Feb 26**
- Toledo January CN Lunch** **Jan 15**
- Toledo CN Class Preview** **Jan 18**

Number of members in our CN Community is

381

24 hours of CEUs for Ohio CPAs and Realtors.

Where is CN Giving Networking Presentations?

- Dec 10, Kissoff, Rayner, Foos & Kruse CPAs, Debby
- Dec 11, Brewed Awakening, Findlay, Debby

Debby is actively seeking speaking engagements.

AND THE WINNERS ARE....?

Three class MVPs were honored at the November 27 CN graduation, our last one of the year. Graduate assistants of the classes found it difficult to make that one choice because all the students did such a wonderful job.

Ellen Critchely, Critchley Creative, was selected by Dee Appt, Five Wellness, who was the GA of the Toledo Friday morning class.

Ellen's favorite charity, St. Andrew's Episcopal Church, received a check on her behalf. Rich Preston was in the audience to accept the check. Ellen shared that Rich is the Senior Warden of the church, which is like being the president of the board.



Nick Nigro, Davis College, was the instructor for the Davis accredited class. Nick shared that, while there was no GA for this class, our CN community reached out by providing mentors to each of the students.

Again, Nick reiterated how difficult it was to make the MVP decision, but he announced that Jennifer Vaneekhoutte, an interior design student at Davis, was to receive this honor. Jennifer spoke about her charity, CASA of Monroe County, Michigan. She serves as an advocate for children in court situations. She described the commitment as being a rigorous donation of time but especially worthwhile. So far, she has helped four children. She also mentioned that CASA is always looking for good people to become advo-



cates.

Merry Beavers, owner of First Priority Franchising and GA for the Archbold Friday morning class, was not able to attend the graduation. Debby Peters spoke on her behalf when she announced Adam Sproles, AmeriCare Home Health, as the class MVP. Merry sent word that Adam had "grasped the CN program from the very first class and was an active participant in all class discussions."



Even though we honor the class MVPs, all CN graduates are winners because of the new ways they have learned to be more successful in the future.

CN EXPANDS TO CINCY

Having sat through the CN trainer certification in California last month, Gregg MacMillan is ready to teach the CN series in Cincinnati. Gregg met Debby at a BNI training in October and quickly made the decision that he wanted to be part of the CN community. Gregg is following the model that has been successfully used in the northwest Ohio area. He has a connection with Clermont College and will be partnering with them to market the class series. His first session will

begin February 22 from 11 a.m. to 1 p.m.

"I have a great relationship with Clermont, as they have a satellite location in the business park where my printing business is located. They want to continue to offer business training, so it is really a winning situation," says Gregg. "Owners in the park can get training without having to travel very far."

Gregg is also a BNI assistant director overseeing several BNI chapters in southwest

Ohio region. In his free time, he likes to set personal goals; in 2007, for example, he aimed to participate in three triathalons. He has already accomplished that goal and more. Let's help Gregg launch CN in Cincy. Please make high level phone introductions (513-608-3932) to Gregg if there are people you can refer. We can all change the way Ohio does business!



Classes to start the new year.

Do you have someone that you'd like to refer to CN.

There will be four class series starting in the month of February. There is a location to fit most needs; Archbold, Cincinnati, Findlay and Toledo. Let us know how we can help you to register your friend.

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

Angie Weid

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

MEMBER HORNTOOTING

Rebecca Booth

Rebecca Booth's, (Imagine That!) talents were rewarded at the Association for Women in Communication's 2007 Crystal Awards held on November 14. Rebecca won 4 Crystal awards and two awards of merit. Some recognition was for work she did on behalf of CNers including Jennifer Alford, Creative Financial Partners, Susan Milliron's daughter, Marissa, who is the owner of Marissa's Organic Doggie Treats and for Fred Altwater's Northwest Ohio Golf Links.

Julie Cantu

NorthWestOhioRestaurant.com owner Julie Cantu proudly reports that her daughters, Lexi (7) and Leigha (4) won the Blissfield Community Halloween Costume Contest this year. Julie was inspired by the question from the October CN Lunch, "What was your favorite Halloween costume when you were a kid?" Julie had shared that hers was dressing as a Toaster and a loaf of Wonder bread. She and her girlfriend had worn that costume about 25 years ago. After telling her girls the story they agreed to let her re-create the costumes for them. They were pictured in the Blissfield Advance newspaper. Even better, they each won a \$50 savings bond from Blissfield State Bank.

Scott McMunn

Scott McMunn, Patio Design, is proud to report the recent completion of a restoration project at The Toledo Zoo's Reptile House. Due to his significant experience and familiarity with stone selection and fabrication, Scott was chosen to restore the vestibule areas of the east and west entrances. Scott removed the deteriorated, existing stone and he selected and fabricated each piece of Indiana limestone for the project. It was imperative to Scott to perform the restoration project in a manner that would honor the long-gone stone masons who labored on the building's original construction. Scott hopes that when you visit The Reptile House that you will appreciate his work as much as he enjoyed creating it.

Julie Kuney

Julie Kuney, Comfort Keepers, is tooting the horn for one her clients who turned 100 years young on November 22. This client is their first centenarian!

Arlene Gerig and Judy Gorun

Arlene Gerig and Judy Gorun, both Re/Max Preferred Associates, had an article published in *Toledo Business Review* regarding home sales in the present market and the challenges that sellers are confronting.

Beth Holt

Beth Holt, Holt Roofing, reports that Firestone Building Products has approved their company to install TPO roofing. TPO roofing is the white vinyl roof that you see on commercial buildings.

Linda Kuns

Linda Kuns, State Farm Insurance, has been elected secretary of the Whitehouse Chamber of Commerce. She is also chairperson of the sponsorship committee for the 2008 Whitehouse Cherry Fest.

Beth Anne Barrett

Beth Anne Barrett, a student at Davis College, is proud to have completed another quarter at Davis. Never one to duck responsibility, she also organized a pledge ceremony for 41 sorority sisters. This was all happening while she had a very sick son in the hospital. She has also been asked to serve on the board of the Cystic Fibrosis Foundation of Northwest Ohio and the Detroit area.

MEMBER HORNTOOTING

Tamara Norris

Tamara Norris, Northwest State Community College, passed the *Business Objects Certified Professional-Crystal Reports XI-Level One* certification exam and is currently studying for the Level Two exam. These exams demonstrate proficiency in using the Crystal Reports XI software application.

Smoley Smoktonowicz

Smokey Smoktonowicz, Intergalactic Graphics, LLC, shares that for the second time this year they have joined with Charlie's Dodge to produce the D.A.R.E. vehicle for the City of Maumee police department. The dealer donates the vehicle for and Smokey donates the graphics treatment.

Mary Michel

Mary Michel, Journey of the Heart Ministries, now is leasing space for the Center of Hope. It has taken a long time to arrive at this point and Mary reports that the journey has just begun.

Bob Link

Bob Link, Stevens Worldwide Van Lines, reports that the company will be opening a new warehouse at 6155 Brent Dr., North Cross Industrial Park, Toledo, OH 43611. With this new facility, the Stevens family will continue into their 103rd year of operation.

Tracy Cox

Tracy Cox, BottomLine Bookkeeping, led a search team for a new youth and young adult pastor at her church. After reviewing a pool of a thousand resumes, they selected an awesome candidate who will begin December 1. By using the *G.A.I.N.S. profile* during the initial phone interview, Tracy said that it put both her and the person she was interviewing at ease. The team said they were impressed with how well the process went.

Deb Keller

Deb Keller, HMH Wellness Center, says that after being the Dean of Students at the Healing Arts Institute for the last six months, she was recently promoted to Director of Education.

Greg and Elizabeth Peters

Greg Peters, Cyber Data Solutions and Elizabeth Herness Peters, Gene Express, announced the birth of their daughter, Kaylie Adeline, on November 19. Kaylie weighed at 6 pounds 8 ounces and is 19 inches tall at birth. Debby Peters, Certified Networker of Ohio, and Steve Cotner, Corporate Intelligence Consultants, are the VERY proud grandparents.

OUR LOOK AT NETWORKING GROUPS - WEN SEMI

It seems that the Women's Entrepreneurial Network (WEN) is growing each month. A new networking location will begin meeting in January at the Bedford Library just over the Michigan state line. CNers Angie Weid, Organized Solutions and Cheryl Engfer, National City are the organizers. They will hope to pull networkers from the towns and cities that are very close to the Ohio border. Angie and Cheryl both realize the value of networking freely across these lines and hope that some of the WEN Ohio contingent will support this monthly meeting, too.

The group will meet the second Tuesday of the month beginning January 8. The library is located at 8575 Jackman Road. Networking will begin at 8:15 AM. Guests are welcome. WEN is not just for women and welcomes men, too. Help reach across the boarder to our Michigan sisters (and brothers.)

DID WE SEE YOU AT GRADUATION?



Sarah Wicks, AFLAC, brought her dad, sister and grandmother with her.



Tami Norris, Northwest State Community College, Sara Wicks, AFLAC, and Adam Sproles, AmeriCare Home Health, represented the Archbold class.



Tori Crowell, First American Title Insurance Company, and Diane Miller, Huntington Bank, were supporting grads Ellen Critchley, Critchley Creative, and Bob Werner, Re/max Masters.



Children and grandchildren add to graduation fun.

COMMUNITY NETWORKING LISTING

December



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

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

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

11 - Monroe (MI) Networking Group, Frenchtown Senior Citizen Center, 11:30 AM - 1 PM contact Kathy Stringham (734) 755-4345.

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

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

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

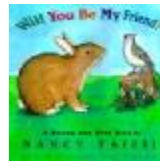
18 - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

NO MEETING- WEN Luncheon meeting, Clarion Hotel, 11:30 AM - 1 PM. \$12

QUESTIONS FOR THE NEXT LEVEL

We know that our networking relationships have to go through all the levels of the Visibility/Credibility/Profitability process. After all, if we tried to leapfrog right to the last stage, it would be the equivalent of walking up to a complete stranger at the next Chamber event, falling down on our knees, and saying "Puh-lease be my friend!" The only development *that* might create would be a restraining order – not the direction you want those networking relationships to go!

So, what can you do to reach the next levels? You might start by asking yourself a question or two. Let's start out with *visibility*. Do you know their name? Did you get their card? Did you find out something about their business? Their family? Did you find some way to help them or determine someone whom they should meet?



OK, visibility is pretty straightforward – really not much more than showing interest in them. So what about *credibility*? Did you follow up on any recommendations you made at your first meeting? Did you get together for a longer one-to-

one meeting? Have you found a common point of interest? Did you invite them to be a guest at some other event of common interest? Did you find out their challenges in the upcoming year? Do you know them well enough that you would recognize a good connection for them?

Assuming everything has gone fine so far, how can you now move on to the next level -- *profitability*? Well, how about: Did you find out how you could help them meet their challenges? Have you passed business or referrals to them? Have you actively looked for and found beneficial connections for them? Have you been able to help them without them having to ask?

The funny thing is, if you look at all of the questions for each level of a relationship, you'll probably notice that they are the same questions you want your networking contacts to be asking about their relationships with you. A productive relationship must go both ways. Since you can't control their behavior, you can only take the first step and lead by example. So, step up and ask yourself what *you* are doing to take it to the next level.

-Greg Peters, *Cyber Data Solutions*

BOOK REPORT - A COMPLAINT FREE WORLD

I donned my purple bracelet a few weeks ago, officially accepting the "21-Day Challenge." Are you up for a challenge that could change your life and the life of everyone you meet? Now after hearing that, who would dare to say no?

A Complaint Free World, by Will Bowen, lays out the Challenge and guides the reader through tactics to help you meet the goal of going 21 straight days without complaining, criticizing and gossiping. Don't let this quick read fool you. Will Bowen developed his life-changing plan based on the simple idea that good things will happen for you in abundance if you can just leave your grumbling behind.

During a Sunday morning sermon, Pastor Will told his congregation that he wanted to make the world a complaint-free zone. To prove that he was serious, he passed out purple bracelets to all church members and offered them the challenge: If you catch yourself complaining, take the bracelet and move it to the other wrist.

You can accept the challenge right now and order a bracelet and book by visiting www.acomplaintfreeworld.org. You can even begin by using a rubber band, although the purple bracelet is more fashionable. Locally,

Angel's Landing (3220 Meadowbrook Ct. off Monroe Street near the Beirut Restaurant; 419-472-5001) is the only place that I know that has the bracelet on hand. The 21-Day Challenge started with a small congregation. Now more than 8 million people world-wide have participated.

I never saw myself as a person who complained that much. However, let me tell you, the first weekend that I took up this challenge, I moved my bracelet at least 25 times. The first couple of weeks were the toughest for me. Since then, I have decided to become more aware of what I am saying. It is so easy to let words flow from my mouth without thinking -- to be part of the problem instead of being part of the solution.

Through the book, I learned what constitutes a complaint, why I complain, what benefits I think I receive from complaining, how complaining is destructive to my life, and how I can get others around me to stop complaining. I am told that the average length of time to meet the Challenge is between four and seven months. Let's work together in eradicating this poisonous form of expression from our lives and our world! Who's with me? - Nick Niagro, *Davis College*



MEMBER SPOTLIGHT - JENNIFER ANDERSON

Leasa Maxx sat down recently with Jennifer Anderson, advertising account executive with the Toledo Free Press, to GAIN a little more knowledge about the CN graduate. In just about an hour, Leasa learned a lot about this outgoing sales professional and star high school athlete.

Q. What do you like best about working at TFP? I really enjoy meeting new people, observing the dynamics of different work environments and helping my clients grow their businesses.

Q. You have been with the Free Press for a few years now. What did you do before? For 10 years, I was the sales manager at For Rent Magazine, calling on northwest Ohio apartment communities. Working at the newspaper has been an educational experience for me. I'll never forget my first opening day, tailgate event at 5/3 Field. At the time, my friend Mark Davis was running for a judge's seat in Lucas County. He came to the Mud Hens game with a trunk full of bumper stickers promoting his campaign. Wanting to help, I began plastering Mark's decals all over the place! That's when Michael (Miller, TFP editor-in-chief) and Tom (Pounds, publisher) gently pulled me aside and explained why Free Press staff could not "endorse" a political candidate in that way. They were great about it and have been showing me the ropes ever since.

Q. Have you always been in the sales field? Oh no! I graduated from the University of Toledo in '94 with a psychology degree. I first worked as a therapist helping children with learning disabilities related to vision problems. I also worked with kids who had ADD (Attention Deficit Disorder). It was while I was working as a therapist that I took a sales position with Globe Furniture. Globe thought my experience helping people with ADD would

help me understand the nature of the apartment manager's job.

Q. How do you mean? Well, did you know that for every 60 seconds that your brain is focused on one task or conversation, it refocuses elsewhere for another 20 seconds? So, during a typical day, an apartment manager is pulled in so many directions that certain tasks do not always get her full attention. As I talked to new prospects, I used what I knew about the disorder to revert their attention back on topic.

Q. That's interesting! Tell me again, what we were talking about? ... Just kidding! In your former career, you targeted apartment communities. Who is your target market at the Free Press? I've actually come full circle in the last decade. Recently, I have been put in charge of all advertising sales related to the Free Press' new apartment and real estate directory. I'm very excited about the new challenge – and reconnecting with some of my old accounts!

Q. Where do you go to meet people who may be in your contact sphere? I'm active as a board member of the Women's Council of Realtors, as the group's hospitality chair. That means I greet people at events, welcome new members and send cards and gifts to commemorate milestones in our members' lives. I am also the co-chair for the Sales & Marketing Council of the Toledo Home Builders' Association. In this position, I am in charge of educational seminars and other events, including the annual SAM (Sales & Marketing) Awards.

Q. You're one busy gal. Do you have time to set and accomplish goals? One of my personal goals was to buy my first home by the time I was 35. I'm happy to say that I will close on my house in December, a full two months be-



fore my 36th birthday!

Q. That's reason to celebrate! What other accomplishments are you proud of? I still hold the record at Alliance (Ohio) High School for the longest shot put. My distance is 40' 10", set in 1988. That's 20 years ago next year!

Q. That's really cool. Are you still interested in sports today? Yes. Growing up in the Canton area, I have always been a big Cleveland Browns fans. Back in high school, whenever I heard the crashing of helmets and the big "hu-ah," I would get revved up! Contact sports are great. I love boxing – especially Oscar De La Jolla.



Q. I don't know much about boxing, but I do agree: La Jolla is fun to watch! What else do you do for fun? I am looking forward to going to the Bahamas with my family and boyfriend Tim next week. In the spring, my Dad has planned for all of us to cruise to Dubai. We will also visit Mumbai in India as well. I usually don't do that much traveling!

Q. If world traveling is not your claim to fame, what do you think your greatest skill is? That would be helping people feel comfortable in uncomfortable situations. When I worked at Globe Furniture, I remember one Owens-Illinois exec who I helped to find a temporary apartment while he was on assignment in Toledo. He told me, 'You have done a great job of putting me at ease. I was not looking forward to today, but you have made driving around with a stranger for four hours very easy!'

Thanks, Jennifer. It was a pleasure getting to know you better. I am looking forward to having coffee with you soon so that I can learn more!

-Leasa Maxx, Maxx Grafix

LUNCH TIME THANKFULNESS

At the November CN member lunch, the question of the day was, "What are you most thankful for?" Below you will find some of the answers given that day. Consider these conversation starters. Give the member a call to schedule a one to one meeting to find out more!

Mark Abramson is happy that his son is tougher than a car.

Dave Achen was happy that he was able to have both daughters in town for turkey day.

Tracy Cox mentioned how much she now values good health, now that her husband is back to work from his illness.

Louise Kahle said that she was thankful for good health, her husband, good friend AND beauty products!

Barb Kolasinski smiled about her 92 year-young mom and her 6 month-old grandbaby.

Lisa Litalien is thankful that her father immigrated to the United States and she also is thankful for her wonderful daughter.

Smokey Smoktonowicz is happy that his wife's health has improved.

Jody Zink is so thankful for chapstick, coffee and moisturizer!

Terry Williams -- well, you'll just to ask Terry. But Mike Williams is thankful for his partner Terry who keeps him on his toes!

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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)

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