

A monthly publication of Certified Networker of Ohio, Ltd.
Evolving a community of profitable referral partners

Dates to Remember

January

Toledo Lunch	15
Toledo Preview	18
Findlay Preview	22
Archbold Preview	23

February

Int'l Networking Day	5
Cincinnati Preview	12
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Where is CN Giving Networking Presentations?

January 8: Rort Management, Debby

January 24: Sylvania Chamber Networking Breakfast, Debby

February 5: Fresh Brewed Findlay

February 5: Owens Community College Graphic Design Students, Jennifer and Leasa

February 7: Monroe HBA, Debby

February 8: Toledo Board of Realtors, Leadership Academy, Debby

February 8: Stautzenberger College Commencement, Debby

Oh, what a (profitable) web we weave

Have you ever brushed off the answer to the question, "How can I help you?" It may be a simple question. But, it can weave a powerful web of connections that can net you profitable outcomes – if you can answer in certain terms. Here's one story that explains how.

It's all black and white – ink, that is.

Having sent news releases and even interviewed Michael Miller for a presentation on garnering positive publicity, it was fair to say that I had a C-level (credible) relationship with the Toledo Free Press (TFP)

Editor-in-Chief. My long-time acquaintance and newfound CN friend, Ellen Critchley (Critchley Creative), on the other hand, shares a love of politics and debate with Michael, who sometimes mentions her name in his weekly column. Michael and Ellen share a strong, P-level (profitable) relationship.

One day earlier this fall, Ellen asked me the fabled question. I had a specific response: I needed to strengthen my connection with Michael in order to successfully pitch a story about one of our nonprofit clients, Open Door Ministry.

(Here's where the web starts to unfold. Pay attention.)

Open Door Board Secretary Joani Dononan, LMT, also a fellow CN grad, had retained Maxx Grafx to bring attention to Open Door's mission and attract more donations to the organization.

Meanwhile, through Jennifer Anderson, CN graduate and member of my referral-based networking group, I learned that the Toledo Free Press had planned a special philanthropy section in the November 11, 2007 issue – a

continued on page 4

Dyane Gaylord remembered as mentor

CN Grad Dyane Gaylord passed away November 6 after a brief battle with cancer.

Dyane was a 30-year veteran of the real estate industry and active in the Perrysburg League of Women Voters. Known as a mentor, two certified networkers had direct contact with Dyane.

Deb Hornstein, The Danberry Company,

remembers Dyane in this way, "The only thing I can say is that Dyane was a joy to be around. Full of life, love and laughter, and a blessing to all whose lives she touched. She was a

wonderful person, friend and mentor to many. We will miss her *spark*."

Kelly Elton, Bittersweet Farms,

worked for Dyane as she was learning to be a Realtor®. Kelly says, "Dyane was an amazing mentor. She treated me so well that I felt like her daughter, not an employee. She was kind, gentle, caring and professional. She gave freely of her own industry knowledge and she brought a depth of wisdom from her father who had helped to start a real estate company in the area." Kelly continues, "When she was doing all this,

Dyane was also part of the sandwich generation handling aging parents and her daughter's illness. Even with all that going on, she kept her staff fully in her mind."

At her CN graduation, Dyane's husband, Hugh accompanied her. That evening, all attendees were asked to write one word on our nametag to describe us as individuals. Hugh wrote, "Dirt." He later explained that he sells dirt as a Commercial Realtor. Dyane surrounded herself with people from the real estate world and there are many who are missing her dearly.



Read about Jeff's team.

Find out what our grads are proud of.

It's Horntootin' Time!

Marcia Russell, St. Lawrence Carpet Cleaning, continues to celebrate 30 years in business. She and her husband, Bill, started their business on July 7, 1977 with a carpet cleaning machine, a part-time employee and no knowledge of carpet cleaning. Since then they have become certified in water damage restoration, spot dyeing and carpet repair. Networking has changed their perspective on running the business and has definitely increased their sales.

Michael Temple, Temple Development Company, won the international Emerging Media Award - 2007 Summit EMA for web development for the Gorillas and Gazelles website. There were more than 600 entries, with only 10 percent of them receiving recognition. The winning criteria were based on design, marketing effectiveness and effective use of technology. The project was done jointly with another CN member, **Glenn Maxwell of Nexus Enterprises**.

Angela Crosby, Occupational Care Consultants, was recently elected to the Eastern

Maumee Bay Chamber of Commerce board of directors.

Jeff LaCourse, Perrysburg High School head hockey coach, reports that his team has begun the season with an 8-2 record and is 2-0 in league play. They finished second in a Thanksgiving tournament in Cleveland. Jeff also was a guest on the BCSN show "Ice Check," which covers local hockey.

Dr. Tom Baur, New Life Spine Center, has been appointed director of Healthy Toledo, which is the region wide effort to help a 1000 people achieve natural weight loss and better health through whole food nutrition and lifestyle changes.

Dee Appt, Nikken, gave a presentation titled "A Holistic Approach to Health and Wellness" to the Grand Court Senior Living Facility for Older Adults in Adrian, MI on November 20. The group of ten had so much fun that the hour passed quickly. Dee was also asked to come back to talk with these young-thinking seniors, who are all over the age of 85 plus one over 100.

Peggy Mathews and Peg

Buda, both **Shaklee** distributors, were excited on November 20 when on her famous "Favorite Things" show, Oprah described the Shaklee Get Clean Starter Kit as "the perfect gift for someone who likes cleaning and also likes to help the environment."

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Fred Schmits, Mobile Lube On-site Oil Change Services, is celebrating one year of business operation. He says, "What a year!"

.....
Kelly Elton, Bittersweet Farms, announces that she and her husband have welcomed baby number three into their home. Little Zachary Anthony was born October 24 weighing 7 pounds, 2 ounces and measuring 21 inches. He joins two, big sisters.

Amanda Ballard, Heidelberg College, along with her husband, are excited about the birth of their firstborn son, Gavin Isiah, on December 11. He weighed 8 pounds, 3 ounces and was almost 21 inches.

A Preview of Great Things to Come in 2008



Train your referral sources to give better referrals

What if you could help someone be better at helping you achieve your business goals? Having that person or people trained in the Certified Networker (CN) course will assist you in gaining the types of referrals you need.

It's easy to introduce your referral sources to CN; just invite them to a course preview. When you attend with your guests, you also can help them understand how CN will benefit them too.

After all, you'll be able to give them better referrals once they train you!

There are four CN previews from which to choose:

Jan 18 – Davis College, Toledo, 8:30 – 10 :30 am

Jan 22 – Extended Stay Suites, Findlay, 11 am – 1 pm

Jan 23 – Northwest State Community College, Archbold, 3 – 5 pm

Feb 12 – Clermont College Training Center, Cincinnati, 11 am – 1 pm.

As always, preview registration is required.

E-mail debby@certifiednetworker.com.

Send Cincinnati registrations to gjm@techgra.com.

Spotlight on Networking Groups

If you are a morning person, here's a wake-up call for you! There is an exciting networking opportunity for those who offer goods and services to the greater Anthony Wayne area. We are not an "alarm" but we are AWARE –Anthony Wayne Area Referral Enterprise.

AWARE was formed about a year ago with a twofold focus: to bring professionals and business owners together and to inform the Anthony Wayne community of the goods and services we have available. By keeping consumer dollars in our community, we foster a strong economic environment for all of us.

Our breakfast group encourages the building of professional relationships by providing a relaxing and

informal setting. Although referrals are encouraged, the group is not necessarily referral driven, but a diverse group of professionals who use this time for sharing and educating one another about what we offer.

Information is shared about businesses and industry trends as members are encouraged to give ten-minute presentations about their businesses or organizations. Often times, helpful suggestions and advice are given to a concerned member who is seeking to grow or market her business. Guest speakers are also invited to address the group by offering insights into business management and networking techniques.

AWARE also has a focus on community awareness and

strives to have a presence in the Anthony Wayne area. We promote through displays and participation in community events. We invite community business leaders as guest presenters to keep us informed on economic development and trends as this area of Lucas County continues to grow.

AWARE meets the second and fourth Wednesdays of the month from 7:30 a.m. to 8:30 am at Chowders 'N Moor in Waterville. AWARE does not charge annual dues, but we collect a \$2.00 meeting fee to cover any expenses the group may encounter. Breakfast is paid individually.

So wake up with AWARE! Your business will love you for it!

~Linda Kuns,
State Farm Insurance



AWARE brings Anthony Wayne area professionals together.

Dangerous Popularity

This time of year is full of year-enders, holiday parties, and other networking events. Each can be a great opportunity for us in our roles as networkers. For those of us who have really begun to extend our networks, though, a subtle danger arises – too much popularity.

This happened to me recently at an open house for one of our local hotels. I showed up early and spent the entire evening chatting with people. I patted myself on the back the whole time, thinking what a great networker I had become. It wasn't until I got home that I realized that, in fact, I had spent the entire time talking with acquaintances and friends and almost no time meeting *new* people or making introductions among

the people I knew. I didn't even come close to meeting my goals for the evening.

So, how can I avoid this problem in the future?

First of all, of course, I should have set a much clearer goal. I'll admit that I had only a nebulous goal to "meet people." I know that for me, at least, a specific number works well. That's a good first step, but how do I deal with my friends who just want to chat? Of course, I don't want to put them off, but spending even fifteen minutes with each person will eat up an evening pretty quickly.

One possibility is just to explain the situation to them. "Bob, it's so good to see you again. I would really like to

spend some time chatting with you, but I made a promise to myself that I would meet at least three new people before I relaxed. Can we get together in about thirty minutes?" That would put off very few people. Even better would be to enlist them in the effort. Who do they know whom I should meet? Whom do I know that would extend *their* network?

Knowing others and having them know (and like) us is part of the ultimate goal of networking. Being aware of the potential pitfalls of such popularity, and making plans to deal with those disadvantages will keep us on the road to an extensive and constantly re-energized network.

~Greg Peters,
Cyber Data Solutions

"It wasn't until I got home that I realized that, in fact, I had spent the entire time talking with acquaintances and friends and almost no time meeting new people or making introductions among the people I knew."

How connected are you to people? Sometimes we don't even know the depth of our networks.

Weaving Webs, cont'd from front page

perfect venue to showcase the Open Door's commitment to helping drug- and alcohol-addicted men gain recovery.

Ellen obliged my request by e-mailing Michael a snapshot of my idea for the Open Door story. He agreed that it was a good fit for TFP readers and assigned freelance reporter Brandi Barhite to write about our client. I provided her with a fact sheet and arranged interviews and photography opportunities with the appropriate people involved with the Open Door.

Then, the web expanded and grew stronger. During our conversation, Brandi and I discovered that she knows my brother, Don Lee, with

whom she had worked at the Sandusky Register. She was a star reporter there, and Don is still an editor and cartoonist. Brandi and I instantly bonded – and through our mutual association -- quickly went to a high C relationship. Over the next several days, that connection moved to the P stage, culminating when the four-page article was published in TFP's Legacy Section.

The experience was positive for my client and me, obviously. The same can be said for the freelance reporter. As Jennifer Anderson tells it, Michael Miller continues to ask Brandi to write compelling feature

articles for Toledo's top weekly newspaper.

The icing on the cake? Later, Brandi wrote to tell me that she showed the Open Door article to her grandfather, who told her that he has donated to the Open Door for years. Open Door's board members have also hired Maxx Grafx again to manage their direct mail efforts.

If you'd like to learn more about weaving profitable webs, let's get together to chat. I can tell you about this tool and others taught in the Certified Networker course.

~Leasa Maxx, Maxx Grafx

How Many One-to-Ones in a Year? (One is the loneliest number)

"As we know from our CN training, the first meeting is just the beginning. It takes time and more meetings for the relationship to develop to a trusting level."

Many members of our Certified Networker (CN) community know that I teach the **Membership Success Program (MSP)** for BNI. This is a two-hour training that helps new BNI members get a quick start on being productive members.

What always makes me smile during this training is the answer I receive to the question I always pose during class. "When you are setting goals for what you need to do in order to achieve the results you want, how many one-to-one meetings will you do with your members next year?"

It never fails that if a class participant has 20 fellow members in their chapter, they say that they will do 20 one-to-ones; or if there are 12 members, the answer is 12 one-to-ones. I'm sure you can guess the answer if the chapter has 40 members.

Even though the phrase "one-to-one" signifies how many people are at the appointment (two), many people think it signifies meeting with each member once. As we know from our CN training, the first meeting is just the beginning. It takes time and more meetings for the relationship to develop to a trusting level.

For those of us in referral networking groups, we need to think about which members we want to meet often. They typically will have similar prospects to the ones we want. They may also have a very helping attitude. We will want to meet with them more often to train them to give us the referrals we want. I realize that we CNers know the benefit of meeting one-to-one. Let's not make a mistake and only meet with each person only one time.

~Debby Peters

Member Spotlight: Gary Thompson

Find a busy man and you'll find Gary Thompson. For the past two years, Gary has been the executive director of the Oregon (Ohio) Economic Development Foundation. He says, "Really, this job is all about using CN principles. In fact, I am very proud of one project, Reiter Automotive, with which we have been involved. Reiter has been in Oregon for a number of years. About ten years ago the then plant manager told the mayor that his job was to shut the factory down. And, that was his attitude too. Then a new guy came in, Tony Pescara, and what Reiter didn't know was that Tony had grown up in Oregon. He knew the benefits the area had to offer and went to bat for us." Gary continues, "He had a major challenge, though, because there was another Reiter plant in Pennsylvania working with Ford. They already had the relationships and felt that they should be the ones to get the new contract to supply Ford. Tony did a great job, especially selling the idea of location, with Oregon right in the middle of everything."

As good as Tony was, he ran into some roadblocks and approached Gary to help remove the hurdles. Gary

says, "Within three or four days, we had gotten the city, state and county to figure it all out. Once we listened to the company, we also found out that they were worried about being able to train the workers. We found about \$500,000 in training grants and put together a \$3 million package that included energy credits too. So not only did we **not** lose jobs, but we retained a valuable asset in our community. I'm really proud to have helped out with that."

Gary adds, "You know this is the story that the newspapers writes articles about, but what I am feeling really good about is the excitement that members of our foundation are feeling about Oregon. I know it's not just me, but I like being part of it."

Father to three young boys, ages nine, four and three, Gary proudly admits that he can change a diaper in 36 seconds! His wife, Dawn, teaches at Clay High School and is also getting her master's degree. He'd like to spend a little more time coaching his son's athletic teams. After three back surgeries, he feels like he can take that on. Also, he plans to begin swimming to help strengthen his back. He does add that he is able to

do 50 pushups, so he's still in pretty good shape.

Gary says, "You know CN helped me to get started in my current position. I was working for a company in Farmington Hills doing business development. I decided to get a group of like-minded people together to see how we could help each other. Really, it was practice for this job. Another thing that I think CN does is to help with career development. I always tell people that if they are not managing their own career, *then no one is doing it!* The CN principles of relationship development sure do help with that."

Gary belongs to NORED (Northwest Ohio Regional Economic Development), which is really a lobbying group that can use the strength of the whole group to get attention from the powers that be. He also teaches Junior Achievement to first and second grade students. Gary is a member of the Eastern Maumee Bay Chamber of Commerce and serves on BP's Community Advisory Panel.

As said before, find a busy man, and you'll find Gary Thompson.

~Debby Peters



Father to three young boys, Gary proudly admits that he can change a diaper in 36 seconds!

Where's Waldo? (Or Kevin or Mary or Cheryl or Barry)

Who is missing? That's the question recently asked by members of the Certified Networker Board of Action. They want to get all CNers actively involved. One focus is the lunches. We are currently numbering about 30 to 35 community members in attendance. Not all the same people come to the lunch

each month, so probably there are about 50 to 60 people who attend from time to time. Help the BOA by calling a former CN classmate and inviting them to lunch. Our community is all about helping, and your CN connections will reap the benefits by getting to know other CNers from classes

other than their own. Those who meet with a CN member during the month will be allowed to put their name into a drawing at the lunch. The winner will receive a certificate for a free lunch for sometime in the future. Stay connected. Everyone wins!

Thanks to **Leasa Maxx** for editing this month's newsletter.

Participant Registration

Part I

Sponsored by: _____

Course Location: _____

Date of Course: _____

Part II

Name: _____

E-Mail Address: _____

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 1st month in which the class begins, with remaining payments being taken out monthly on the 1st of the month.)

_____ Option 1 (\$1299 - Check, VISA, Mastercard)

_____ Option 2 (6 monthly payments of \$226 - Credit Card Only)

_____ Option 3 (18 monthly payments of \$79 - Credit Card Only)

----- **New for 2008, Option 4 Non-profit rate (\$799 – Check, VISA, Mastercard)** -----

Credit Card Information: (Circle one) - VISA Mastercard

Card Number: _____

Exp. Date: _____

CID #: _____

Signature: _____

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

Fax form to 419-833-1566 or send to PO Box 1121, Perrysburg, OH 43552. CANCELLATION POLICY: Cancellation received less than 14 days prior to the course start date will incur a \$100 processing fee.


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