

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

## Dates to Remember

### February

Int'l Networking Day	5
Cincinnati Preview	12
Toledo Class Starts	15
Toledo Lunch	19
Cinci Class Starts	22
Findlay Class Starts	26
Archbold Class Starts	27

### March

Toledo Lunch	18
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## Where is CN Giving Networking Presentations?

February 5, Fresh Brewed, Findlay, Kendra Saldana

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

## Contest Time – International Networking Week

Have you ever wondered if all those one-to-one meetings you have with others pay off? We in the CN community know that the time spent with other people, finding out about what makes them tick and also how we can help them, does give a return in the end.

Right now, you can gain an even better chance at a return on your investment of time. From February 4 – 8, you can track your one-to-one appointments at the CN website ([www.cnpofohio.com](http://www.cnpofohio.com).) The person who is able to have the most meetings during this time will win a \$100. Of course, we are using the honor system.

International Networking Week is an initiative of BNI but it is not limited to that organization. The goal of the week is to celebrate the key role networking plays in the development and success of business across the world. Globally people will be using this time to foster new relationships and strengthen existing friendships with people from all walks of life.

This is the second annual one-to-one contest sponsored by CNP of Ohio. Last year the competition was strong. **Kathy Stringham** won with 29 meetings during just three days. Three other CNers, **Dawn Belzung, Sue Greene** and **Lisa Olvera**, were chasing Kathy right to the



appointments each. This year the contest has been extended two extra days which will give everyone more time to schedule those important appointments.

Bring others to this contest. Tell your networking group, members of your chamber, government officials or those in community service. While this is a CN project we want as many as possible to take part. Last year there were about 30 people participating. Let's double that number this year.

## The Inside Story of Giving

Making connections to give money away is not as easy as you'd think. The committee responsible for the CN *Evening with Masters* fundraiser chose literacy as the theme and we wanted to donate the proceeds to three local non-profit groups whose missions were similar. We easily lined up the Way Public Library Foundation in Perrysburg, and **Lisa Laskey** connected us with the Aurora Gonzalez Center as the second beneficiary.

The challenge came with the third non-profit. Then the universe gave us an answer. In September, rain and the resulting flood put a large portion of Findlay (OH) underwater causing extensive damage to the

Findlay-Hancock County Public Library, shutting it down. It was Debby Peters who thought perhaps they might welcome some help.

Debby referred me to **Mary Simmons**, of **Modern Woodmen of America Insurance**, a graduate of Findlay's first CN class. Debby thought that maybe Mary could help us connect with the library. We couldn't just call them because of being closed.

When I called Mary, she said she'd once met Sybil Galer, the library's executive director and doubted that Sybil would remember her. She said she'd see what she could do.

Less than 48 hours later I was on a three-way conference call with Mary and Sybil. Sybil was thrilled with our idea claiming it was the best thing that had happened to them since the flood. She agreed to receive donations, attend the event and help promote it.

In December we presented a check to Sybil at an event in Findlay. Networking connections may seem fleeting when you first meet someone, but we should all give ourselves more credit for being memorable. Thanks to Mary Simmons for helping us to make a link with the Findlay Library, which has opened once again.

~Sandy Pirwitz  
Sandy's Stuff for Women

### It's Horntootin' Time!

**Your Board of Action helps to manage our ever growing CN community. Please tell these members thanks when you get a chance.**

**Jennifer Alford**  
Creative Financial Partners

**Dave Achen**  
Brennen Financial

**Julie Cantu**  
NWORestaurant.com

**Doug Clark**  
Fifth Third Bank

**Joani Donovan**  
Ultimate Body, Mind and Spirit

**Arlene Gerig**  
Re/max Preferred

**Sue Greene**  
DiSalle Realty Company

**Karen Kiemnec**  
Stampin' Up

**Julie Kuney**  
Comfort Keepers

**Linda Kuns**  
State Farm Insurance

**Jeff LaCourse**  
Summer Breeze Travels

**Leasa Maxx**  
Maxx Grafx

**Nick Nigro**  
Davis College

**Sandy Pirwitz**  
Sandy's Stuff for Women

**Jennifer Vaneckhoutte**  
Interior Design, Davis College student

**Angie Weid**  
Organized Solutions

Recently, **Phil Bollin, Bollin Wealth Management**, completed his Certified Financial Planner certification coursework at Boston University. Next he will sit for a 10 hour exam to earn his CFP designation.

**Angie Weid, Organized Solutions**, is excited to have been featured on CBS-WTOL morning show "Your Day" in a segment asking people to send in their messy rooms and get organized. The initial segment ran in December and she will be returning with the before and after story of one family's home office make-over. She was also featured on ABC-WTVG in their "People, Places and Things" segment discussing briefly the benefits of getting organized and demonstrating how to organize a coat closet in under 10 minutes. Look out Oprah!! Here she comes!

**Tami Norris, NW State Community College**, recently became a Microsoft Certified Application Specialist (MCAS) Instructor. To achieve this certification a person has to successfully complete a series of tests on Microsoft Office 2007 and Vista and has to have proven instructional skills. According to the MCAS Instructor Directory, she is the second person in Ohio and the first in Northwest Ohio to complete all steps of this certification.

**Jessica Husted, Lamar**, is counting her blessings. Hubby, Matt, just took a new job as an assistant baseball coach at the University of Michigan. Since it's so close, they don't have to move, although they are considering a slight location change to be more in the middle of each of their jobs.

Ellen Rohr, Bare Bones Business and former keynote speaker at the 2005 WEN Conference, has asked **Marketing Goddess**

**Rebecca Booth**, to join her on Ellen's free monthly Business Building Teleseminar. Rebecca has been asked to talk about marketing in general as well as her Marketing in a Box ToolKit. Rebecca invites all CN grads to listen in to this free teleseminar. It's slated for Tuesday, February 19 at 4 pm Eastern time. To sign up, go to Ellen's website: [www.barebonesbiz.com](http://www.barebonesbiz.com).

**Michael Temple, Temple Development Company**, will be featured in a one hour interview on a syndicated Internet based radio program February 7. Michael will be discussing Internet marketing and email marketing with the host. If you are interested in hearing the program please email Michael at [michael@web2gold.com](mailto:michael@web2gold.com) and he will send you information to get access to the show.

**Mary Lou Vargo** just celebrated her 30th year anniversary at **National City** on January 9! Mary Lou says, "time flies when you havin' FUN!"

**Bob Link** is being trained to be a certified records maintenance representative. This will prepare him to demonstrate the ability of **Stevens Records Management** to store records in a HIPPA approved climate-controlled facility. Bob continues to be one of the top three sales people in the company due to his affiliations with CN, BNI and WEN.

Did you see who took a dip in the Maumee River on New Years Day? Despite blustery winds, a temperature reading of 27 degrees, **Jeff Pettit, Artistic Memorials**, took the Polar Bear plunge into the water for the first of what he hopes will be an annual adventure. This was his way of kicking off 2008 with a bang! Maybe next year he

can get some fellow CNers to join him. Does he have any early takers?

**Dave Achen, Brennen Financial**, qualified for the 2008 New England Financial Leader's Conference based on 2007 calendar year production. He ranked in the top 3% nationally for the entire company. Dave and his wife, Claire will celebrate his success, June 9-12, 2008 at the Rio Mar Beach & Spa in Puerto Rico.

**Louise Kahle, Take The Time: Image Matters!**, was the early bird speaker at the January REIA (Real Estate Investment Assn.) meeting.

**Joe Francis, Data Service Center**, reports that they have had a brochure makeover. Mike Green of Green Design and Marketing did a phenomenal job in creating it for them. Also, Joe had his biggest sales month ever in December. His closing percentage for 2007 was 84%, which he attributes to quality connections with BNI and CN.

**Nick Nigro, Davis College**, is a volunteer for *Let's Read - You & Me*, an early literacy program geared toward teaching young children and their caregivers the importance of reading. It is sponsored by United Way and NBC 24. He goes out to local childcare facilities as a guest reader. Nick typically reads to two or three groups of children per visit. He so enjoys this monthly adventure and would encourage other CNers to volunteer to be a guest reader.

**Debby Peters, CNP of Ohio**, was honored to be asked to be the speaker for the February graduation for Stautzenberger College to be held at Loudres College.

## Spotlight on Networking Groups - TNT

Have you heard of TNT? It is not dynamite, as you might think. You will find however that this TNT group has experienced some explosion in membership during the past year.

TNT, Toledo Networking Team, is the brainchild of CN grad, **Linda Parker, Re/Max Preferred Associates**. The group has been meeting for about a year now on a monthly basis. The original goal, when started, was to meet and network on a regular basis without spending a lot of money.

TNT's current goal is to promote customer service in each individual's area of expertise for the betterment of the community.

TNT meets monthly at breakfast time with the



only cost being the breakfast. Any new members considering joining TNT must attend two regular meetings before joining. There are guidelines for attendance and no more than one profession may join.

Currently TNT considers that they've made a great start and they are passing referrals. To learn more about TNT go to: [www.toledonetworkingteam.com](http://www.toledonetworkingteam.com). This might be the place for you in 2008.

~Arlene Gerig,  
Re/Max Preferred

One more item from Leasa Maxx's front page article in January's newsletter about the "Webs We Weave:"

Some time ago, Barb Kolasinski, Re/max Masters, and Leasa discovered their mutual Sandusky connection over coffee. They realized that Barb is helping Toledo Free Press writer Brandi Barhite find a house, and Brandi formerly worked for the Sandusky Register, the same paper that Leasa's brother also works for. As Barb puts it, "Not such a small world!"

## CN Board of Action's Goals for '08

**Your CN BOA is hard at work!** Read a few of the goals that each committee has set for '08.

### Graduate Assistant

#### Orientation – Sandy Pirwitz

1. The committee will register at least three grads into each orientation. They will also devise evaluation forms for the whole GA process.

#### Lunch– Sandy Pirwitz

1. January and July lunches will be set aside for grads to invite guests.
2. A system will be created to reward those doing one-to-ones during the month between lunches.

#### Member Connection –

*Jennifer Vaneckhoutte and Linda Kuns*

1. Active CN members will be encouraged to invite inactive members to monthly lunch.

#### Chamber Connection –

*Dave Achen, Sue Greene and Doug Clark*

1. Track the chamber to

which each CN member belongs.

2. Gain ten CN class registrations from direct chamber involvement.

#### Board Management – Doug Clark and Sue Greene

1. Gain a commitment from BOA members to meet with one non-CNer per month.
2. Recruit new BOA members.

#### Marketing – Jennifer Alford, Julie Cantu and Angie Weid

1. Create a list of prospects to send CN newsletter to each month.
2. Create a list of companies with training budgets.

#### Educational Preview –

*Jennifer Alford, Sandy Pirwitz, Jeff LaCourse, Leasa Maxx and Karen Kiemnec*

1. Have a minimum of 3 CN grads at each preview.
2. BOA members will address postcards for the previews at meeting.

#### Newsletter – Leasa Maxx, Doug Clark and Nick Nigro

1. Streamline editing process.
2. Make suggested enhancements to future issues.

#### Mixer – Arlene Gerig, Sandy Pirwitz, Nick Nigro, Jeff LaCourse, and Julie Kuney

1. Have average total attendance of 76 people at mixers for the year.
2. Average total attendance of 36 guests per mixer for the year.

This is only a small representation of what your board is doing for you. It takes considerable work to manage our community now numbering close to four hundred people.

#### What can you do? Ask a

BOA member for a one-to-one meeting (Do it during the contest and you can get credit!) and find out what else they plan for their committee and the help they might need. Being an active participant of the CN community is fun and profitable. We want and need your help!

*"The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work."*

~Oprah Winfrey

## Networking Events February

*Must be an invited guest to attend this event.*

**Feb 5, Sylvania Chamber of Commerce**, 11:30, Franciscan Center. \_

**Feb 6, WEN Bowling Green Meeting**, noon, Frickers

**Feb 7, Northwest Ohio Gerontological Association**, 3 PM, check [www.nogaonline.com](http://www.nogaonline.com) for location

**Feb 7, Sylvania Chamber, Business After Five**, 5:45 PM, South Briar Restaurant.

**Feb 8, EPIC**, 1<sup>st</sup> Birthday Bash, 7:30 PM Great Stanahan Hall, \$10

**Feb 11, WEN West**, 11:30, Loma Linda's

**Feb 12, WEN Semi**, 8:30 AM, Bedford Library, (MI)

**Feb 12, Monroe Networking Group**, (MI) Frenchtown Senior Citizens, Contact: Kathy Stringham

**Feb 12, Maumee Chamber of Commerce**, noon, Brandywine Country Club \_

**Feb 13, WEN morning meeting**, 7:30 AM, Clarion Hotel on Secor Road.

**Feb 14, Women in Communication**, 11:30 AM, Navy Bistro

**Feb 19, WEN Late afternoon meeting**, 4:30 PM, Fort Meigs Museum.

**Feb 25, WEN lunch meeting**, 11:30 AM, Clarion Hotel.

**Feb 26, Northwest Ohio Restaurant Association**, 4<sup>th</sup> Annual Progressive Dinner, 6 PM, The Docks, \$100

**Feb 28, Springfield Holland Chamber of Commerce**, 11:30 AM, Stone Oak Country Club \_

## Getting to Know the Group You Belong To

We've all used the GAINS profile to find out more about our networking contacts. It's a great way to learn about who they are and how we can help them. Have you ever tried to do the same thing with the organizations to which you belong? Certainly, going through the process might open your eyes to how you can better support the group. You also might learn about opportunities that you didn't even know existed.

**GOALS** – What's the organization's mission? Who does it serve? Maybe you know folks in your networks that either fit that profile or support the same people.

**ACHIEVEMENTS** – How has the group helped the community? Keep this in mind when you are telling others about the benefits of

being a member.

**INTERESTS** – Think of this as the fun stuff. In a person it's their love of sailing. In an organization, it might be the great year-end party they throw. Maybe they do a particularly good job on their annual golf outing. Perhaps they have a members-only event. Check out their events calendar. Maybe one of your contacts would like to join you.

**NETWORKS** – Often larger organizations will contain smaller groups within them. Serving on a board or committee can really make your participation pay off. What are all the opportunities available and how might they match with the skills you or your contacts bring to the table?

**SKILLS or ASSETS** – What

other possibilities does the organization offer? Are their special discounts for members? Do they have meeting rooms or hotel spaces available? What are the procedures to use them?

Taking a closer look at the groups in which you take part can increase your value as a resource and also can enrich your own participation. Your investigations and recommendations will bring you to the attention of those who lead these organizations. Quite often they are some of the best-connected people in the community. Sounds like someone with whom you should do a GAINS profile, doesn't it?

~Greg Peters  
Cyber Data Solutions

## Doesn't Everyone Want to be a Go-Getter?

Sometimes a book catches my attention, touching my heart and stretching my mind. I think I just might have discovered another one of those treasurers that I plan to read over and over again and share with others. And it's perfect for the CN community!

Our community philosophy is *giver's gain*; yet, for most of us the temptation to be a **go-getter** sneaks into our mentality as we try to make sense of being successful and getting ahead.

Allow me to introduce you to Bob Burg and John David Mann's newest book, **The Go-Giver**. This parable is the story of ambitious Joe who yearns for success. He figures the harder and faster

that he works, the farther ahead he's going to get only to find himself further away from the goals he's set. Sound familiar?

Desperate to land a key sale at the end of a really bad quarter, he seeks the advice of a legendary consultant, Pindar by name. Over the next week, Pindar introduces Joe to a crew of "go-givers": a restaurateur, a CEO, a financial advisor, a real estate broker, and the "Connector" who brought them all together. Sound familiar again?

Through it all, they share with Joe the **Five Laws of Stratospheric Success** and teach him how to open himself to the power of giving. And a valuable lesson

is learned: changing your focus from getting to giving – putting other's interests first and continually adding value to their lives – ultimately leads to unexpected returns.

This little story enhanced and affirmed my attitude of giving, a powerful business idea that is the foundation of the Certified Networker course. I had to finish it in one day. I absolutely loved the message and highly recommend this book to you for your reading pleasure. After you complete it, maybe we can sit a spell and share its wealth. Go get it!

~Nick Nigro  
Davis College

## Members Stories – Referral Partners

**Angela Crosby, Occupation Care Consultants (OCC)** and **Lisa Olvera, Corporate Intelligence Consultants**, noticed that their industries, drug testing and employee background checks, are two business services that compliment each other very well. They began to notice that they were marketing to the same industries and many times the same companies. With both Angela and Lisa being CN grads, they realized that they could each market the other while at their individual appointments. One day Lisa called a prospect to schedule an appointment and the prospect asked about pricing for drug testing. Lisa says, "I told her that we didn't do drug testing but I had someone that I could refer. I mentioned both OCC and Angela, gave a brief overview of their products and then out of the blue, I said 'I want to use your time in the best way. Would you consider having both Angela and I come in at the same time to make one presentation with your management team?'"

Lisa continues, "She thought it was a great idea. Angela and I each talked about our services and how we had many clients that were using both of us. The presentation went really well that day and the potential business turned into a client for each of us."

Angela and Lisa see the benefits of presenting together. In the past two months they have co-presented on five appointments. Here are some of the benefits that they say they are getting from this tandem effort.

- They learn more about each other's products and services.
  - They are more powerful together than alone.
  - They use the potential client's time more wisely; a one stop shopping trip.
  - They give endorsements for each other at the appointment.
- After the appointment they help each other by giving constructive advice to help sharpen their sales skills.

Lisa and Angela take their partnership seriously and value each other's expertise. It helps that they have the support of their management teams, also. They both say, "It took a lot of hard work to refine the process, but it is well worth it. Together we are getting into companies that we might not working alone.

Who is your referral partner and are you working in the same successful way as these two CN grads? This is an example of using the CN material to its maximum advantage.



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*"I want to use your time in the best way possible."*

## What Are You Giving to Your Group?

**Most of us belong to one or two networking groups.** It's the beginning of the year. What are your plans for helping the group to be successful or better as a result of your contribution.

Will you bring guests to each event?

Will you recruit members during the membership drive?

Will you buy a ticket for the annual event?

Can you recommend and even sponsor a speaker for your group?

All of the above suggestions are fairly easy to do. All it takes is advance planning.

Being an active, supportive member means doing more than just sitting in the seat. If

you want the other members to remember you and talk about your helpful attitude with others, you have to be active in your participation!

Review your groups right now. What three or four steps will you take this year to help the group be even better? Without a plan like this one, you can bet nothing will happen. *It's your job to invest your self in the group.*

Thanks to **Nick Nigro** for *giving* to CN by 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 LD 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 (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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[www.cnpofohio.com](http://www.cnpofohio.com)

and comment on our blog at

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