

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

Dates to Remember

June

Preview, Toledo 11
Toledo Lunch 17

July

Preview, Findlay 15
Toledo Lunch 15
Preview, Toledo 18
Birthday Celebration 27

Number of
members of the
CN community

407

Where is CN Giving Networking Presentations?

June 3, Fresh Brewed,
Findlay, Debby

June 5, The Outlook
Group, Chicago, Debby

June 9, UT Center for
Family Business, Affinity
Group, Debby

June 10, WEN SEMI,
Debby

Contact us if you'd like
one of the instructors to
speak about networking
to a group that you are
connected to.

CN Class

Start Dates

Aug 22, Findlay

Aug 29, Toledo

Sept 5, Cincinnati

Sept 17, Archbold

Blow the Walls Down

Wow! Do we know how to throw a party? Eighty-one people showed up on May 6 at our new graduation location, **The Victory Center.** **CN Grad Robin Isenburg** is the Executive Director of the center and graciously offered this setting.

With a few more people we would have needed to push out the walls but, luckily, those in attendance did fit. As we looked out over the crowd, it seemed that everyone was talking and generally having a networking good time. Perhaps the "elbow rubbing" happened because the elbows were closer together.

Certainly networking is a part of our graduation evenings, but the real focus is on our newest grads. That evening we had two classes of students to welcome to the CN community. The nine students came from two classes, held in Toledo and Findlay.

Emcee, **Allison Adkins, Knight Crockett Miller Insurance**, asked each student to tell us what they got from their class series. **Zo Redman, State Farm Insurance**, and **Avis Files**,

The Cherry Street Mission Ministries, related that the course helped them to find the "spark" in their work that gave them new energy toward their work.

Rebecca Booth, Imagine That!, was the graduate assistant for Jennifer Alford's Toledo class. **Fred Schmits, Mobile Lube**, ably supported Debby Peters with her Findlay class. Each GA was charged with choosing the MVP of the class. Rebecca indicated that while it was very close, **Sasha Wright, USB Financial**, earned the



recognition with her final project, the Word-of-Mouth Business Acquisition Plan. Fred shared that his choice **Larry Nold, Seymour & Associates/Mass Mutual**,



gained top berth because of Larry's understanding of a

target market how best to use it.

Those also receiving their certificates that evening were **Paul Davis, Attorney, Kelly Palenske, Costco**, and **John Risner, Edward Jones**, from Toledo and **David Clinger, Wellness Center for Therapeutic Bodyworks and Massage, Jim Knott, BNI Assistant Director**, and **Lisa Smith, State Farm Insurance**, from Findlay. As these students officially were accepted into the CN community, they brought our number of graduates to 400.

Recently, this reporter met with someone who said, "I can always tell when I'm talking with a CN graduate; they are more focused and typically end the meeting by verbally summarizing what they are going to do for me." We all can make a difference in the way Ohio does business. This group of students certainly sets the tone for being helpful and focused. Only good can come of this.

~Debby Peters

Many CN Previews Scheduled

One way many students first find out about CN is by attending a FREE, two-hour educational preview.

Because the experience helps people to make a decision about enrolling in the CN class, we have planned several previews for the coming months.

In Toledo:

June 11, 1-3 PM
July 18, 9-11 AM

In Findlay:

July 15, 11 AM-1 PM

In Archbold:

August 8, 9-11 AM

In Cincinnati:

July 11, noon

Please let your friends know if you think they could benefit. Those who want to attend must register in advance to ensure that a seat is reserved. Even if the CN prospect decides not to register for the class series, they will still gain valuable information at the preview.

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.

Allison Adkins
Knight Crockett
Miller Insurance

Jennifer Alford
Creative Financial
Partners

Dave Achen
Brennen Financial

Julie Cantu
NWORestaurant.com

Joani Donovan
Ultimate Body, Mind
and Spirit

Arlene Gerig
Re/max Preferred

Sue Greene
DiSalle Realty
Company

Karen Kiemnec
Stampin' Up

Linda Kuns
State Farm
Insurance

Jeff LaCourse
Summer Breeze
Travels

Leasa Maxx
Maxx Grafax

Nick Nigro
Davis College

Sandy Pirwitz
Sandy's Stuff for
Women

Jennifer Vaneckhoutte
Interior Design,
Davis College
student

Angie Weid
Organized Solutions

David Bodner, Seymour & Associates/Mass Mutual, competed in several Toastmaster contests this spring. At the club level, David led the Anthony Wayne Toastmasters by taking first place in the International Speech contest and the Evaluation Contest. He also represented his club at the Area and the District 28 Regional Contests, where he won first place in the Evaluation Contest and second place in the Speech Contest.

Kathy Stringham, Coffee News, recently attended the Coffee News Spring Sales Conference in Scottsdale, AZ. Over 100 franchisees from the United States, Canada, New Zealand, Slovenia, Sweden, South America, Mexico and Venezuela attended the conference to celebrate Coffee News' 20th year. Kathy reports that, in May 2008, Coffee was featured in Entrepreneur Magazine as one of the top 110 franchises.

Beth Holt, Holt Roofing Company, which has been in business since 1947, and Dianne Brunner, president of **Davis College** in Toledo, were two of four companies given Torch Awards for Marketplace Ethics by the local Better Business Bureau. The awards recognize high standards of ethics and conduct.

Jennifer Vaneckhoutte, interior design student at **Davis College**, received third place in the Davis College art show with a mixed media piece featuring a vintage lamp.

Karen Kiemnec, Stampin' Up, shares that as a result of a one-to-one with Lori Brandt, that Lori is now a Labede Instructor. This gentle exercise class is the other part of what Karen's business offers. Since there were no other instructors in

the area, she could only offer so many classes and it was difficult for her to go on vacation. Now Karen will have Lori to rely on.

Allison Adkins, Knight Crockett Miller Insurance, received the designation, Certified Insurance Counselor, CIC. She was able to complete the accreditation process in two years and is very excited to have achieved this.

Sandy Pirwitz, Sandy's Stuff for Women, helped **Ellen Critchley, Critchley Creative**, and a member of St. Andrew's Episcopal Church, to host a very successful spring style show. Nine parishioners and two guest pregnant women modeled casual, business and dressy outfits with coordinating shoes, jewelry and handbags. Over 100 people attended, including several CN members. Over \$1,000 in proceeds were achieved. Going full circle, thirty percent of the proceeds were used to purchase \$25 gift certificates to Sandy's store, which were presented to the YWCA for women who need clothing for job interviews and other work-life needs.

Matt Lee, Accessible Renovation, will be the general contractor and construction manager of the New Perrysburg Tennis Centre. They are also providing services to manage the construction of a new accessible baseball field in Northwood for the Miracle League. This field will consist of a rubber overlay with the infield and bases differentiated by color. It will also have dugouts and bleachers so those with disabilities can experience the thrill of the game of baseball. Matt reports that they are doing this while continuing to provide "construction solutions for more graceful living" for a very specific client base.

Lori Powell, State Farm Insurance, was the Flag City Online business spotlight last week. **Debbie Jones**, who also works with Lori, was on the video. She was so nervous, but did a great job! To view the video, go to <http://www.flagcityonline.com/BusinessArchives/loripowell.html>.

Jody Zink, whom you may know as a Realtor® with **Loss Realty Group**, also does voice-over work. She has just secured a second "gig" with Bayer Pharmaceuticals, to help people with diabetes use their Contour blood glucose meters. We'll have to find out from Jody when the commercials will start airing.

Congratulations to **Cheryl Engfer, National City**, who received a Champion Award for providing superior customer service by accommodating a customer's needs when they needed to close their home equity line of credit. Cheryl did this outside of normal business hours, during a weekend.

In April **Debbie Papay, Attorney**, graduated from the Veterans' Benefit Institute. She is one of only three attorneys in Ohio with designation from this group. Her focus is on helping veterans or their widows access free money for assisted living or nursing home expenses. Debbie says this will help her take her services to a new level.

Dee Appt was invited to a special program for **Nikken Inc.**, where the Director of Sales met with area leaders (people who had achieved sales success) to discuss new Nikken proposals in order to gather reactions of the attending Wellness Consultants to take back to corporate for review. This was the first time that Dee was invited to attend and participate.

It's *Not* a Networking Group – Toastmasters International

At the end of Module 8, the infamous module that helps CN students to give marketing presentations in the most engaging way possible, we recommend Toastmasters as a way to gain additional presentation skills. What exactly is Toastmasters?

Toastmasters is a nonprofit organization dedicated to helping their members improve their speaking skills. This organization now has nearly 226,000 members in 11,500 clubs in 92 countries, offering a proven and enjoyable way to practice and hone communication and leadership skills.

Most Toastmasters meetings are comprised of about 20 people who meet weekly for an hour or two. Participants practice and learn skills by filling a meeting role, ranging

from giving a prepared or an impromptu speech, to serving as timer, evaluator or grammarian. The meetings are self-directed by the members. New members are encouraged to participate by signing up for an easier job, while more seasoned members may lead the meeting.

Locally, there are at least fourteen clubs in the NW Ohio and SE Michigan area. Some clubs meet in the morning while others assemble early evening. Ask CN members **Mark Abramson, David Bodner, Tom Richard or Louise Kahle** to take you to their meeting.

Each meeting is divided into thirds, with impromptu speaking the first third, prepared speeches the second third and evaluation

(Toastmasters views evaluations as mini, impromptu speeches) the last third. My favorite part of the meeting is the impromptu portion, where the questions asked are very similar to the questions we use at graduation or lunch. The only difference is that each person gets a different question asked of them. I like it because it forced me to learn to think on my feet.

Delivering presentations is a great way to gain interest in your business as long as your presentation is professional and interesting. With CN AND Toastmasters, that shouldn't be a problem. Visit the Toastmaster website at <http://www.toastmasters.org>.

~Debby Peters
Certified Networker

"Toastmasters view evaluations as mini, impromptu speeches."
~Debby Peters

I Didn't Think It Was Possible – Book review

In our bedroom we have a dream catcher hanging from our ceiling fan above our bed. **We hope that none of our dreams ever get away.** One of them that didn't was when I had my first children's book published. What a great feeling. It took a long time to realize that dream and a lot of good people who helped me.

All of us have dreams. All of us are aware of dream stoppers. Sometimes we can't afford to make our dream come true. Other times, we keep it buried deep inside and hope that in the future we will get to it. Perhaps, it is that we don't really think it is possible to fulfill that dream we have for our future.

Make the Impossible Possible, by Bill Strickland

with Vince Rause, may be just the read for you! The subtitle captures the essence of this book: *One man's crusade to inspire others to dream bigger and achieve the extraordinary.* Passionate, inspirational, hopeful, optimistic, powerful and compelling are some of the words that people are using to describe this book.

Bill Strickland grew up a poor kid in a rough neighborhood in Pittsburgh. He encountered a high school ceramics teacher who took him under his wing and went on to transform his life. Over the last three decades, Mr. Strickland has been helping to transform the lives of literally thousands of people through the creation of **Manchester Bidwell**, a job training center and community arts program.

He travels from coast to coast working with corporations, community leaders and schools. He and his staff strive to give disadvantaged kids and adults the opportunities and tools they need to build a better, brighter future.

Whatever dreams and goals you have personally and professionally can come true. The CN community desires to help each other with just those kinds of things. Whether you are making your dreams come true or helping someone else realize theirs, this book is calling your name. Take a gander and **make the impossible possible!** Don't let the dream stoppers get you.

~Nick Nigro
Davis College
Author

"All of us have dreams. All of us are aware of dream stoppers."

~Nick Nigro
Davis College

Networking Events June

Must be an invited guest to attend this event.

June 3, GreaterFindlayInc, Fresh Brewed, 7:30 AM Findlay Country Club

June 4, WEN Bowling Green Meeting, noon, Frickers

June 9, WEN West, 11:30 AM, Loma Linda's

June 10, WEN Semi, 8:30 AM, Bedford Library (MI)

June 10, Maumee Chamber luncheon, 11:45 AM, The Pinnacle

June 11, WEN morning meeting, 7:30 AM, Clarion Hotel on Secor Road.

June 18, GreaterFindlayInc, Business 2 Business, Stately Raven Bookstore, 8:30 AM

June 19, WEN lunch meeting, 11:30 AM, Clarion Hotel.

June 20, WEN Late afternoon meeting, 4:30 PM, Fort Meigs Museum.

June 26, GreaterFindlayInc., Women's Leadership Forum, Owens Community College, 11:30 AM.

CN Board of Action member **Sue Greene, DiSalle Real Estate**, has taken on the challenge of noting events that are reported to her each month on Google calendar.

The calendar can be viewed at our website, www.cnpofohio.com. Select Classes and Events from the menu. From the drop-down listing, select CN and Community Events. Please send us the information for your group's events. Also, we would like to list special events of charitable groups in our continuing support of non-profit organizations. To list your information, please send to Sue Greene at jsgreene@roadrunner.com.

Dangerous Questions

We all know how powerful networking is when it comes to the dollars on our bottom line. Ironically, to be truly effective, that can't be the focus of our networking. As soon as we slip into the selling mode, we begin to



develop "commission breath" and people start avoiding us at parties. Unfortunately, it's easy to fall into that trap and not even be aware of it. So what can we do to stay on the path of "givers gain"? One idea is to keep an internal ear on our self-talk. Here are a few questions we may be asking ourselves that could be telling us that we're networking for the wrong reasons.

"How can they help me?" vs. "How can I help them?"
People who are asking themselves the first question

tend to have "wandering eyes" – always looking for someone "better" to talk to. Instead of building relationships, they are looking for the quick sale. The second question fits in with the "givers gain" mentality. Looking for people to help inevitably leads to people wanting to help you. Unfortunately, this could also lead to a different dangerous question ...

"How many leads have I passed them?" vs. "How can we grow our relationship?" If you are keeping score then you are turning your networking partner into a networking debtor. No one wants to be in that kind of relationship. The second question leads to a clearer understanding between the two of you. Instead of concentrating on who owes whom, you work together to find new ways to help each other.

"Who are you?" vs. "Who are you?" No, that isn't a typo. In this case, it's not just the words, but the intent

that's important. It's the difference between "Who are you as a person?" vs. "Answer these questions about yourself so I can record that I met with someone today." Whether you call it a "one-to-one", or "doing a GAINS" or "coffee," be sure that the reason you are meeting is to learn more about that person and explore opportunities to help each other.

Our internal dialog can reveal a lot about ourselves as networkers. Do we perceive the process as a way to create a web of great relationships that will lighten the loads of everyone we meet and improve our bottom line? Or, are we looking at it as merely another way to sell our widgets? If we want true success, we should be aware of the questions we are asking and make sure they are keeping us on the path of "givers gain."

~Greg Peters
Cyber Data Solutions

This Networking Group is Very Unique

Business Builders was created in June 2006 by Dr. Tom Baur. A five-year resident of Toledo, he recently told me the story of when he first came to Toledo and joined Cathedral of Praise Church, now called The Church on Strayer. Dr. Tom needed a mechanic and he did not know anyone in the area. He had asked the church for a referral, but was shocked that they could not help, as the church had a poor business directory.

So, when Dr. Tom started his own business nearly three years ago, he wanted to have a written and living business directory at the church. The living directory would consist of people from the church who were

business owners. They were going to meet weekly and talk about Christ and what God was doing in their personal and professional lives. It was an exclusive group to The Church on Strayer; however, after the first few meetings, the group thought it was a great idea to welcome people from outside the church into the group as well. It has been that way ever since. Additionally, Business Builders does not have an attendance policy; there are no dues; and you do not have to be a member of the church.

Business Builders holds meetings every Wednesday at The Church on Strayer. Each week there are testimonials or positive

comments made; there is an educational moment; they also talk about a Bible verse that the group is founded on. Group members are also able to share how they feel God has blessed them or how He has placed a specific referral in their lives. Lastly, the group prays together during the meeting.

What does the future look like for Business Builders? They are getting ready to advertise on Channel 40, and Dr. Tom would like to see the group support a web site to help those businesses that are a part of the group grow even more.

~Allison Adkins
Knight, Crockett, Miller
Insurance

Member Spotlight – Tami Norris

Recently, I had the pleasure of interviewing CN Grad **Tami Norris of Northwest State Community College.**



What a nice lady! Tami is married to her husband, Gary, and she has two boys: Erik, 17, and Tyler, 9. They live in Holland with two dogs and six cats!

Tami is the computer training coordinator at Northwest State. She has many computer skills and loves Web 2.0. Her job requires patience, the ability to multitask and the need to “customize on the fly” for her students.

Tami would like to become a student herself in a year or so, to get a PhD in higher education. This will take about three years. She already has her MBA in management and is a Microsoft Certified Application Specialist. Continuing her education not her only goal. Tami also is working to grow the business at Northwest State (including hosting a CN course) and being more involved with her church and community. Ultimately, she will retire and move to Florida!

Tami belongs to The Women's Entrepreneurial Network, CN, Enterprise Ohio Network and Ohio Continuing Higher Education Association. She is busy attending sporting events for her boys and loves to watch NASCAR racing! She is my kind of girl! Tami still loves retired driver Rusty Wallace (me too!) and is cheering for Tony Stewart (not me!). When she does have a minute for herself, she enjoys gardening, sewing and floating in her pool!

I really enjoyed talking with Tami, and I found out that we have a lot in common. We live in the same area, so I hope to run into her in the neighborhood!

~Suzie Greene
DiSalle Real Estate

Thanks to **Leasa Maxx, Maxx Grafx** for giving to CN by editing this month's newsletter.

What About the Holland Chamber?

Being involved in the Holland-Springfield Chamber of Commerce is important to me. I have lived in the Holland area since I was five years old. Not only am I able to get regular chamber benefits, but I am given a chance to build referrals with people I already know. There are members who I have gone to school with and

members who are related to fellow graduates.

Holland businesses and the Holland-Springfield Chamber are involved with the Springfield School District and the community that surrounds my family (about 80 percent of my family lives here). I can't think of a better reason to do my part in

helping the community through the chamber. They offer cost-saving benefits and provide many networking opportunities to keep our businesses strong. We have a great area in Holland, and I would be glad to take you to a chamber luncheon meeting as a guest if you would like to learn more.

~Suzie Green
Disalle Real Estate



Graduation to the South



The weather was very different at the start of the class series twelve weeks ago. Then, in 80-plus degree heat, ten students from **Gregg MacMillan's** first Cincinnati CN class had

an opportunity to tell how the training had benefited them. It was no surprise that each grad had a unique story to tell.

Jeremy Holland, Fresh Floors, summed it up this way, "I hit 150 percent of my goal this month with NO cold calls. This course has helped me to also smooth out the peaks and valleys of my sales." And, talk about

dedication, **Mike Morgan, Freelif International**, drove from Muncie, Indiana each week to attend class. Mike is also in a BNI chapter in the area. Luckily, weekly course sessions coincided with that meeting. Mike has also volunteered to be our newsletter reporter from the south, helping us to keep track of what's happening in Cincinnati.

Keep reading next month!

"We have a great area in Holland and I would be glad to take you to a chamber luncheon meeting as a guest if you would like to learn more."

~Suzie Greene
DiSalle Real Estate

