

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

Dates to Remember

July

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

August

Preview Archbold	8
Preview, Sylvania	17
Toledo lunch	19

Number of
members of the
CN community

407

Where is CN Giving Networking Presentations?

July 1, Fresh Brewed,
Findlay, Debby

July 2, Bryan Area
Networking Club, Debby

July 10, Wauseon
Chamber of Commerce,
Board of Director's
meeting, Debby

July 14, WEN West,
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 23, Toledo (change)
Sept 5, Cincinnati
Sept 17, Archbold

Connecting Our Members

The phrase that connects the members of our community is, "How may I help?"



We do that in a number of different ways. One benefit of being a CN grad is the use of the email list of all the graduates and current students. Using this email address connects each user to over 400 people.

There are other ways to connect, too. New websites have become popular in the way they help people to stay and to get connected. *Linkedin.com* is probably the most well-known example of this type of online social networking. The beauty of such a network is that you must be introduced to someone you don't know, by someone who knows both of you.

Recently, I asked for some help for a charity that is important to me. They

needed a stronger presence in Cincinnati. I emailed CNers Gregg MacMillan and Jim Weghorst asking if they could help. Gregg is our CN instructor in Cincy and both he and Jim are BNI directors. Gregg took it a step further. Being a *Linkedin* aficionado he sent my request out via a specific group called *LinkedCincinnati* <http://tech.groups.yahoo.com/group/LinkedCincinnati/>. Within a day, I had received seven responses from people in the Cincinnati area with suggestions to solve the challenge. Now I call that taking the question of "How can I help?" to an entirely new level!

Also, along with those answers, Greg forwarded to me an email from a person in Cincy who has a friend in Toledo. This Toledo person knows about *LinkedinCincy* and wants the same in the Toledo area. With that in mind, I have registered www.linkedtoledo.com on the *Linkedin* site and have received the approval for this group from *Linkedin*. Those who are currently *Linkedin* members will just add that group to their profile if they wish to do so. The benefit

will be just one more way for people to find each other.

With all this tech talk, we must not forget the old fashioned, in-person appointment. It never hurts to have good conversation over a cup of java. I am amazed at how well our grads work to help others. The help may not be immediate, but because of knowing what is needed, the next person we meet can sometimes fill the request of the previous person with whom we just finished talking. The two would never meet without having you as the link between. In the tipping point, Malcom Gladwell labeled those people as Connectors.

I'd like to think of the CN community as one big connector. The help never stops and very much like an electrical current, it just keeps moving around the circuit. "How may I help?" is the energy source that brings light and success to our community and beyond.

~Debby Peters

Additional Preview Scheduled, One Time Change

For those in the Sylvania area, Pat Nowak, Executive Director of the Sylvania Chamber of Commerce, has offered to sponsor a FREE two hour CN preview at the chamber's new offices on August 13 from 11 AM – 1 PM. The address of the chamber is 5632 N. Main Street in Sylvania. The

chamber will be providing a light lunch that day for those registered in advance of the event. You don't have to be a member of the chamber to attend this event, but do need to register by emailing Debby at debby@certifiednetworker.com.

Additionally, at the advice of former Archbold chamber

director, Mari Yoder, now VP for Institutional Advancement for Northwest State Community College, the **August 8 preview** at Northwest State Community College will also be from 11 AM – 1 PM. CN Grad, Tami Norris says that light refreshments will be provided.

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 GrafX

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, recently completed his seventh year of service with Junior Achievement. This year he taught 7th graders at Jefferson Jr. High School with a friend from HCR Manor Care. He shared his experiences of financial planning with the kids and talked about gross income vs. net income, budgeting, career choices, buying on credit, and insurance. JA provides a structured format to teach the basics of a free market economy. David continues to teach JA because it provides an opportunity to introduce financial education at the ground level *and* to make a difference. Additionally, David has been nominated for the 20 Under 40 award which recognizes young people under the age of 40 who are making a difference in the local community through their leadership and service.

Because of a referral, **Nick Nigro, Davis College**, accepted an invitation to participate on a panel for the Greater Toledo Area Chapter of the American Society of Training and Development (GTAC-ASDT) on May 28, 2008. He joined Gail Zeisloft, VP and Career Management Consultant at Right Management and Chris Moser, Human Resource Development Program Director at University of Findlay for the presentation. The topic was "Marketing Yourself for Training and Development Opportunities." It was held at the Brandywine Country Club.

Mike Marek, The Danberry Company, was featured in the *The Blade's* May 16th edition as the Real Estate Professional of the Week. Mike is licensed in both Ohio and Michigan. His favorite thing about being a Real Estate professional is that he fulfills people's dreams.

Steve Cotner and **Lisa**

Olvera representing **Corporate Intelligence Consultants (CIC)** received the President's Award from the Employer's Association at their annual meeting on May 13 at the Pinnacle. This award is given for outstanding support of the Employer's Association.

Dave Achen, Brennan Financial Group, has been approved for membership in the 2008 Million Dollar Round Table (MDRT). MDRT is the premier Association of Financial Professionals. Founded in 1927, MDRT is an international, independent association of more than 35,000, or less than 1 percent, of the world's best life insurance and financial services professionals.

Smokey Smoktonowicz, InterGalactic Graphics, has decorated the Spring 2008 DARE vehicle for the Maumee Police Department. This is the third time they've done this. This spring's theme is Maumee Schools. The Dodge pickup is yellow and they applied purple paw prints and a Black Panther to draw attention. He is proud to support the Maumee Police Department and the fight against child misuse of drugs and alcohol. Charlie's Dodge of Maumee provided the Dodge Ram 1500 truck.

Last August **John McIntyre, The William Fall Group**, earned the SRA designation that is awarded by The Appraisal Institute. For some time this was a goal of his. In an era of appraisers only *doing the minimum* to stay licensed, this signifies his commitment to the industry and chosen profession to have the highest level of training and to be considered one of the highest quality report writers in his field. (A thorough peer review is part of the program's final stages.)

Mary A. Michel, Journey of the Heart, is leaving July 14 to travel to Tirana, Albania.

Journey of the Heart has partnered with Global Care International, an organization whose mission is children, and was founded in the United Kingdom. Mary will be training the staff and volunteers of Global Care as mentors to work with the mothers of the children they serve.

Darlene Robinson, The William Vaughan Company, obtained the additional title of Business Development Coordinator at William Vaughan Company, in addition to her tax manager duties. She is heading the marketing team and all marketing efforts to further grow the firm.

Angie Weid, Organized Solutions, is excited to receive her PADI SCUBA diving certification. Diving has been a long dream of hers and now she is ready to take her adventures deep into the oceans, lakes and rivers around the world.

Bruce Strickland, VIP Back Rubs, was honored with an award: Best Office Chair Massage in Cincinnati by Cincy Magazine, July/August 2008 issue.

Chuck Kistner, former owner of Allied Flooring, has teamed with **The Carpet Spectrum** bringing over twenty years of home improvement experience in exchange for a greater selection of flooring products. Chuck has had great success in accommodating busy lifestyles with personal, in-home services, and will continue to educate his customers so they select the right flooring to enhance their lifestyle.

Greg Peters, Cyber Data Solutions, LLC, made a trip to Orlando in June to attend the Extreme Business Makeover conference. Be sure to ask him about all the new ideas he encountered and how he thinks they will make a difference in his business.

It's a Networking Group – Cancer Collaborative

Under the Six Kinds of Networks Groups in Module 7 of the Certified Networker class, the Cancer Collaborative would probably be a mix of a Casual Contact Network and a Professional Association. The Cancer Collaborative is a group for professionals who provide services for cancer patients; there are no membership fees and no formal structure. We meet the third Thursday of each month at the Victory Center over a brown bag lunch and members include representatives of various hospitals, cancer centers, hospice groups, drug companies, the American Cancer Society as well as experts on nutrition, exercise, and resources for cancer patients. According to Kelly Brooks, the Victory Center's Program Director, "the goal is networking and education for

the purpose of helping attendees to be better resources of support for cancer patients. We all serve the same population and want to continue to educate ourselves so that we can provide the best services and meet the needs of cancer patients and survivors." Kelly and Renee Schick, the owner of Renee's Survivor Shop, are the co-founders of the group which has been in existence for about 2-1/2 yrs.



Each month, attendees have an opportunity to introduce themselves and give a brief "commercial" about what they

do as well as announce any upcoming events of interest to the group. We also have a speaker that may be one of the members of the group explaining more about what they do and how they benefit cancer patients or it may be someone from the medical field talking about the latest procedures in cancer care.

For me, as the instructor of an exercise class for cancer patients, it helps me spread the word about what I do and gives the attendees another resource when working with cancer patients. It's also an excellent opportunity to find referral partners since we serve the same clientele.

For more information, call Kelly Brooks at The Victory Center at 419 531-7600.

*~Karen Kiemnec, C.M.L.A.
The LeBed Method
Stampin' Up*

"It's also an excellent opportunity to find referral partners since we serve the same clientele.

*~Karen Kiemnec
The LeBed Method*

Guests Are Invited for July Lunch

Don't forget that our July lunch is time for you to attend and also bring a guest. There are only two times per year that we open our lunches to guests and you won't want to miss this opportunity.

Networking in the Closet

Have you ever thought of having a Closet Party as a way to network? It doesn't always have to be coffee at Panera. **Louise Kahle**, our well-known image consultant, came to my house on a Friday evening along with some friends of mine and she sorted through my clothes! Piece by piece we decided if it was a *keeper* or if it was "out of here"! Probably about two thirds of my clothes are gone! They were the wrong color, drab and as Louise said, *matronly*. I certainly did not want to be matronly!

I was feeling a little worried as the *out of here* pile was growing! After cleaning out, Louise brought the keepers out and showed me some great outfits that I didn't know I had! I soon felt better. I could not have done this alone!

The outcome is wonderful in many ways. I am not getting depressed by going into my closet and seeing things that are old, too small or blah. The clutter is gone so it is less stressful and more fun to make outfits. I have great new knowledge of what my good colors are. Louise also

scheduled a one-to-one with one of my friends! I then donated three contractor-size garbage bags full of clothes to the Easter Seal Society. Sandy Blazer, a tax consultant, reminded me to get a receipt so I can claim the donation on my taxes.

What a great night! My closet is clean; I have new outfits, all while having drinks with girlfriends! **And the networking was priceless!!!**

*~Susie Greene
DiSalle Real Estate*

"My closet is clean....and the networking was priceless."

*~Susie Greene
DiSalle Real Estate*

Networking
Events
July

Must be an invited guest to attend this event.

July 1, GreaterFindlayInc, Fresh Brewed, 7:30 AM
Findlay Country Club

July 2, WEN Bowling Green Meeting, noon,
Frickers

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

July 9, WEN morning meeting, 7:30 AM, Clarion Hotel on Secor Road.

July 14, WEN West, 11:30 AM,
Loma Linda's

July 16, GreaterFindlayInc, Findlay Inn and Conference Center,
8:30 AM

July 28, WEN lunch meeting, 11:30 AM,
Clarion Hotel.

July 15, WEN Late afternoon meeting, 4:30 PM,
Fort Meigs Museum.

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.

Making the Commitment – Again!

I have a confession to make. I've been letting my networking habits slip a little. The main reason? My business has been doing well recently. After all, I have to get the work done, right? What's wrong with earning money? The answer, of course, is that the reason I'm seeing some success now is that I worked hard on my networking *six months ago*. If I let those networking practices slip, then six months from *now* I shouldn't be surprised if I have another lull in my business.

Feast or famine is no way to live my life.

So, I'm going to take some steps to get my networking back on track. If you are feeling the same challenges I am, maybe taking some of these actions will help you, as well.

First, I'm going to set some personal networking goals. How many events should I attend in a month? Do I have that many opportunities with the groups to which I

currently belong? How many face-to-face meetings should I make? Have I left some time for other "networking" opportunities such as writing articles, making presentations, or even sending out those thank you notes? Maybe it's time to break out the networking scorecard again.

Next, I'm going to schedule some appointments with myself. Attending more events means that people are meeting me – I'm making it to the "Visibility" part of the relationship – but we aren't going beyond that point. Since I'll already have my networking events planned out for the next few months, it should be pretty easy to block off an hour or so immediately following each occasion to make the telephone calls or visits to follow up. After all, most business doesn't come from relationships which are only in the "Visibility" stage.

Finally, I will remember to reward myself. Trying to establish new habits can be

pretty challenging, especially for those of us where the payoff can be six or nine or twelve months away. I'm going to pick out something simple, but enjoyable so I can get an immediate positive reinforcement of my new behaviors. Maybe the next time I meet someone for a networking lunch I'll let myself order dessert!

The biggest challenge to our good networking practices is our own success. When we are in the middle of dealing with all of the business that networking has brought, that is the time that we are most likely to forget how we got here. Periodically, it makes sense to re-affirm our commitment to be great networkers. After all, if we are only networking when we need something, then we are forgetting that the "giver's gain" motto of good networking means that it has to be about the other person.

~Greg Peters
Cyber Data Solutions

I'm Dropping My Membership

I can't tell you how many times I've heard this statement and I am sure I will continue to hear it in the future.

Springboarding from Greg Peter's article above, we all probably sit back and relax once the first few months of membership have passed. We joined the group with considerable intention, but for whatever reason it is human nature to slack off.

At the end of the year, we don't feel the return on our *expected* investment.

Let's take a look at some of the attitudes and statements.

"I didn't get enough from the group." One person said that to me recently and I

asked what he had wanted to achieve as a result of being a member. His reply was, "six sales." I asked how many he had gotten and he told me "five." Now, the year had not ended yet, but he was willing to give up because he didn't feel that he had gotten enough. The lesson here is to be sure you are keeping accurate statistics of what you want to gain.

"It takes too much time." I encourage anyone thinking about joining a group to create a marketing budget that estimates what the financial investment will be, but just as important as a budget for the time investment. Nothing comes free and it is important to set aside time in advance of when it is needed. How

much time you need to dedicate should not be a surprise.

"I'm going to try a different group." No matter which group you join, it takes time to get to know the members. You have to deliver value to the group before you can begin to take value away. For most members, that takes about a year. Moving from group to group means that you are repeating that initial process over and over again. You'll never get to the next level.

If you are considering whether to rejoin one of your groups, ask yourself if you have really given 100% of what was needed to make your membership a success.

~Debby Peters

Member Spotlight – Allison Adkins

Leasa Maxx recently interviewed Allison Adkins, business insurance consultant with Knight Crockett Miller Insurance – and the CN community's newest Board of Action member.

Allison and Leasa had plans to meet face-to-face. Alas, Allison's hectic schedule had her running to accommodate a restaurant client's needs before preparing to head to Long Island, New York for vacation. Consequently, she and Leasa connected through e-mail.

Q. You're trip sounds fun. What are you most looking forward to doing during the break?

My mom is originally from Long Island, so my whole family is meeting there for an impromptu family reunion in honor of my cousin's high school graduation. The first thing we will do is get the whole family together at my grandpa's or aunt's and have a good chat. Then, the next morning I am going to the deli to get egg sandwiches for everyone. They are amazing! My other favorite thing to eat in NY is pizza. I also love traveling to the city by train. It's just a great experience!

Q. What else will you be doing for fun this summer? I love to play golf. My husband, Eric, and I are members at Highland Meadows Golf Course, and he

plays quite a bit. I made a



commitment this year to play every Sunday with him because I need to do more things that are fun – and not always focused on work. This way, Eric and I get to spend time together and play a game that we both love. We have fun and he coaches me through the different holes. I also love to play volleyball -- even playing in the winter at WPOS. If I'm not playing golf or volleyball, I like to watch movies and go shopping.

Q. Tell me why you do what you do professionally.

I am an insurance professional because of watching my dad work. He kept our family afloat when my mom was diagnosed with Scleroderma nine years ago. I saw what he endured to keep our family going. He was so strong throughout mom's sickness. Because of that, I knew that I wanted to be able to take care of my family just as he was able to do. I am helping people everyday, but I also am building a base to help my

family if something was to ever happen. I love what I do and really enjoy how I can change someone's life for the better.

Q. How is your mom doing today?

My mom is doing great! She is in remission.

Q. What accomplishments are you most proud of in your career?

I am most proud and excited about receiving my certified insurance counselor designation. I love seeing the look on my clients' faces when they know they have insurance to protect their business. You can almost see them making a big check mark off their to-do list.

Q. What are your professional goals?

I am currently working to reach my new business commission goal for 2008. Long-term, I would like to own an insurance agency some day.

Q. One last, very important question: How can the CN community help you?

I would like to be connected to commercial and residential contractors. I also would like to meet and get to know more CN members. Once we get to know each other better, through one-to-one meetings, they may feel comfortable helping me build my business by giving me referrals. I would like to help other members in the same way.

Thanks to Nick Nigro, Davis College for giving to CN by editing this month's newsletter.



The Passing Game

"Stand up, form a circle and get ready to pass to the right." No, it's not a game where you put your right foot in, put your right foot out, etc., but it is fun and it is productive in ways you might never expect! That's how WEN (The Women's Entrepreneurial Network) West ends each of its monthly meetings at Loma Linda's (the second Monday of each month). We pass a business card to the right until the leader says to stop and then we pass one to the left. Everyone receives two business cards and the idea

is to schedule a one to one with each of the people whose cards you received. It forces us to meet with people outside our normal "circle of friends" or business people that we might not normally seek out. It's fun and it can be very rewarding.

Because of the "Passing Game," I met Lori Brandt, a Reliv representative and a really interesting woman who is very dedicated to helping people professionally and personally. I just happened to mention that I was looking for someone else to be

trained to teach the exercise class I offer to cancer patients. I've been the only one in Northwest Ohio teaching the class the last 6-1/2 years. Lori said she might be interested and, voila', the rest is history! She is now certified and licensed and I'm delighted to be able to have someone to partner with and to share ideas. Welcome aboard, Lori, and thank you WEN West for a great and productive idea!

*~Karen Kiemnec
The LeBed Method &
Stampin' Up*

"Stand up, form a circle and get ready to pass to the right."

*~Karen Kiemnec
The LeBed Method
Stampin' Up*

Help Others to Join Our Community

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".
 A \$10 administrative fee will be charged for NSF checks and each time a credit card is declined.,
 All fees charged by the institution will be added to the student's financial responsibility.

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

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www.cnpofohio.blogspot.com