

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

Dates to Remember

August

Lunch, Findlay	5
Preview, Archbold	8
Preview, Sylvania	17
Lunch, Toledo	19

September

Lunch, Findlay	9
Lunch, Toledo	16

Number of
members of the
CN community

407

Where is CN Giving Networking Presentations?

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 class full
Sept 5, Cincinnati
Sept 17, Archbold

Members Celebrate Graduation with Lunch

This month's CN lunch was a jam-packed, fun networking opportunity, and it offered a couple of new twists! For the second time this year (the first was in January), CNers invited guests to network with us during lunch. As guests, Sue White from Shaklee, and Josie Freeman from Ansberg West Funeral Home, said how much fun they had, and Sue added that she enjoyed meeting new people, and was pleased by everyone's friendliness.

We also celebrated the graduation of six students from Davis College. This worked out perfectly because, in addition, it was their last day of CN class!



Nick Nigro introduced the new members of the CN family: **Ashley McCann, Erica Butler, Owen Moore, Pepi Schwalbe, Ryan Rigaux** and **Sally Trowbridge**. The Class MVP was Pepi Schwalbe chosen for her eagerness to learn,



volunteer and participate. A check for \$50 was presented to her for her chosen charity, the Bedford Christian Community Church.

The question for the meeting, "If you could teach any course, what would it be?" brought some fun and unusual answers. While

some CNers wanted to teach history or physics because of their interest in that subject, others wanted to teach women self-esteem, and proper grammar and punctuation. Phyllis Sheets would like to teach women to wear the proper underwear!

Remember to join us each second Tuesday of the month at the Spaghetti Warehouse at 11:30 a.m. I encourage you to also invite a CNer who was in your class that you haven't seen for awhile. It's a good time, good food, and a chance to start new or strengthen ongoing relationships!

~Karen Kiemnec, C.L.M.A.
The LeBed Method



Findlay Business2Business

In July, I signed up for the GreaterFindlayInc's (GFI's) Business2Business event. This is what Jeremiah Gracia, vice president of business development, describes as "speed-dating for businesses." No, it's not a place to look for a lover, but it is a good place to strike up a new relationship. The concept is that each participant gets to meet with 19 other business people for just five minutes each.

For me this is a challenge. I am the person who is always asking questions. What I found is that five minutes is a very short time. I also found that because of my style, I didn't get to talk about what I did, but listened to others tell me about themselves.

I went to this event with no goals in mind except to experience this type of networking. So I'm not sure I can measure my success, having nothing to measure

against. However, I did come away with one future appointment and one person with whom I want schedule time to meet in the future.

I will try this event at least one more time. Any hints on how to make it work better? Also, if you'd like to try this event, you can sign up for the next one on August 20. Go to www.greaterfindlayinc.com. Cost is \$20 for non-members.

~Debby Peters

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

Congratulations and best wishes to **Jennifer Anderson, Toledo Free Press**. She recently was engaged to her boyfriend of three and a half years. She is planning a September 2009 wedding in her hometown of Canton, Ohio.

Cheryl Nicolaidis, Ecetera, had a 90 percent increase in clothing sales over last year. Doing so earned her top honors for her region.

Angie Weid, Organized Solutions, was excited to be nominated by **Leasa Maxx, Maxx Grafx** for the local 20 under 40 Award. Also, **Angie and Angela Crosby, Occupational Care Consultants**, (with camera work by Leasa Maxx) were able to deliver hundreds of free hugs prior to a Mudhen's game on July 7. Angie says, "No catch, just free hugs -- a simple act of kindness."

Jeff Pettit, Artistic Memorials, has recently received his Certificate of Completion in the Monument Builders of North America Memorial Art Correspondence School. The course consisted of 11 different plates over the course of 33 weeks, which were related to memorial design. The goal of the course was to better personalize a monument and to make it unique. Jeff was even interviewed and had several photos of his work published in the (Monument Builders) MB News, a national magazine that is received by monument dealers throughout the United States and Canada.

Allison Adkins, Knight Crockett Miller, was also nominated for the 20 under 40 Award by Sanford Lubin, publisher of the Toledo Business Journal.

After 11 years as a retail business owner (and 30 years as a nurse), **Sandy Pirwitz, Sandy's Stuff for**

Women, is very excited to announce that she is retiring at the end of the year. Her husband retired last year and she's been so jealous of his freedom. Sandy will continue to be an Assistant Director and trainer with BNI and will remain active in the CN community, but she is most excited about traveling and spending more time with family and friends.

In her first 30 days with **Jockey Person to Person, Susan Milliron** is proud to announce that she has become Team Leader.

Louise Kahle, Take The Time: Image Matters!, was the featured speaker at the American Payroll Association's June Lunch and Learn meeting.

Beth Holt, Holt Roofing Company, has developed a maintenance roof check program. Holt employee and CN grad **Kelly Mayhugh** is piloting the program with an offer to the CN community of a free maintenance check for any CN grad that owns a commercial flat roof.

Dee Appt, Nikken, reports a recent newspaper article she wrote and was published in the Adrian Daily Newspaper. Every week, the Department of Aging of Lenawee County has a Silver Threads article that is submitted from the Coalition of Older Adults members. Dee's turn was in June and she titled it, "Natural Wellness is Key to Good Health." This educational piece talks about the simple every day patterns that can be reviewed and upgraded to make everyone healthier with minimal changes daily routines.

Smart Sites by Kendra Saldana was selected as the corporate volunteer of the year by Chopin Hall for creating the www.chopinhall.org web site. Chopin Hall provides food, clothing, and miscellaneous items to

families in need in the Findlay community. Chopin stands for Christians Helping Others In Need.

As of August 1, **Jennifer Alford, Creative Financial Partners**, has assumed the responsibilities of president of Toledo Area Insurance and Financial Advisers. Continuing our partnership with Davis College, Jennifer was able to use that facility for an investment seminar that she recently presented.

Debbie Peters, CNP of Ohio, Ltd, has been helping charity Hannah's Socks to formalize a board of directors. Three CNers have interviewed for a position. At this publication deadline, **Jeff Ogg, Jeffrey Ogg, CPA**, and **Allison Adkins, Knight Crockett Miller**, have been asked and accepted board positions.

As part of the BNI training team, **Sandy Pirwitz, Sandy's Stuff for Women**, has developed a new training focusing on the 60-second commercial. It was piloted on July 21.

Karen Kiemnec, The LeBed Method, has announced that her husband, Jerry Levin, is retiring from Mercy College on August 1. She is looking forward to having more time to spend with him.

Nick Nigro, Davis College, has joyfully announced that he will be hiring an assistant to help him with all the many duties he manages for the college. Even better, that assistant is going to be **Ryan Rigaux**, one of the new CN grads from the Davis class. Ryan is not a new face to Davis, and we're sure that he'll be a great help to Nick.

Quietly, without celebration, **CNP of Ohio, Ltd**, passed its sixth year of operation. Little did we know back then what we were creating.

"Hello, My Name Is....." Summer Book Report

Most of us know the rest of that line. I've just about completed the trilogy from the Nametag Guy. The last book is on its way to my mailbox as we speak.

You will want to put down what you are doing and spend some of your time gobbling up the newest reads from Scott Ginsberg. Let me tell you, this guy has set in print some serious tips that will help us Certified Networkers to be even more successful. In *The Approachable Frontline*, you will be blitzed by 17 daily practices for delivering unforgettable service. The principles and practices that are spelled out will remind you how you can make the mundane memorable, your phrases pay dividends, how

to create unforgettable first impressions, and what customers don't want to hear. That is simply the tip of the iceberg. Can you hear me screaming for more?

The second book in this series, *The Approachable Salesperson*, lays out 22 practices for enabling customers to buy. Don't we love it when we don't have to sell? Yeah CN! Once again, you will peruse how to create an attitude of approachability, how to turn pigeonholes into goldmines, how to follow up with value, and how to turn yourself into a vibrant extrovert. You ought to be screaming for more in this book because there is one more book: *The Approachable Manager*. Even

though I haven't read it, if it is inline with the first two, never fear!

These small in size books (less than 100 pages each) may be just the solution you were looking for during your summer reading program – something quick and yet valuable to keep you learning. I guarantee that you can complete each part of this trilogy in less than half an hour. Tuck them in your back pocket or in your purse. Read all three soon! You will be tempted to keep them on the front seat of your car and take a small dose at every red light. Oh, I can hear the beeping now!

*-Nick Nigro
Davis College
Your Hire Education
Consultant*

"You will want to put down what you are doing and spend some of your time gobbling up the newest reads from Scott Ginsberg."

*-Nick Nigro
Davis College*

Our July Toledo class is full! Jennifer Alford will skillfully lead this group, helping them to become wonderful members for our community.

Now the challenge is to fill our three other classes: Findlay, Archbold and Cincinnati. You can help! Archbold and Cincinnati will be having previews that you can send acquaintances to. Archbold is Aug 8 and Cincy has been re-scheduled for Aug 22.

Networking Groups – Toledo Elks Lodge #53

My husband and I have been members of the Elks for at least six years. We original joined to hang out with my father, who is a member. We have obtained a lot more. We already knew some of the members and became friends with a lot more. The Elks have many family events throughout the year and events that are just for the parents. There are holiday events, car shows,

bowling tournaments, shuffleboard tournaments, card playing, dances, great meals and chili cook-offs, (which I have won before!). All of the events raise money for Cerebral Palsy.

We have also completed remodeling projects for members of the Elks through Jammer Construction. There are a ton of other things they have so this has been a

great networking group for us. The cost to join is about \$100 plus \$100 annually. An active member can sponsor you to become a member. There is also a monthly newsletter to advertise in or publish an article. Are you interested? Give me a call and I will take you as a guest, and you will get to meet my Dad!

*-Suzie Greene
DiSalle Real Estate*

"The Elks have many family events throughout the year and events that are just for the parents."

*-Susie Greene
DiSalle Real Estate*

Networking Events August

Must be an invited guest to attend this event.

Aug 5, GreaterFindlayInc, Fresh Brewed, 7:30 AM
Findlay Country Club

Aug 6, WEN Bowling Green Meeting, noon,
Frickers

Aug 11, WEN, Mud Hens
Game, 5:30 PM,
\$21.50/\$23.50

Aug 11, WEN West, 11:30
AM, Loma Linda's

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

Aug 12, Maumee Chamber Lunch, 11:30
AM, The Pinnacle

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

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

Aug 20, Business2Business GreaterFindlayInc, 8:30
AM, \$15/\$20

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

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.

Keep it Short

I attended the monthly networking lunch put on by the Ann Arbor Chamber of Commerce. At the event, participants have the opportunity to introduce themselves to the entire room. In order to make sure that we complete this in a timely manner, each person is allowed to state their name, the name of their business, and only an additional *ten* words about what they do. They say that brevity is the soul of wit. It may be the soul of networking success, too. Could you describe your business in ten words or less? Why would you want to?

It turns out, you've got good reason. When you are having a conversation with someone at one of these events and they ask you what you do, you think, "Yes! They are interested in me!" I've got news for you. For the most part, unless they are truly advanced networkers, they really don't care. They only really want to tell *you* about what *they* do. If, instead of being brief and to the point, you decide to give them the entire encyclopedic description of

your business, they will quickly begin looking for someone else with whom to talk. Keep it brief. Keep it interesting. Then turn back to their favorite topic: them.

If you *can't* say what you do in a minimal number of words, then I would suggest going back to your Emotional Based Marketing message (EBM). Even if they are interested, most people aren't willing to wait around to listen to the entire story. Moreover, the longer the description, the less likely they are really to understand what you are trying to say. For example, if I tell people that I am a Web programmer and then try to describe how that differs from a Web developer, their eyes start to glaze over pretty quickly. If, however, I say "When you fill out a form on the Web and click that little button at the bottom, I do everything that comes after that." the light of comprehension dawns in their eyes.

So, what should you say in your short description? That largely depends on what you do. Again, I would return to your EBM first to help narrow things down. You may

include something about *who* you help and *how* you help them. Are you including your target market? Remember, that helps people think about with whom they might connect you. "I'm a real estate agent." may be short, but "I'm a real estate agent specializing in young, recently married couples, who would like to buy their first house in northwest Ohio." isn't much longer and is more likely to strike a chord in your listener.

A succinct description of what you do helps you by helping your audience. Brevity focuses the attention and makes you appear like you are an expert in your field. Take some time right now, before your next networking event, to boil down what you do to a clear, succinct statement. Then the next time someone asks the inevitable question, "What do you do?" you can dazzle them with your message before you resume building your relationship to the next level.

*-Greg Peters
Cyber Data Solutions*

"I Just Did a One"

A CNER recently shared with me that she had done a "one." When I asked what that was, she said, "Well, you know what a one-to-one is; a *one* is when the other person does all the talking!"

As a result of that conversation, when I spoke about one-to-ones at the WEN West meeting in July, I gave some rules to follow.

First, one person should not do all the talking. It doesn't need to be a 50/50 split, but each person should have an opportunity to share a bit about themselves and their business. Good sales people control conversations

by asking questions. When you have a one-to-one with that type of person, you may find that you are talking 90 percent of the time. That's okay in most instances, because they are continuing to ask you questions.

Second rule is that, especially in the first meeting, you should not sell your product or service. A one-to-one is not a sales presentation, but is the time to develop a relationship that may lead to sales LATER.

Third rule to follow is that your concentration should be outwardly focused

toward the person you are meeting. Your job is to figure out how to help this person. What do they need to help them reach their goals? Who do they need to meet? (That's probably the easiest one to achieve.) What other meetings can you take them to as your guest?

While this article is singing to the choir because of CN training, you may pass it on to someone who doesn't understand the one-to-one concept. In the end, it may also keep you from getting caught in a *one*.

-Debby Peters

Member Spotlight – Lori Cannon

Meet Lori Cannon, financial advisor with Edward Jones Company!

I recently met Lori for an early breakfast as she is out on appointments by 7:30 a.m.

We talked about how Lori came to the financial advisor spot with Edward Jones Company. For those of you who have not had the opportunity to meet with Lori, she has had some interesting business affiliations since her graduation with a plan of education in mind. You will find Lori is still educating! She provides small training seminars, holds coffee groups at her office, and invites small groups of clients for informational meetings with time for open discussion.

Lori had worked for several years in the memorial stone business and had a lot of interaction with funeral directors. When I first met Lori, though, she was the owner of a home inspection franchise.

When she made the decision to enter into the financial services world, she really checked out her options. She looked at big companies but quickly realized that she would be an employee rather than the more individual owner running the business. Edward Jones made the most sense, as they provide lots of help to grow the business with their various, specialized training programs. Lori was familiar with Edward Jones Company, as she had been a client of Debbie Robinson for about eight years after they met in WEN.



During breakfast, Lori shared a story about a client of hers that had recently passed away. Lori attended the graveside memorial service, and while she was there she visited the graves of some of her family members. One of those family members was Lori's grandmother. Lori became rather pensive when talking about her Grandma Robideau, or Grandma R, as she lovingly recalled visiting her at Inverness Country Club where she was the bookkeeper. Lori says, "I really didn't understand much about her job at Inverness, but when we visited Grandma to go to lunch, we had our place to enter, we didn't mess around and I really had to be good." Lori shared that Grandma R is the reason she does what she does today.

Lori's grandmother was a single mom back in the days when that was very uncommon. She not only provided for her family, but was happy when she could help others. One can see very quickly that some of that helping others molded Lori

into the great person she is today. Her grandmother gave from the heart, and the price of the item was no big deal. One of Lori's favorite birthday presents from Grandma R was a gallon of mint chocolate chip ice cream, her favorite! Grandma R helped Lori decide how important it is to help women in particular.

Lori understands how she can help empower women in their financial success. One of Lori's clients recently told her, "I talked to a big broker, I talked to a bank, and I talked to you. I chose you because you made sense."

Lori is also involved with Girl Scouts, again with the idea of helping to empower women, young women especially. Lori is the chair person for Camp CEO. Camp CEO is held annually and is a weekend retreat where the young women work with mentors, professionals such as Lori, in a relaxed setting. Camp CEO helps these young women learn about business and making good decisions and good choices. Lori was recently honored as the 2008 Distinguished Service Woman of the Year through the Girl Scouts.

If all of that doesn't keep her busy, Lori is refurbishing her "new" Old Orchard home that she shares with Ann and their pets. But they still find time to squeeze in camping on the weekends!

You should find time to have a one-to-one with Lori. You will not be disappointed.

~Arlene Gerig
Re/Max Preferred

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



"Lori's grandmother was a single mom back in the days when that was very uncommon."

~Arlene Gerig
Re/Max Preferred

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.

We're on the Web!

See us at:

www.cnpofohio.com

and comment on our blog at

www.cnpofohio.blogspot.com