

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

Dates to Remember

November

Findlay lunch	4
Toledo lunch	18
Davis accredited class begins	20

December

Graduation	2
Findlay lunch	9
Toledo lunch	16

Number of members of the Ohio CN community

435

Where is CN Giving Networking Presentations?

CN Instructors welcome invitations to speak to your networking groups. E-mail Debby Peters at debby@salesandmore.com about possible dates and locations of your next event.

CN Class

Start Dates 08-09

Nov 20, Davis College Accredited Class, Toledo
Mar 4, Findlay
Feb 27, Toledo
Cincinnati, **date TBD**
Archbold, **date TBD**

Graduation: Meet me in Uptown Maumee!

Under the category “**You Won’t Want to Miss It,**” mark your calendars now for the next CN graduation on December 2, from 5:30 p.m. to 7:30 p.m. This will be the largest number of graduates CN has honored to date, with 21 people being recognized. Even more exciting is the venue for this celebration.

Knowing that our last location posed space limitations, Debby searched high and low for the right spot. Ta da! Easy for everyone to get to, she chose the historic **Maumee Indoor Theater.** Located at 601 Conant Street, right in the heart of Uptown Maumee, this hot spot will add an “opening night” feel to the CN event.

The Maumee Indoor Theater was first opened in 1946. After extensive renovations, this restored Art Deco-style theater is a center for visual and performing arts.

So many of these wonderful theaters have either been torn down or turned into another use. “I can attest to that happening when I lived

in the Detroit area,” says Debby. “The same wonderfully intimate setting of the Beverly Hills, Michigan Theater was turned into a Rite Aid drugstore. We are lucky that Maumee had the foresight to save this mainstay for our use.”



Rumor has it that along with light appetizers that evening, theater-style popcorn will also be on the menu. The Board of Action members have offered to donate wine for the evening, with non-alcoholic beverages available as well.

Get your game on

The Board of Action also has set a goal of having 125 people in attendance at the December 2 graduation. The largest graduation ever had just 100 people there, and that was an electric event. “**I have decided that we can**

add to the fun with a contest,” adds Debby.

Everyone can enter prior to the event by guessing the number of people who will be there on December 2. Entries can be e-mailed to debby@salesandmore.com. Type the word “contest” in the subject line. Deadline for entries is midnight, November 30. The prize will be a \$50 gas card.

Sandy Pirwitz of Sandy’s Stuff for Women has also decided to help sponsor the food that evening. Be sure to thank her when you are enjoying the yummy treats.

Note the location

Easy to find, the Maumee Indoor Theater is at the corner of Anthony Wayne Trail and Conant Street. Enter from Conant. Parking is ample, with space directly behind the theater and City parking directly across Conant.

This graduation will seem like an Oscar night. Come, fill the seats and celebrate with the graduates of three separate classes. Be there with bells on!

Getting All the Value Out of LinkedIn

If you were one of the 25 CN grads who attended the October 24 training at Davis College, then you know that, when utilized properly, LinkedIn can help you move from V to C (maybe even to P) with your networking contacts; it can possibly help you train your referral partners; and LinkedIn can motivate you to foster even

better business relationships offline.

If you missed the two-hour training, then you missed learning some of the many fundamentals of this professionally focused, networking web site. Are you interested in CN holding more LinkedIn training programs? Let Debby know

by e-mailing her at debby@salesandmore.com.

- Leasa Maxx

Thanks again to **Arlene Gerig, Judy Gorun, Re/Max Preferred, and Jeff LaCourse, SummerBreeze Travels,** for sponsoring this event.

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
360 Graphics

Arlene Gerig
Re/max Preferred

Sue Greene
DiSalle Realty
Company

Karen Kiemnec
Stampin' Up

Linda Kuns
State Farm Agent

Jeff LaCourse
Summer Breeze
Travels

Leasa Maxx
Maxx Grafz

Nick Nigro
Davis College

Sandy Pirwitz
Sandy's Stuff for
Women

John Risner
Edward Jones

Jennifer Vaneckhoutte
Interior Design,
Davis College
student

Angie Weid
Organized Solutions

Sarah Wicks
AFLAC

Phil Bollin, Bollin Wealth Management, has passed the necessary coursework and the ten-hour comprehensive examination to earn the Certified Financial Planner designation. He also has purchased a new building located at 1811 River Rd in Maumee and plans on being moved in by mid November.

Louise Kahle, Take the Time, Image Matters!, authored an article entitled "Are You a Late Bloomer?" in the October issue of *Mature Living* magazine.

Debbie Papay, Attorney, just returned from a weekend with the author of "Wear Clean Underwear!" Debbie and her partner, Chris Steiner, are the newest "Personal Family Lawyer" members of the Family Wealth Planning Institute, a nationwide group founded by the author to help families with young children plan for their well being. They were selected to be the exclusive members for northwest Ohio.

Kathy Stringham, co-owner of **Coffee News of Monroe**, has joined the Monroe office of Northwestern Mutual Financial Network as an Associate Financial Representative. She is continuing to work part-time for Coffee News. Her husband, Dale, is taking a more active role in the day-to-day activities of that business.

Michael Temple, Temple Development Company, is proud to be one of the 2008 20 Under 40 award recipients. Michael was nominated by CN grad **Mark Urrutia, American Family Insurance**.

Frank Smith, Re/Max Masters, just completed a two-day course for the designation of CDPE (Certified Distressed Property Expert). He plans to use this new designation to help home owners avoid foreclosure and help them with a short sale.

Mary Ann Mills, Re/Max Masters, is very proud to announce that she has been asked to be the 2009 Vice President of Membership for the State of Ohio Women's Council of Realtors Chapter.

Susie Green, DiSalle Real Estate Company, proudly reports that her son, Josh, has been accepted to Bowling Green State University beginning fall 2009. He will be studying aviation to become a commercial pilot.

Debby Peters, CNP of Ohio, Ltd, is pleased to announce that she has been selected to join the Board of Directors for Paramount Insurance.

Cheryl Nickolaidis, Ecetera, hosted a luncheon and fashion show at La Scola restaurant for the American Heart Association's Go Red for Women Campaign. The event raised over \$1,500.

Penny Brubaker, ServPro Wauseon, recently presented a new Disaster Recovery Program to insurance agents in Fulton, Henry and Williams Counties. This allows the agent to contact their commercial client and offer a preparedness plan by compiling information to use in case of a disaster.

Angela Crosby, Occupational Care Consultants and **Allison Adkins, Knight Crockett Miller Insurance**, have joined the Board of Directors for Hannah's Socks. Angela plans on getting actively involved on the fundraising committee and getting the word out about this organization's mission.

Tami Norris, Northwest State Community College, has launched a new product, "Social Networking @ Your Desk." It is a series of one-hour live webinars to introduce business people to social networking. Topics include Facebook, LinkedIn, MySpace, Flickr, Twitter and

Blogger.

Joe Francis reports that Data Service Center Inc. has revamped its public web site to more closely link its image to recently revamped brochures. Also the company's "Paperless Payroll" offer has taken off. A growing number of clients no longer get paper checks or paper reports.

Peg Buda, Shaklee, recently became a board member of Cancer Assistance of Williams County. The board is helping to restructure this cancer assistance organization to become a more effective way to help people financially.

Merri Bame, Breaking Down Barriers, has found a professional network in Columbus that can give her direct referrals! She recently became a member of the Capital City Organizational Development Network. She has used the five months since her move to Columbus to quickly get connected.

Kim Welter, EqualityOhio, has been named to the Board of Directors of the Gay Ohio Historical Society (www.gohi.org). Kim adds that for lesbian, gay, bisexual, and transgender Ohioans, it is vital that the past be protected – not only for those who lived it, but also for future generations who will make history.

Bob Werner, Re/Max Masters, just received his CDPE designation (Certified Distressed Property Expert). This will enable him to help his clients more effectively negotiate "short sales" with their mortgage holder without being forced into foreclosure due to financial hardships.

As an additional way to serve her clients, **Mary Simmons, Modern Woodmen of America**, has successfully completed the training with Humana for their Medicare Advantage plans.

Getting Started

Our Montgomery, Ohio, BNI core group had been meeting for approximately one year growing and contracting, as most groups do. We experienced the leadership aches and pains common to many new businesses and partnerships. With that being said and the past being the past, during summer 2008 we decided to really get serious. Agendas were synched, members became psyched, enthusiasm swelled, and a surge began that culminated into an unprecedented collaborative work effort. We deployed a variety of well-documented BNI techniques to invite guests.

1. Word-of-mouth marketing was in high gear.
2. Many called upon members of their sphere of influence.
3. Some sent e-mails while others sent letters. I do have a

suspicion that a few guests arrived without knowing the member who invited them. Perhaps they knew of them!

Our group worked really hard, but it seemed effortless, perhaps because *we were having fun*, following strategies that had worked for others – and doing business. BNI's three tenets are to be productive, follow structure and have fun. Without knowing it we were following all three.

Weekly meetings became energized, fun and entertaining. In the midst of staying focused on launching our chapter, the pace of business referrals being passed was increasing substantially.

What resulted was a tremendous turnout of 30 guests at our kick-off on October 2. We have increased our membership by

six, and today we are at 21 members with a few prospects pending from guests who attended the kick-off.

BNI Area Director Gregg MacMillan and Geoff Scanlon, Vice President BNI Southwest Ohio, provided leadership, guidance and helped facilitate our kick-off. This added another great selling point for many of us as we connected with our prospects and discussed why they couldn't afford to miss this rare business networking opportunity.

It's amazing what can happen when a group decides to focus on successful results. It took a year for us to figure it out, but once we did, there was no stopping us. We are pleased that every week we can now gain the benefits of all that organized work.

~Michael Comperchio
Ultrava Wealth Resources

"In the midst of staying focused on launching our chapter, the pace of business referrals being passed was increasing substantially."

~ Michael
Comperchio
Ultrava Wealth
Resources

The special CN Google 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 nonprofit organizations. To list your information, please send to Sue Greene at jsgreene@roadrunner.com.

Networking Group – Women's Council of Realtors

Remembering that there are six different types of networking groups, the Toledo Chapter of the Women's Council of Realtors falls into the professional association category.

WCR exists to help real estate professionals, especially female Realtors®, become empowered to exercise their potential as entrepreneurs and as industry leaders.

The Toledo chapter schedules general monthly meetings for networking opportunities and to deliver educational topics of interest to the attendees. Topics vary widely from the successful, annual Realtor panel to discussions about appraisals and inspections.

Like many professional associations, WCR Toledo welcomes guests and encourages affiliate membership. I am a member

of this group so that I can develop strong relationships with the real estate community because we can give continuing education credit to Realtors® for the CN course.

The current president, **Mary Ann Mills**, and incoming president, **Judy Gorun**, are both CN grads. Go to www.wcrtoledo.com to see the dates of meetings.

~Debby Peters
CNP of Ohio, Ltd.

"Like many professional associations, WCR Toledo welcomes guests and encourages affiliate membership."

~Debby Peters
CNP of Ohio, Ltd

Networking Events November

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

Nov 5, WEN Bowling Green Meeting, noon, Frickers

Nov 4, GreaterFindlayInc, Fresh Brewed, 7:30 AM Findlay Country Club

Nov 4, Sylvania Chamber of Commerce, 11:45 AM, lunch, Franciscan Cntr

Nov 10, WEN West, 11:30 AM, Loma Linda's

Nov 11, WEN SEMI, 8:30 AM, Bedford Library (MI)

Nov 11, Maumee Chamber of Commerce 11:30 AM, Luncheon & Business Expo, Brandywine

Nov 12, WEN morning meeting, 7:30 AM, Clarion Hotel on Secor Road.

Nov 13, Women's Council of Realtors, Annual Gala, Toledo Club, 6 – 9:30 PM, \$40

Nov 13, Bryan Chamber of Commerce, After Hours, Rita's on the Square

Nov 18, WEN Late afternoon meeting, 4:30 PM, Flying Bean Coffee Shop.

Nov 20, GreaterFindlayInc, Buisness2Business, Aardvark Inc, \$15

Nov 21, Defiance Chamber Business After Hours, 4:30 PM, Defiance Eagle's Club

Nov 24, 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.

Being There

As I was harvesting the last of the tomatoes from our garden this year, I reflected on the seasons of



life. And, I realized that even networking has cycles. If we work within those natural rhythms, we have a much greater chance of success. Over the next four months, let's take a look at these networking "seasons," especially in regard to networking events, starting at the beginning with *spring*.

Spring is the season when gardeners prepare everything: soil, seeds and plans. So, how does that apply to networking an event?

First of all, assuming you've already chosen the program to attend, find out all the details. Record when and where in your schedule. Register or RSVP. Some

events don't require it, but if it is an option, please use it. It makes things so much easier for the organizers. Will there be a speaker? A meal? What's the agenda? The more you know about what will be happening, the more comfortable you will be and the easier it will be to perform the next steps.

Invite someone else.

Assuming the venue allows it, this can be a great way to double your "harvest" on an event. This is where all that information you obtained comes in handy. With it, you'll know who in your network will gain the most benefit from attending. Just remember: you are inviting them as your *guest*. If there is a fee to get in, you really should foot the bill. That being said, you may want to check with the event organizers. Many programs have guest passes available for first-time attendees.

Set goals. Unless you do this, you will have no idea whether the event was a success or a failure. It's hard to win a race if you don't know where the finish line is. This is another time where all

that knowledge of the program will help. You will set different goals for a two-hour mixer as opposed to a lunch with a speaker and only ten minutes of open networking.

Of course, it bears mentioning that you should **make sure your tools are ready to go**. Do you have plenty of business cards? Do you have a backup stash, just in case? You'll probably need a pen. If you expect to plan lunches or coffees while you are networking, you'll definitely need your schedule. Just as the gardener needs his shovel and gloves, you shouldn't be without any of your necessary tools.

Remember that networking is just like gardening. Different activities are appropriate for different seasons. If you can take a moment to pay attention to those rhythms, you will feel more comfortable and prepared. You may even find yourself having a good time.

~Greg Peters
Cyber Data Solutions

One for You and One for Me

In word-of-mouth marketing, we try to reinforce the concept of **reciprocal relationships**, where both partners receive benefit. That may mean that for every referral I give to you that you give me one in return.

Well, yeah, that is the ideal world.

So now, let's get real.

Mutually beneficial relationships can take on various shades of reciprocity.

Kendra Saldana, owner of **Smart Sites by Kendra**, is a great example of how she helps her referral partners. One, **a radio station**, has a

popular advertising package that requires clients to have a web site. No web site means the prospect can't have this package. This is where Kendra comes in. The radio station refers the prospect to Kendra, and she develops a web site. Sometimes it is a very simple one-page deal, other times it is more complex. Once done, she steers the client back to the station, so they can now get the advertising package.

In this situation, **everyone wins**. Kendra gets a new client. The radio station gets a new client, and the business gets the advertising it wants.

Kendra has not had much opportunity to send a client to the radio station directly from her own sales efforts, but the



radio station still feels like they are getting what they need because Kendra is solidifying the possibility for them to get a client when she builds the web site. Mutually beneficial? Yes, I think so.

~Debby Peters
CNP of Ohio, Ltd

Member Spotlight: Gina Prickel



Even though she has a degree in accounting and previously had a career in that field, **Gina Prickel** quit her job to raise her five children. When they were all in school, she went into real estate to have something flexible that would allow her to continue to play an important role in her children's lives. She works for **Sibcy Cline**, a real estate firm that serves southern Indiana, northern Kentucky and Cincinnati, where she currently lives.

Gina graduated from the first Certified Networker (CN) class offered in Cincinnati last spring. What she found most helpful about the program was learning to teach her referral partners what it was she was looking for in a referral. She had always been willing to help others but was hesitant to ask for referrals for herself.

The CN course also helped with her target market (corporate relocation) because she learned to go to her sources at the corporations and tell them exactly what she was looking for.

Gina loves helping people and especially assisting her clients find their dream home. It sounds like she does a good job at it because she has never gotten less than an excellent rating from them! She hopes eventually to go into brokering and run a real estate office.

When she's not working or spending time with her family, she enjoys tennis and reading and takes advantage of her tennis club and book group to network in social situations.



She is currently reading is Philippa Gregory's *The Other Boleyn Girl*. She is also part of a BNI chapter. Physical exercise like tennis, Pilates, and walking are her ways of relieving stress. She also enjoys the quiet time at night when everyone has gone to bed, and she can sit down

with a glass of wine and a good book.

Gina feels blessed by her "great kids and wonderful husband (of 26 years)" and that they helped her develop patience and perseverance. We discovered in chatting together for this article that both our children went to or are going to Purdue University (She and her family lived in Indiana for a time, as I did). Two of her girls are currently attending.



One of her sons is in the Peace Corps in the Dominican Republic. Her family loves to get back together for holidays. Keeping the family company is their "Sweet ole pup," Jessie, who has been with them for 13 years.

It's nice to know that CN is spreading throughout Ohio. After meeting Gina over the phone, I'll certainly look her up when I'm in the Cincinnati area to meet her in person!

~Karen Kiemnec
LeBed Method

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

"It sounds like she does a good job at it because she has never gotten less than an excellent rating from them."

~Karen Kiemnec
(About Gina Prickel)

Another Milestone

Davis College will begin another accredited CN class on November 20. Depending on the number of students who elect to take this course will mean that we will end our year very close or right on 450 people now in the community. Jennifer Vaneekoutte and Jennifer Olson are great examples of students who took CN at Davis and now have connected with the community at large. Debby recently was at an event where Dr. Ivan Misner, Chairman of BNI, spoke, and he mentioned that Davis continues to be one of only two colleges in the nation that offers a for-credit course about networking. Nick Nigro teaches this course for us. We are proud that we can make such a difference in these students' lives.

