

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

## Dates to Remember

### December

Findlay lunch	9
Toledo lunch	16
Graduation	2

### January

Findlay lunch	6
Toledo lunch (guest)	20
Sylvania Preview	13
Findlay Preview	14
Toledo Preview	16

Number of  
members of the  
Ohio CN  
community

**449!**

## Where is CN Giving Networking Presentations?

Dec 6, GreaterFindlayInc,  
Fresh Brewed - Debby

Jan 7, Maumee Rotary-  
Debby

## CN Class

### Start Dates '09

Mar 4, Findlay

Feb 27, Toledo

Cincinnati, date TBD

Archbold, date TBD

## Connecting in Cyberspace

On October 24 CN grads attended a hands-on workshop to learn more about the online, social networking sensation, LinkedIn. **Leasa Maxx, Maxx Grafx**, conducted the training at Davis College. Participants were able to use a computer with Internet access. They were able to apply some of the techniques learned during the training session.

If you aren't familiar with LinkedIn yet, it's like a business version of Facebook. Business professionals all over the world are putting up their profiles and linking with their network contacts. Professionals are using LinkedIn not only to keep connected with their current contacts, but also to make new connections. It serves as a great tool for doing some research on people before contacting them for business.

The philosophy is based on the *six degrees of separation* where supposedly you can be personally connected to everyone in the world in six introductions or less.

It's amazing when you start discovering how many people the people you know...know. It's changing the way business is conducted. Over the past several months, LinkedIn's popularity has exploded. It's not quite to Google status yet, but it's on its way!

Here's an example of how LinkedIn is making networking easier. **While at the workshop, Karen Kiemnec, LeBed Method**, browsed for new connections to expand her network. She typed in the name of a former colleague who lives in Indiana and sent him an invitation. The very next week her son-in-law sent Karen an invitation to get LinkedIn. He lives in Indianapolis. He needed an introduction to someone also in Indiana. After linking up with Karen and browsing her contacts, he found out that her former colleague knew the person he was looking for and was able to make the introduction for him.

**Darlene Robinson, The William Vaughan Company**, was impressed by the power of

recommendations. "This is very powerful and builds credibility when someone pulls up your profile. They feel that they already know you and want to do business with you!"

LinkedIn Groups are also very powerful networking tools. I have personally found that the Groups pertaining to my profession are great information sources. I am able to ask questions and get advice from other marketing professionals and graphic designers almost instantly.

Overall, the workshop was a huge success. There's been lots of buzz about the desire for additional workshops in the near future, both from a beginner as well as intermediate user level.

~Julie Cantu  
360 Graphics

*Editor's note: At press time, we have scheduled two more LinkedIn sessions in 2009. February 27 will be another beginner session and will be opened to those outside our community, too. March 13 will be the next level for those who have taken the beginner session.*

## Graduation Reminder – (plus a contest!)

You will want to be at the graduation extravaganza for our NW Ohio grads on December 2. New this time will be the Maumee Indoor Theater location. Cassie Egli of Super Suppers will be providing delicious morsels for us to taste. Sandy Pirwitz is helping to sponsor the food, as is Cassie. Your Board of Action is donating

the wine for the evening. We will also have a non-alcoholic fruit punch. But most important is that we want to be sure we support and celebrate with 21 new members of the CN community.

We also announced a contest in the November newsletter. Those sending

an e-mail to Debby with "contest" in the subject line and the estimate of the number of attendees will be in the running for \$50 worth of gas. You just have to be the most accurate guess. With a tie, we'll randomly draw the winner. Contest deadline is midnight on November 30.

## 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

**Julie Cantu**  
NWORestaurant.com

**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 Grafx

**Nick Nigro**  
Davis College

**Jennifer Olsen\***  
Clair David Interiors

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

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

**Angie Weid**  
Organized Solutions

**Sarah Wicks\***  
AFLAC

\*New Member

**\_Mary Ann Mills, Re/Max Masters**, recently received her Certified Distressed Property Expert (CDPE) real estate designation, which will enable her to better assist sellers with short sales. Additionally she had a house listed on HomeFinder Channel100. As a result, the home sold quickly.

**\_Tim Speweik, MailWorks!**, reports that they have continued their growth by purchasing another mail house. New employees and eight new pieces of equipment have been added. They are producing around 3 million pieces of direct mail per month.

**\_Julie Cantu, 360 Graphics**, recently launched a free, monthly publication for the owners of independent, local restaurants. "Restaurant Marketing News" is packed with tips and ideas for how small restaurants can market themselves more effectively. Julie suggests that we schedule our one-to-one meetings in local establishments. She would like to announce three new hires; Don Dottei and Nathan Reichert, graphic designers, from Davis College, and Julie found Chelsea-Lynn Carey, public relations specialist, after her resume was posted on the CN e-mailing list.

**\_Andrew Kistner, Assistant BNI Director**, saw the value of CN at a BNI chapter meeting when the presenter for the day was absent. CNers, **Chuck Kistner, Carpet Spectrum** and **Melonie Dickey, Affinity Merchant Services**, both stepped in to cover the presentation. Chuck explained the new goals, and Melonie reviewed the 16 levels of referrals.

**\_Jody Zink, Loss Realty Group**, received the 2008 Award of Achievement from the Ohio Association of Realtors. She represented clients in the sale or purchase of more than \$1 million. Despite the crazy market, Jody is managing to pull through the tough times!

**\_Dave Achen, Brennen Financial**, is a new board

member of the Toledo Society of Financial Service Professionals. Members are credentialed financial service professionals. The Society of Financial Service Professionals requires its members to be credentialed or actively pursuing widely-recognized financial service designations or degrees.

**\_Jeff Pettit, Artistic Memorials**, recently provided a Vietnam Veterans Memorial in honor of eight classmates of Clay High School who died during the Vietnam War. The memorial was placed at the entrance to the football stadium in Oregon, Ohio. Pettit also had the honor of providing the Veterans Memorial in Perrysburg. The memorial honoring all Perrysburg residents who died during World I through the Gulf War is located in Hood Park by the Commodore Perry Memorial.

**\_The Whitman Center's Sandy Kosmyna** and her team, "The Koz" raised \$9,000 for the Juvenile Diabetes Research Foundation Walk to Cure Diabetes. Twenty four Koz team members participated in the walk at Ottawa Park.

**\_Karen Essary, Couture by Karen**, recently attended the Exciting Windows Fall Regional in Chicago, driving her new "Excite Van" with eye catching graphics! She learned about the latest trends in window treatments and what marketing techniques are keeping her ahead in this down economy. Karen received an award for the highest sales in her group for the third quarter.

**\_Linda Kilgus, Re/Max Preferred**, was included in the Toledo Board of Realtors Million Dollar Sales Club for 2008 and the OAR (Ohio Associations of Realtors) Sales Club. Linda is a lifetime member of these sales clubs.

**\_Allison Adkins, Knight Crockett Miller Insurance**, is a new board member for Hannah's Socks, and she is promoting a new insurance program that is specifically

for non-profit organizations. She is excited about the benefits she can offer to such groups.

**\_Greg Peters, Cyber Data Solutions, LLC**, has been appointed co-chair for the Leadership Ann Arbor program. He will serve a two-year term helping participants learn more about the Ann Arbor area and themselves as leaders.

**\_Nick Nigro, Davis College**, presented two sessions in October at the Holland Branch of the Toledo-Lucas County Public Library on job search strategies, resume writing and interviewing techniques. He also repeated these topics at the Rossford Public Library in November.

**\_Lori Powell, State Farm Insurance**, attained the Chartered Advisor for Senior Living (CASL®) designation. This helps to provide financial planners with the knowledge that will help them effectively meet the needs of retired clients and clients planning for retirement.

**\_Merri Bame, Breaking Down Barriers**, was quoted in an article in *Prospecting Weekly*, which can be viewed here:

[http://www.prospectandflourish.com/pwemail\\_16.htm](http://www.prospectandflourish.com/pwemail_16.htm).

**\_Mary Nyitray, Optical Arts**, is one of eight offices in Ohio that offer the 'Ipsio', a custom, progressive bifocal lens. The store has an instrument that measures how prospects use their eyes to determine candidates. The measurements are used to create the custom lens.

**\_Arlene Gerig and Judy Gorun, Re/Max Preferred**, held a *Fashion FUNraiser* at the Bartley Lofts. Admission price was an article of clothing for Suitably Attired. Arlene and Judy took two carloads of clothes to Suitably Attired. Additionally they earned the TBR Million Dollar Club award and the Ohio Realtor Award of Achievement for selling nearly \$4,000,000 in the year ending June 2008.

*Continued on page 3.*

## More Horntootin'!

**\_Les Panczner, Panczner and Associates** and **Dee App, Five Wellness LLC**, had a successful event with a visit from Ted Aloisio, noted lecturer, researcher, and foremost authority on the practical application of live-cell microscopy.

**\_Phyllis Bartholomy, Bartholomy Massage Therapy, LLC**, joined St. Julian's thin and healthy program. She has lost 29 pounds and 35.5 inches in just seven weeks. She is going to continue the program for a healthier life.

**\_Linda Fayerweather, Changing Lanes**, has passed all three examinations of the Enrolled Agent test. This is an advanced professional certification in the area business and personal taxes. Now Linda just has to pass the background check by the IRS. She wonders how you study for that!

**\_Steve Cotner, Corporate Intelligence Consultants**, is serving his third year as a commissioner on the Private Investigations and Security Services Commission for the State of Ohio, Department of Homeland Security. He is the chair of the Private Investigations Subcommittee, which advises the Director on topics facing the Private Investigation and Security committee. He was also re-elected to serve on the board of directors of the Ohio Association of Security and Investigation Services as its secretary.

**\_Mark Allan, Assured Services**, was fortunate to be able to clean a couple of chairs that were donated to the Pregnancy Center, where they will be used to furnish apartments for new moms. He did this at no cost to help a worthy cause.

**\_Fred Schmits, Mobile Lube**, has been awarded the

preventive maintenance service for the Findlay Avis Garage. Mobile Lube is also now a fleet management provider for MAP Inc., PHH Arval, Fleet Experts, Wright Express, Voyager and ConocoPhillips Fleet Card. Additionally, Mobile Lube will be celebrating its second anniversary in December. Fred started this company with an idea sketched on a napkin. It continues to grow and now offers on-site car washing, waxing & detailing as part of its on-site services. **\_Leasa Maxx, Maxx Grafx**, has brought media attention to historic Uptown Maumee by facilitating *Mirror, Blade* and *Toledo Business Journal* newspaper articles plus a two-part *EcoTrack News 11* report announcing the Maumee Uptown Business Association's efforts to light a 40-foot tree with solar power for the holidays. The tree at E. Wayne and Conant will be lit through December 31.

*"I am excited that as our community has grown, we have added a second page of horn tooting."*

*~ Debby Peters  
Certified Networker  
of Ohio, Ltd*

**On January 20, 2009, CN will hold its semi-annual, guest lunch in Toledo, which means that you can attend with a friend. Those outside the community experience great networking, while you strengthen your business relationship. Consider treating your guest to lunch, or mention there is an \$11 fee for lunch. Participation is limited to the first 60 people registered, so those who do not RSVP and come that day may be turned away ... Now, that's not good for a relationship! Please register.**

## Encore, Encore!

**If you could choose, would you rather be distinctive or excellent?** As business professionals, we work each day to provide remarkable service that's memorable. We desire to have customers for life instead of just getting a single sale. In the CN community, we focus on developing and maintaining mutually valuable relationships. It is our hope that by our words and actions, people will find us credible. As we continue to extend efforts to grow professionally, you may add to your list this 130-page gem titled, *The Encore Effect* by **Mark Sanborn**.

It is practical and motivational through and through. Whether you are trying to win that new account, inspire your friends and family, or getting a job, this read will assist you in making every performance count.

Hold it! Is it possible to make every performance outstanding, the kind that leaves people applauding for an encore? Sanborn says that anyone can achieve remarkable performance time after time. The volume discusses five steps that will lead us to demonstrate extraordinary results in all aspects of our life. The secret lies in *passion* (the

fuel for remarkable performance), *preparation* (where remarkable performance begins), *practice* (it won't make you perfect, but it will make you better), *performance* (how to engage your audience), and *polish* (making your performance shine).

Get your running shoes on and head to the closest bookstore. This is one resource you will want to have on your shelf. It will help you make your journey in the direction of sustainable success. By the way, be distinctive!

*~Nick Nigro  
Davis College.*

*"Whether you are trying to win that new account, inspire your friends and family, or getting a job, this read will assist you in making every performance count."*

*~Nick Nigro  
Davis College*

## Networking Events December

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

**Dec 2, Sylvania Chamber of Commerce**, 11:45 AM, lunch, Franciscan Center \_

**Dec 3, WEN Bowling Green Meeting**, noon, Frickers

**Dec 7, WEN annual Holiday Open House**, 1 PM – 5 PM, Fort Meigs Memorial, Perrysburg.

**Dec 8, WEN West**, 11:30 AM, Loma Linda's

**Dec 9, WEN SEMI**, 8:30 AM, Bedford Library (MI)

**Dec 9, GreaterFindlayInc, Fresh Brewed**, 7:30 AM Findlay Country Club

**Dec 9, Maumee Chamber of Commerce**, 11:45 AM, lunch, Brandywine \_

**Dec 10, WEN morning meeting**, 7:30 AM, Clarion Hotel on Secor Road.

**Dec 11, Women's Council of Realtors**, Monthly lunch meeting, Toledo Club, 11:30 – 1PM. \$15

**Dec 11, Bryan Chamber of Commerce, After Hours**, CC Exceptional Dining, e-mail bryancc@cityofbryan.net

**Dec 16, WEN Late afternoon meeting**, 4:30 PM, Flying Bean Coffee Shop.

**Dec WEN Lunch Bunch, NO MEETING**

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.

## Seasons of Networking: Summer

In the previous article in this series, we talked about how preparing to attend a networking event is like a gardener preparing his beds in the spring. **Now we move on to the season of networking called summer** – actually attending the event. For gardeners, if springtime is about preparation, summer is for cultivation. Please note that I didn't write "harvest." It's about weeding, thinning and feeding the plants to make them grow strong. So how does this apply to networking, especially with an event?

First and foremost, this is *not* about the harvest. Networking is *not* selling. This is all about starting relationships and doing what's necessary to build

upon them. Trying to sell at a networking event is like eating your seed corn: you may get a meal now, but you will definitely miss out on all of the meals that seed would have created if you had nurtured it.

Just as gardeners don't plant every species under the sun in their plot, so, too, should the good networker not attempt to make a connection with every single person in the room. Make sure the business cards you request are from people who will be a good fit. How will you know? Personally I take the cards of people I want to help (and by that I *don't* mean sell them something). For others, this may mean those who are in their target market or those who also sell to their target market.

Finally, those who feed their networks regularly, just like plants, will receive a bigger harvest when that time comes. This is where helping other people build their networks comes into play. Making introductions, offering asked-for advice, even passing leads or referrals will help to strengthen your own relationships and make them more likely to pay off in the long run.

Spend your time at networking events like a gardener in the summer: cultivate, water and feed. The goal during this networking season is to have a stronger garden when it comes time to harvest.

~Greg Peters  
Cyber Data Solutions

## Warm Fuzzy Networking

As the holidays approach, the temperature drops and



Christmas songs have already begun to enter into the airwaves. With these early signs of winter, we are all reminded of the times we've shared with our families in celebration. These memories seem to be relaxing for us, but if I just so happen to mention the topic of our first-time networking experiences, I'll not find too many reassuring replies especially for those who have just begun the process. The truth is, it can be quite daunting!

In fact, most people are hesitant to go to any networking events at all, just because they hate the idea of approaching new people and feel there might not be much to say ... But, if they're willing to look at it in a *new light* they may just be surprised at what they find.

Colleen Robinson can relate to having had this experience. Her first take on networking was that "I've got to go in there now and stay for an hour! And, this would be the part I don't like." She related the experience to her husband's family reunions. At first, she was really uncomfortable, thinking, "Here we go again," and often times wondering what would happen if she couldn't remember all their names.

After having taken the CN course, Colleen feels networking has a place. "I have a goal now! And, with just that, it seems to be less taxing for me. I look forward to meeting the people I haven't met ... those that seem open to conversation." She realizes it's a lot like those reunions she attended. After engaging with the family members she didn't know, she has found over the years it is more enjoyable. Colleen Robinson is an associate for ReMax Realty in the Findlay area, and she finds her first Tuesdays of each month at

GreaterFindlayInc's *Fresh Brewed* are mornings she looks forward to attending!

If you think of the upcoming graduation (Dec 2) as a fun night out, it will be! Actually mingle with those you don't know. Topics you could discuss include *holiday traditions, favorite winter hobbies, networking groups* others have joined or even *what area others are originally from*. When you start thinking about it, this is what the GAINS profile is designed for. Review it, and put it into action!

Remember, too, that CN always uses an icebreaker *question for the event*. It is usually a good starting point for conversations. It may be challenging, but it's well worth the reward! You may be surprised to find out what you have in common with others. And, before you know it, those warm fuzzy feelings that you have around your family just may show up on the Networking Scene!

~Sarah Marie Wicks  
AFLAC

## Member Spotlight: Cathy Skiver



Let me tell you about my friend, **Cathy Skiver**.

First of all, she's a gorgeous blonde. And, she's married to a successful physician lawyer. What more could a woman want?

But there is so much more to what Cathy is all about ... Let's go back to the beginning. Cathy has a degree from Ohio University (where she met her husband Steve) in fashion merchandising (a field I can really relate to). Her first job was an assistant buyer at Lamson's.

Now, many of you are probably asking yourselves, "What is Lamson's?"

That was my first clue that Cathy must be a little older than her looks would lead you to believe. Lamson's was once one of the most fashionable department stores in Toledo. Its largest

store was in downtown Toledo, but there was also one in *the Colony* (near the Central Avenue and Monroe Street area by Toledo Hospital).

Cathy is one of the members of my Master Mind group, which formed four years ago. At that time, Cathy was director of marketing for the Zimmer Corporation, which is an orthopedic hardware manufacturer (think artificial joints). Working for Zimmer is what motivated Cathy to do what she does now.

All of us CN graduates remember that we were urged to dig deep into our souls and figure out why we do what we do. At Zimmer, Cathy had a lot of contact with older people, and she saw what happened to people as they age. She knew someday she wanted to help people prevent some of the conditions that frequently are associated with aging.

Cathy also had a problem with her shoulder, and her experience with physical therapy was not only "horrible," but it didn't help. So, she began practicing yoga and Pilates. When I asked her what the major difference was between the two entities, she explained that it was how she felt afterwards. And, that's when

she fell in love with yoga.

When she decided to become a "yogi," there was no place in Toledo to learn the trade, so she enrolled in a program in Ann Arbor, Mich. She now teaches yoga all over the Toledo area. All of her sessions are appropriate for beginners. There are different types of yoga, and she often hears from her students that they love how she teaches.

She is a huge advocate of networking. Literally all of her current students were obtained through networking, and for this she thanks the CN community and BNI. In addition to her yoga business, Cathy also serves BNI (Business Network Int'l) as an assistant director. In addition to serving as an advisor to many local BNI chapters, she also manages the BNI Member Mentoring Program. A huge priority for Cathy is her family, which includes five children and four grandchildren.

One of Cathy's goals with her business now is to reach out to employees of local corporations. It's been shown that yoga can help injured employees get back to work faster, reduce sick-time and boost productivity.

Try yoga with Cathy!

~Sandy Pirwitz  
*Sandy's Stuff for Women*

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

"...she's a gorgeous blonde...married to a successful physician lawyer."

~Sandy Pirwitz  
(About Cathy Skiver)

## Another BOA Milestone

During the last couple of months, **Joani Donovan, LMT, Ultimate Body, Mind and Spirit** and **Dave Achen, Brennen Financial**, have completed their commitment to the CN Board of Action. Both have given so much to CN to help it be successful. Joani is always recommending the course to people she networks with, and Dave has always championed us to the Sylvania Chamber of Commerce. Joani and Dave will be missed. We truly appreciate all they have done for our community. Now, we are looking for a few good people to walk in their shoes. Please let a BOA member know of your interest in participating on the CN Board of Action.

**Help Others to Join Our Community**

**Participant Registration**

**Part I**

Sponsored by:

Course Location:	Date of Course:
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**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 month in which the class begins, with remaining payments taken out monthly on the last day of the month.)

<input type="checkbox"/> Option 1 (\$1399 - Check, VISA, MasterCard) (This is for Toledo classes, only)
<input type="checkbox"/> Option 2 (6 monthly payments of \$249 - Credit Card Only) (This is for Toledo classes, only)
<input type="checkbox"/> Option 3 (18 monthly payments of \$83 - Credit Card Only) (This is for Toledo classes, only)
<input type="checkbox"/> Option 4 Non-profit rate (\$849 – Check, VISA, MasterCard)

Credit Card Information: (Circle one) - VISA    Mastercard

Card Number:	Exp. Date:	CID #:
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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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*See us at*

**www.cnpofohio.com**

and comment on our blog at

**www.cnpofohio.blogspot.com**