

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

Dates to Remember

February

Findlay lunch	3
Findlay Preview	11
Toledo Preview	13
Toledo lunch	17
Toledo class starts	27
LinkedIn Training	27

March

Findlay lunch	3
Findlay class starts	4
LinkedIn Training	13
Toledo lunch	17

of members of the
Ohio CN community
448!

Where is CN Giving Networking Presentations?

- Feb 3, GFI, Fresh Brewed
- Feb 5, International
Networking Day
celebration, Findlay Inn,
Findlay
- Feb 18, Findlay Kiwanis
- Feb 19, CCEO
Conference, Keynote
presentation, Columbus
- Feb 25, Funeral Director's
Regional Meeting, Bryan

CN Class

Start Dates '09

- Mar 4, Findlay
- Feb 27, Toledo
- Jan 12, Cincinnati
- Archbold, **date TBD**

Encore, Encore! CN Hosts More LinkedIn Training

Another great opportunity is coming on February 27, from 1 p.m. to 3 p.m. at **Davis College**, when **Leasa Maxx, Maxx Grafx, and Tami Norris, Northwest State**, lead another introductory session about how to get the most out of the social networking web site, LinkedIn.com. Because LinkedIn's philosophy is in line with the Certified Networker program, CN grads want to have a good grasp of how to use this relationship-building tool. Leasa will provide some basic to-do's to help you create a good first impression on LinkedIn. She will also demonstrate how LinkedIn can help you move from V to C (and, possibly, to P) with your networking contacts and referral sources.

"LinkedIn can also be used to help you train your referral partners," says Maxx. "And, most importantly, it can motivate you to foster even better business relationships offline."

Ready for more?

Whether you attended the first LinkedIn session last fall

or are committed to participating in the February 27 session, you have the chance to learn more about LinkedIn at an advanced training on March 13, also at Davis College. This session promises a brief review of the some of the points learned in the introductory session, plus it will dig deeper into the many features of LinkedIn, including some of the key applications that have been added to the networking site over the last several months.

A big bang for your training buck

Because the LinkedIn trainings will be held at Davis College, each participant has use of a computer for a hands-on experience. Seating is limited to 25 participants at each session, however, so it's wise to reserve your spot soon.

The fee to attend each workshop is \$10 for CN grads and \$20 for guests of the community. Registration must be accompanied with payment; send a check to Debby Peters, PO Box 1121, Perrysburg, 43552. E-mail debby@certifiednetworker.com

Those who came to the very first LinkedIn session that was held last fall, might want to attend again for a refresher. We would like to invite you to do this for free if you bring a new person to this training. You both will use the same computer, but you will be helping the new person to more easily figure it all out. You can invite someone that you have a strong relationship with already, or a person that you'd like to develop the beginning of a relationship. Both registrations must be sent at the same time.

Sponsors Again!

CN would like to thank **Arlene Gerig** and **Judy Gorun, Re/Max Preferred** and **Jeff LaCourse, SummerBreeze Travels**, for helping to sponsor these learning opportunities. **Julie Cantu** created the flier for our use, too.

Again, don't delay. This offering sold out last time and we wouldn't want to have to turn you away.

~Leasa Maxx
Maxx Grafx

Networking Idea

Recently new BOA member, **Sarah Wicks, AFLAC**, was my guest at the WEN West meeting. After the formal part of the meeting was over, Sarah scheduled a few appointments with those in attendance. She showed me how she keeps her contact information at her finger tips. You know those **little slots** in your planner

which are supposed to be



used for credit cards or other credentials? Well, instead of credit cards, she inserts the business cards of people she

is meeting with in the next week. That way they are handy, right there, in case she needs contact info. Good idea, don't you think?

~Debby Peters
CNP of Ohio, LLC

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

Julie Cantu
360 Graphics

Arlene Gerig*
Re/max Preferred

Sue Greene
DiSalle Realty
Company

Jeff LaCourse
Summer Breeze
Travels

Leasa Maxx
Maxx Grafx

Nick Nigro
Davis College

Tami Norris
Northwest State
Community College

Jennifer Olsen
Clair David Interiors

Sandy Pirwitz*
Sandy's Stuff for
Women

Jennifer Vaneckhoutte
Interior Design,
Davis College
student

Bob Werner
Re/Max Masters

Sarah Wicks
AFLAC

* Advisor

We are interviewing for two open positions on the Board of Action. If you have interest in helping our community to grow and prosper, please call Debby.

_Phyllis Sheets says "my father always told me to do what I do best." So, Phyllis, Expert in Alterations and Tailoring, is back in the alterations business full-time. For the present, Phyllis will work from her home. You will need to call her at 419-382-7490 for an appointment. Remember, Phyllis says, "Your clothes speak even before you do."

_Starting before the new year, **Phyllis Bartholomy, Bartholomy Massage Therapy LLC**, would like to give us an update on her journey to a healthier life. Her current weight loss is at 54.4 lbs. and she has pared 73 inches. Phyllis we're all very proud of you.

_Cheryl Nickolaidis, Etcetera!, was in the top 20% of all Etcetera clothing consultants in the country with a 34% increase in sales for the fall/holiday collection. This is measured against the same period last year.

_Judy Gorun, Re/Max Preferred, has taken over as president of the Toledo chapter of Women's Council of Realtors. Also, helping are **Mary Ann Mills, Re/Max Masters**, VP Membership and newsletter, **Arlene Gerig, Re/Max Preferred**, leading the nominations committee, **Michelle Donnelly, American Home Shield**, directing the awards and recognition committee and **Debby Peters, CNP of Ohio**, heading the hospitality committee.

_Angela Crosby, Occupational Care Consultants, has been selected to sit on the Advisory Board for Stautzenberger College.

_Julie Cantu and her daughters, Lexi and Leigha, are finally settled into their new home. In May, they purchased a farmhouse on 7.5 acres in Riga, MI. Over

the past 7 months they completely gutted and remodeled the entire house. It was looking bleak that they would move in before year's end, but on New Year's Eve they did it! Julie runs her business, **360 Graphics**, out of her home. She is excited that they now have room to grow.

_Tami Norris, Custom Training Solutions at Northwest State Community College, is pleased to announce that they have opened their office at UT's Scott Park campus. CTS will still be offering courses from the Archbold, Bryan and Metamora locations, but Tami will be spending a majority of her time in Toledo.

_Amanda Ballard reports that **Heidelberg College** is coming full circle again. The college's Board of Trustees has voted to return the name of the institution to *Heidelberg University*. The change will become fully effective at the beginning of the 2009-10 academic year.

_Smokey Smoktonowicz believes in and represents XanGo as a second part-time career. What he is really proud of is his recently developed website called www.glimpzgirlz.com. Smokey created the website and has received good reviews for the marketing, content and look.

_Winning should be **Jeff LaCourse's** middle name. Owner of **SummerBreeze Travels**, Jeff is also the head coach of the Perrysburg High School hockey team. They won the Christmas tournament and won another tournament the third weekend in January.

_Leasa Maxx, Maxx Grafx, is thrilled to announce that her marketing and design firm was voted the **Best of Toledo** by *Toledo City Paper* readers. Read all about it in the February 4 issue!

Just in...The Toledo CN BOA has designated two of the monthly lunches per year for inviting guests. The Spaghetti Warehouse was filled to the gills (or maybe to the meatballs!) on January 20 when 46 grads, current CN students and guests gathered.

Sarah Wicks, AFLAC, ably led the meeting as emcee. The question of the day was, "If you could have dinner with any one person, living or dead, whom would you choose?" Answers varied from dead parents to Barack Obama at the very time he was being sworn in as the next president.

Sandy Pirwitz, BNI, shared that she has a decorative box that holds many of the thank you notes she has received from people she has helped. Her advice to us was to be aware of how important those little notes can be to the person receiving them.

We also want to thank **Jennifer Vaneckhoutte, Davis College student** and **Bob Werner, Re/Max Masters**, for being the check-in artists. They quickly handled the crowd at the door and made everyone feel very welcome.

Don't miss the February lunches:

Findlay, Feb 3, Olive Garden, Tiffin Ave, 11:30 AM – 1 PM.

Toledo, February 17, Spaghetti Warehouse, 11:30 AM – 1 PM.

International Networking Week

To celebrate **International Networking Week**, several Findlay area organizations and groups are having an event on February 5, from 5-7:30 PM at the Findlay Inn. The objective of the event is to showcase member organizations to help the attendees determine which ones they might like to join. **Martina Wedge, Mad Hatter Promotions**, began thinking about this when her BNI chapter wanted to attract new members. As a result, all three BNI chapters will be involved along with GreaterFindlayInc., several service organizations, other referral groups and Certified Networker. Tickets for the event are \$5 in advance, \$10 at the door. Currently there is a ticket special. Buy two tickets for \$6. Call Martina to purchase tickets at (419) 889-1815.

"The objective of the event is to showcase member organizations to help the attendees determine which ones they might like to join."

*~ Debby Peters
Certified Networker
of Ohio, Ltd*

A Look at Networking Groups: Mastermind

At the annual conference of the Women's Entrepreneurial Network in 2004, the keynote speaker mentioned a group called Mastermind. I remember being intrigued by the idea, but had forgotten about it until several weeks later when I was invited by my friend Lori Cannon to come to an informational meeting about it.

It seems that Lori and two others who were at the WEN conference each sent out five invitations to this meeting. It was serendipitous that seven of us gathered that first day and made some decisions - that we would just stay at seven for the time being, that we would stay an all-woman group and since we were in different professions that we would keep it that way. No competition "at the table."

To quote the website www.passionforbusiness.com, "There is synergy of energy, commitment, and excitement that participants bring to a Mastermind Group. The beauty of Mastermind Groups is that participants raise the bar by challenging each other to create and implement goals, brainstorm ideas, and support each other with total honesty, respect and compassion. Mastermind participants act as catalysts for growth, devil's advocates and

supportive colleagues."

We meet monthly in the hostess' home or another place of choice. We've lost a few members because of moves out of town or lack of participation. Attendance is important since we sometimes discuss very personal or otherwise confidential issues. It's hard to share that level of information with people who you don't know well.

Our meetings are structured with allotted time for each person to discuss three things: their "successes" in the past month, their "challenges" (we don't use the word "problems"), and "goals." We brainstorm solutions during each others' 'challenges' phase and hold each other accountable for goals that are set.

For me, the accountability has worked. I found that if I made a realistic goal for myself, I have felt a sense of obligation to my fellow members to carry it out.

To quote the aforementioned website again, "The concept of the Mastermind Group was formally introduced by Napoleon Hill in the early 1900's. In his timeless classic, "Think and Grow Rich" he wrote about the Mastermind principle as:

"The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony. No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."

Because of the group nature, a commitment is required. When we've added new members, we have looked for highly-motivated people who are willing to ask for -- and give --help and support. Currently we have seven committed members, of which four are original and three are newer.

In a sense, Mastermind is not a business networking group. We focus on personal growth, rather than professional or business, although for true professionals, it's impossible to separate the two.

If you've found this information intriguing, I encourage you to check out the website I mentioned and consider starting your own group.

*~Sandy Pirwitz
BNI Team Ohio*

"No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind."

~Napoleon Hill

Networking Events February

Must be an invited guest to attend this event.

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

Feb 3, Sylvania Chamber of Commerce, 11:45 AM, lunch, Franciscan Cntr

Feb 5, WEN Bowling Green Meeting, noon, Frickers

Feb 5, International Networking Week event, 5 – 7:30 PM, Findlay Inn, \$10 at door

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

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

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

Feb 19, Women's Council of Realtors, Monthly lunch meeting, Brandywine Country Club, 11:30 – 1PM. \$15

Feb 19, WEN Late afternoon meeting, 4:30 PM, Flying Bean Coffee Shop.

Feb 19, GreaterFindlayInc, Busienss2Business, Rocking U Restaurant, \$15

NEW, Feb 24, WEN, OGINAD, (Oh my god I need a drink!) Location to be announced, 5:30 – 7 PM

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

Member Spotlight : Joe Francis

Joe Francis, Data Service Center, moved to Toledo when he was just two years old. You *could* say he was born and raised here. Joe started school at Staline Christian, which is a small Christian school on Lewis Ave. in Temperance, Michigan. Joe stayed at Staline through 12th grade. From there he went to Pensacola Christian College in Pensacola, Florida where he was able to finish his degree in 4 years. After graduation Joe came back to Toledo to work at Data Service Center. After working there for a short time he decided to go to work at Emmanuel Baptist School where he taught 5th and 6th grade kids.

He went back to Data Service Center four years ago. All of a sudden he

transitioned from educator to salesman. Joe says, "I really don't feel like a salesperson but more of an educator." He credits Debby Peters and the **Certified Networker** program in helping him learn how to transition into a sales position. As a result of all his hard work from CN and learning how to grow his business, Joe reached his incentive goal for 2008. He is really proud of this accomplishment. Another source of great help for Joe is BNI. He is a member of the Westgate chapter. This group helps him obtain great referrals so that he can close business much quicker with more effectiveness. He also receives business from accountants and current clients.

Joe is married to Crystal and they will be having their 10th

wedding anniversary this



year. They have four children, ages 7, 6, 2, and 1, and their names all start with C. His goal in life is to be a great role model for his kids and bring them up in a "Godly" manner. Family is number one in his eyes.

I really enjoyed getting to know more about Joe Francis of Data Service Center. If you haven't met him you might take the time to call him and set up a one to one.

~Allison Adkins
Knight Crockett Miller
Insurance

Is It a Networking Group, or Not?

In the CN program we learn about different categories of networking groups. One type is professional associations. In your professional association you may find that many of your competitors also belong. So how do you turn this into a networking opportunity?

I belong to an association for the workforce development divisions of the colleges in Ohio. Each fall we have an annual conference. I have found that attending this conference, not only official meetings but social events, gives me visibility within the group.

However, a few important tips: first, don't be a wallflower. Just as you would at any other networking event, set goals for yourself (number of people you would like to talk to, certain person to meet, etc.) Also, social events can mean alcoholic beverages. This may go without saying, but one night with a

lampshade on your head can ruin any credibility you have worked to build. In visibility you want to be remembered, but HOW do you want to be remembered?

On to credibility. Over the past three years I have presented sessions at this group's annual meeting. I do this because I enjoy it, but more importantly it helps establish my credibility. You may be wary of sharing what you know with your competition, but handled correctly, this information sharing shows a lot about your character and can present you as an expert in your field.

Finally, profitability. Our division has had the opportunity to enter into mutually profitable opportunities with almost 20% of the member campuses of this organization. I believe that much of this has been attributed to the connections we have made through active

membership in the state organization. It did not happen overnight. Just as with any networking group it takes time to move your relationship to profitability.

On a final note, once you are established in your group, you might look for ways of bringing in others from your networking circles. At this fall's conference, Debby Peters and I co-presented a session called "Marketing: It's More than Mailing Out Brochures." Debby and I have already reached the Profitability stage of our business relationship and I wanted to find a way to help her reach an audience to which I had access. Being at C and P with the group and at P with Debby, this partnership worked well. In short, don't disregard your professional group as a source of powerful referrals. Treat it as a networking group and you may be surprised what happens next!

~Tami Norris
Custom Training Solutions
Northwest State Community
College

Seasons of Networking: Winter

As snowy weather continues to grip us here in the midwest, let's take a look at the idea of networking "Winter".

In the "Spring" we registered and prepared our materials for a networking event that we attended in the "Summer". In the "Autumn" we harvested the fruits of those efforts by making our contacts and deepening relationships. So, what's left to do?

In the gardener's Winter, this is the time for reflection and planning. What plants did well and which struggled? What new techniques does she need? What new plants should she try? What old ones should be moved or abandoned? In the same way, the networker should spend some time between events deciding what worked, what didn't, and what to change.



Evaluation. A gardener might ask if she planted the

right thing in the right spot. For the networker, the question is "Is this the right event for me?" Be careful with the answer. The "why" is important on this one. If "No", then was it because the group didn't meet your needs (because it meets at the wrong time or has the wrong people or is poorly run)? Or was it because you didn't put forth the effort to meet new people. If "Yes", was it because you were able to accomplish your goals – the ones you set before you walked in? Or was it just because you had a good time and enjoyed the buffet table?

Change. Be aware of whether your positive or negative evaluation is as a result of your behavior or as a result of the event or group itself. If it is the former, maybe you need to review the Ten Commandments of Networking a Mixer. If it's the latter, perhaps it's time to review your networking plan and adjust the groups to which you belong.

Planning. What sort of general preparations will you need to make for upcoming events? Did you have enough business cards? Did you need your day planner?



Were you missing a pen? How can you change your procedures to make the next event even more efficient and effective? Even five minutes of such planning can make a huge difference over time.

We've often said that networking is more like gardening than hunting. That being the case, let's continue to focus on the cyclical nature of the process. Working within that system will lead us to better relationships and better business in the long run.

~Greg Peters
Cyber Data Solutions

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

"We've often said that networking is more like gardening than hunting."

~Greg Peters
CyberData Solutions

Board of Action News

As the seasons change, our Board of Action does, too. We have added some good CN community members in the past couple of months. We will now be saying goodbye to **Linda Kuns, State Farm Insurance** and **Karen Kiemnec, The Lebed Method**, as both of them have met their two-year commitment to the board. Linda's office staff person recently retired meaning that Linda will be spending a little more time in her office. Karen has started a new business and has completed her 45 case studies that were needed before she could establish her practice. Both Linda and Karen brought creative ideas to the community. Linda suggested having a Davis College CN student on our board and Karen helped to make our graduation the way it is today. Huge thanks goes to both women for all their efforts on our behalf.

Gregg MacMillan, our Cinci trainer, recently started his third class with 19 members. Most are from the Gilkey Window Company, a referral to Gregg from a previous student. Congrats are in order for such a successful start to the New Year!

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 of the month in which the class begins, with remaining payments being taken out monthly on the LD of the month.)

_____ Option 1 (\$1399 - Check, VISA, Mastercard) (This is for Toledo classes, only)

_____ Option 2 (6 monthly payments of \$249 - Credit Card Only) (This is for Toledo classes, only)

_____ Option 3 (18 monthly payments of \$83 - Credit Card Only) (This is for Toledo classes, only)

_____ Option 4 Non-profit rate (\$849 – 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:** Cancellations received less than 14 days prior to the course start date will incur a \$100 processing fee.

We're on the Web!

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www.cnpofohio.com

and comment on our blog at

www.cnpofohio.blogspot.com