

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

Dates to Remember

September

Findlay Lunch	1
Columbus class starts	1
Toledo Lunch	15

October

Findlay Lunch	6
Toledo Guest Lunch	20

of members in the
Ohio CN community
506

Where is CN Giving Networking Presentations?

Sept 1, Findlay Hancock
Community Foundation

Sept 2, Columbus CN
Graduation

Sept 9, Insurance Women
of Toledo

Sept 15, Execunet,
Cleveland

Oct 6, Sylvania Chamber
of Commerce

*Debby and the CN
trainers welcome
the opportunity to
speak to all groups.*

CN Class

Start Dates '09

Sept 23, Columbus

Changes in the Toledo Lunch

The Toledo CN community has been enjoying the once per month lunches for several years now. The agenda of the day has stayed pretty much the same over that time. In July when we had our very successful Guest Lunch, several Board of Action members suggested that we begin to take a look at the regular lunches to bring more excitement and interest to them.

Those of you who attended the August lunch found some very different details. As you checked in with Jeff LaCourse that day, not only did he take your money, but he also gave you a little piece of paper with a number on it. This corresponded to a number attached to a seat. Your job was to match your number to one of these seats. Using this method, the BOA got everyone sitting next to people they may not have ever talked to and also directed people to sit in a different location.

MVPs for CN

With the completion of the seventh year of CN in Ohio, we decided to choose an MVP for that time span. Nominations were accepted over a two-month period and then at the August Board of Action meeting, the decision was made. The members of the BOA decided that we should give two awards.

At the August lunch **Arlene Gerig, Re/Max Preferred** and **Allison Adkins, Knight Crockett Miller Insurance** were both announced.

And that was just the beginning!

When we sat down for lunch, **Tami Norris** explained the networking exercise of the day. At each table, everyone had to talk to find three things they had in common. I laughed with Paul Davis, who

Whoops! Last month when we reported all who helped with door prizes and sponsorships for the guest lunch, we left Jeff Pettit's name off the list. He supported us with both. Thanks, Jeff! (Artistic Memorials)

was sitting at my table when he threw out that he liked to cook and the three women, Julie Kuney, Debra Gorman and me all kept quiet. A little role reversal there! When we did our individual introductions later, one person from the table shared the three commonalities. The goal was to get people talking and we think that this

goal was more than accomplished.

Because of the success of having door prizes at the Guest Lunch, the BOA has decided to offer a door prize at every lunch. **Bob Werner, Re/Max Masters**, was the first person to step up with an item – a DVD player. Already three other people have offered to provide some fun prizes through our November lunch. If you would like to be part of this fun, contact either Jeff LaCourse ((419) 309-7021) or Debby (419-304-1171).

Not done yet, the BOA has decided to have guest lunches more often. Our next one will be October 20 at the Spaghetti Warehouse. You can begin thinking about whom you might want to invite now. But even before that, think about attending the next Toledo CN lunch on September 15 to find out what your BOA has in store for you.

*~Debby Peters
CNP of Ohio, Ltd*

Phyllis Sheets, nominated Arlene Gerig with these words. "Arlene is a busy Realtor® but she always has time to meet and help. She ...helps to raise funds for Springfield Schools. She works through the Women's Council of Realtors to raise money for worthy causes. She is active in BNI and CN. She is an excellent example of networking done right."

Jason Madasz nominated Allison. "In my short time involved in the CN community, Allison has

obviously been very involved in many ways. In addition to acting as the Grad Assistant for the past spring's class, Allison has also helped emcee each of the CN lunches. Not everyone uses the teaching on a daily basis, however Allison has actively sought to get to know the other community members as well as spread its teachings by bringing new students."

Congrats, to both Arlene and Allison! See their picture on page 5.

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

Melonie Dickey
Affinity Merchant
Services

Sharon Czarny
Czarny Insurance

Arlene Gerig*
Re/max Preferred

Jeff LaCourse
Electronic Merchant
Systems

Jason Madasz
United First
Financial

Nick Nigro
Davis College

Tami Norris
Northwest State
Community College

Jennifer Olsen
Clair David Interiors

Sandy Pirwitz*
BNI

Jennifer Vaneeckhoutte
SpaceMatters

Bob Werner
Re/Max Masters

Sarah Wicks
AFLAC

* Advisor

Mark C. Abramson, Robson, Curphey & O'Connell, was elected as an Area Governor for the Monroe and Lenawee County Area for Toastmasters International.

Free Hugs Toledo has struck again!! This time **Angela Crosby (Thing 1), Occupational Care Consultants** and **Angie Weid (Thing 2), Organized Solutions**, waited inside the entrance at the Toledo Zoo Rock N Roar offering hugs to everyone that entered. After the event a Toledo Zoo official asked if the women would return for other zoo events! Of course, the two Angies said, "Yes."

Business partners, **Judy Gorun** and **Arlene Gerig, Re/Max Preferred**, collected backpacks again this year. They have approximately 50 backpacks and school supplies for the students in Springfield Local Schools.

Jeff Pettit, Artistic Memorials, recently participated in the Mad Anthony River Rally Bike Ride. Jeff rode 31 miles, starting at the Perrysburg YMCA, taking him through Waterville over the new bike bridge at Fallen Timbers, stopping in Whitehouse for a flying pancake breakfast. The return route took him on parts of the Wasbash Cannon Bike Trail before ending back at the Y for ice cream.

Cheryl Nicolaidis, La Scola Italian Grill, has been asked to be the retail chairperson/stylist for the Epic Rocks Fashion Show Sept. 26 at Levis Commons. The show will benefit The Sight Center.

In April 2009 **Shirleen Kistner** closed her retail store Vintage Yarns. Still very passionate about knitting, she has also turned to jewelry. She has become the national representative for **Perlamore**, an exclusive line of modular jewelry featuring handcrafted Merano glass from Italy, 925 Silver, and Swarovski Crystal. Her first two customers are Licata Jewelers in Levis

West Toledo.

Debbie J. Papay, Attorney, just completed three days of legal education including two days on how to better administer decedent's estates and one day on the grieving process.

Julie Cantu purchased a direct-to-garment inkjet shirt printer. **360 Graphics** is now printing t-shirts digitally in-house. Julie recently launched a new funny t-shirt web store www.freakinfunnyshirts.com.

BNI member, **Vivian Krueger, Krueger Nationwide Insurance Agency**, reports that the Kenwood BNI Chapter challenged the Little Miami Chapter to a month long collection of food items for a local food pantry in Cincinnati. Little Miami won and was served breakfast by Kenwood. A total of 1,085 meals were donated to Interparish Ministries, the real winners.

Lisa Olvera, Corporate Intelligence Consultants, shares that her quarterly networking event on July 30 was a success with over 100 people in attendance.

Lois Fuller has opened a free school for gifted children serving K-6 grades. It is named after Leta Hollingworth, a pioneer in gifted education. This school, located at 824 Sixth Street in Toledo, will offer a private type of education for their students. Call Lois to see the school at 419-705-3411.

Mary Simmons, Modern Woodmen of America, is excited to announce that beginning August 1, 2009 Modern Woodmen will be adding a 401(k) product that will help her to serve small businesses in Northwest Ohio.

Melonie Dickey, Affinity Merchant Solutions, is proud to celebrate her seventh year of business as of August 1, 2009. She is

she's been given by the local networking community over the last two and a half years since returning home to her birthplace!

Michael Temple, Temple Development Company, was recently awarded a contract with a new medical provider firm that is going to be franchising across the U.S. and is using his services to support the marketing, training, and operations of new franchisees through the Internet.

Nick Nigro, Davis College, reports that his children's book, "Once Upon a Tree," is being featured at Loras College in Dubuque, Iowa, during their Arts Fest over Homecoming weekend in September. They are also considering selling it in their bookstore. Nick is a graduate of Loras.

Pat Paule, Savage & Associates, reports Isaac Thomas Paule's birth on Thursday, August 13. Mom and Isaac are doing great and Dad couldn't be any prouder.

Randa Sweet, Sweet Louise Sauces, was featured at the Ohio State Fair on August 1 where she did a cooking demo preparing original recipes using her toppings as ingredients. Ask her about "Not Your Momma's Meatballs" made with her Chocolate/ Peanut Butter Sauce.

The August 5 issue of The Toledo City Paper did an article on **Susan Milliron** and her raw food experiences.

The Chocolate Shoppe celebrated their 13th Anniversary in July! **Debra Gorman**, Owner, and her staff celebrated with a fabulous dinner at La Scola Italian Grill. Dessert included chocolate cherry truffles!

Social Media Tool – Technorati™, it's not Just for Geeks!

Last month I began talking about services that aggregate your social media feeds, so let's look at Technorati (www.technorati.com).

First, Technorati is a search engine for blogs. Just like Google is a search engine, Technorati searches blogs. Google may pull some information from blogs in addition to other websites whereas Technorati's search results will only be from blogs.

Second, Technorati allows you to bring together updates from all your favorite blogs. You are able to identify blogs that you like to read and will have a centralized access to them through your Technorati profile. When you mark a blog as a

favorite you are added to that blog's list of fans on Technorati and are able to see all who are fans of that blog, what blogs they have and what their favorites blogs are. It allows you to network with others who have similar interests.

Third, watches are another great feature. Like Google Alerts, watches keep an eye on the blogs for topics that you have identified. You may want to set up watches for your name, your company name or topics that are relevant to your business. Technorati will keep a list of links to blogs that have posts on your topics.

Lastly, if you want to scan what is being talked about, there is a section called "popular." In this

you can view what topics are being discussed, what blogs are popular on Technorati and more. This section also features an interactive chart that allows you to compare the trends of topics that are being discussed. For instance, I easily made a chart that looked at how often Bing vs. Yahoo vs. Google had been mentioned in the past 90 days.

So instead of searching on your own or trying to keep up with several blogs by visiting each individually, Technorati could be a way for you to bring it all together.

~Tami Norris
Northwest State Community College

"...Technorati allows you to bring together updates from all your favorite blogs.."

~Tami Norris
Custom Training Solutions
Northwest State Community College

Speak Up

I recently emceed the local Chamber networking lunch. I really enjoyed the experience and would do it again in a heartbeat. In the process, though, I realized how very important our verbal presentation is in networking situations. Whether you are speaking to a whole room or just to one other person, what you say and how you say it will leave a lasting (or not so lasting) impression and may well dictate your relationship from that point forward.

Of course, we should always do more listening than we do talking. The old "two ears, one mouth" dictum comes to mind. Sooner or later, though, it will be your turn to talk. Let's remember and practice a few techniques.

First and foremost is our body language. Supposedly, with in-person communication, body language accounts for 55% of your message. Standing up straight (you should have listened to your mom!), making eye contact, and having an open posture – they all contribute to an

impression of confidence. Most people like to be near a confident person. By the way, that "eye contact" thing should be distinguished from "staring like a crazed stalker". It also should be with the person with whom you are talking, not with someone across the room.



Next up is your tone. If someone asks you about your business and you respond in a monotone, the next thing you might notice is them stifling a yawn. The line you want to walk is "excited and passionate" without dipping into "late-night-TV used-car salesman". We've all chatted with those so-called networkers who are all excited to give you a sales pitch. Don't be one of them.

Finally, be aware of the language you use. Every

occupation has its own vernacular. You may know yours, but it's likely that your conversational partner might not. No one likes to feel stupid. If you absolutely must use jargon, you should become adept at explaining yourself using simple definitions and analogies. Be careful, though, not to "talk down" to your acquaintance. On second thought, just avoid the tech-speak. Unless you've got a real knack, it can only get you into trouble.

We should always follow the "listen twice as much as we talk" plan. Still, there comes a moment in any conversation when you have to speak, too. When that moment comes, you want to be able to present yourself in a favorable way. So, practice, pay attention, and perfect and soon you won't even have to think about what you're going to say and can focus on simply building great relationships – one conversation at a time.

~Greg Peters
Cyber Data Solutions

Nominated for the Toledo 20 Under 40 Award

Allison Adkins
Jennifer Alford
Sheri Bokros
Angela Crosby
Lori Powe
Dana Zanville
Andrew Kistner

Nominated for the GreaterFindlayInc. Small Business Award

Karla Lewis
Kendra Saldana
Fred Schmitts
GFI Athena Award
Lori Powell

Networking Events September

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

Sept 1, Sylvania Chamber **Aug 10, WEN West,** 11:30 AM, Loma Linda's, \$10

Sept 2, WEN Bowling Green Meeting, Stoneridge Country Club, noon

Sept 3, WEN, Marketing Roundtable, Nedley's Ice Cream and Café, 9:30 AM.

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

Sept 9, WEN morning meeting, Clair David Office Furniture & Design, 6540 W. Central Avenue, 7:30 AM,

Sept 14, WEN West, Loma Linda's, 11:30 AM – 1 PM

Sept 15, WEN Late afternoon meeting, 4:30 PM, Flying Bean Coffee Shop.

Sept 16, Sylvania Chamber of Commerce, Business After Five, The Anderson's Market, 6 – 8 PM

Sept 17, Women's Council of Realtors, General lunch meeting, Sylvania Country Club, 11:30 AM, \$15

Sept 22, WEN, OGINAD, El Camino Real, 5:30 – 7 PM

Sept 24, WEN Findlay Kickoff, The Greek Garden Restaurant, 11:30 AM – 1 PM.

Sept 28, WEN lunch meeting, Ramada Hotel, Secor Rd. 11:30 AM

Sept 30, 20 Under 40 Awards, Fifth Third Center, One Seagate, Toledo, 5:45 – 7 PM Networking, 7 PM award event. \$30. 419-247-1733

Member Spotlight – Natalie Moore

Meet Natalie Moore!

Natalie is just completing the Certified Networker class in Columbus with graduation on the horizon. Yea, Natalie!

Have you ever noticed that Certified Networkers are the busy people that are sometimes hard to catch up with? Natalie is no different. We talked recently between appointments on our cell phones and what a delight I found Natalie to be.

Natalie is a mortgage consultant with First Place Bank in Dublin, Ohio. Prior to joining First Place Bank, Natalie spent seven years with National City. She has been in the Columbus area for eleven years and is originally from New Philadelphia. Her primary market areas are Worthington, Powell and Grandville. Right now,

Natalie is finding her construction lending is picking up and builders are back working in the \$350,000 and up price range. That is great news in today's housing market.



Natalie makes her home in the Columbus area with her husband, Denis, and two sons, Bailey, 8 years old and about to be a third grader and Ben, 5 years old and just entering kindergarten. They enjoy spending time at home together and Denis and Natalie love to cook and entertain friends in their home. They enjoy trying all sorts of curries and love

creating a variety of Italian dishes.

Natalie and her family love to travel and this year they spent a late spring vacation at a friend's mountainside home in North Carolina just relaxing. Earlier in the year, Denis and Natalie spent a week on a working vacation in Honduras. They volunteered their time with an orphanage that houses 18 – 25 children.

When I asked Natalie about the Certified Networker course, she replied that she has found the course to be very beneficial in trying to identify the core group in her target market that could be developed into referral partners. Natalie says, "Certified Networker is an organized way to maximize your networking potential."

Welcome to the community, Natalie.

~Arlene Gerig
Re/Max Preferred

How Do BNI Chapters Get Started?

Most of you have heard of Business Network International; maybe even considered joining; or are already part of BNI. Did you ever wonder how these groups get started? What are the obstacles or benefits of starting a chapter? I wanted to know more, so I sat down with **Andrew Kistner** of **Butler Capital Advisors** and **Bob Werner** of **ReMax Masters** to ask them what challenges they are facing in forming a new BNI Chapter in NW Ohio.

Andrew, also a BNI Assistant Director, has helped in the formation of other chapters, but this time he is a member wanting to promote his business. Andrew explained that it is not a quick task to start a chapter. Typically it takes anywhere from two to four months. One of the benefits to forming a new

chapter is that members are hand selected to best fit the group. They look for potential members who are really motivated to growing the group.

One of the biggest challenges Andrew said was getting people to understand the narrow classifications. He explained some people get "big eyes" and would like to do it all. However, as CN graduates, we know that it is not competition at all. It is merely building our power teams and contact spheres. which increases the number of connections for the whole group. This brings more referrals to the group and generates more revenue. Andrew used the real estate profession as an example of having both a residential and a commercial real estate agent in a group. Those two can feel comfortable referring back and forth to each other, which is mutually beneficial. Without a chapter

it is very difficult to have that level of credibility."

For some, finding a BNI chapter can be the biggest hurdle, as Bob Werner has experienced firsthand. Bob has been considering joining BNI for a couple of years but his classification, Residential Real Estate, was always filled. He stated that, "getting in on the ground level is the key." It is a great opportunity for others like him that has been locked out of BNI to get in at the beginning.

Forming a new chapter is a challenge that Andrew and Bob are willing to take on. They will meet Tuesdays at noon at The Waterford in Levis Commons, in Perrysburg. Prospective members are welcome. For more info, contact Andrew Kistner at:

akistner@butlercapital.net

~Melonie Dickey
Affinity Merchant Solutions

The Best Referral Ever – Continuing Series

The Best Referral Ever for September is from **Sandy Pirwitz**, former owner of Sandy's Stuff for Women and current **Assistant Director** and **Trainer** for **BNI**. BNI is "The Business Referral Organization." She is also on the Board of Action for CN and appears everywhere for the networking luncheons, graduations and many other CN functions. I was very happy when Sandy was interested in sharing one of her best referrals ever. It all started back in January when Sandy met with Allison Adkins, Knight Crockett Miller Insurance, during a one-to-one meeting. They were reaching the, "How can I help you," point of the meeting when they began a discussion of Allison's Leadership Toledo involvement. Part of Leadership Toledo's agenda is teaming up in groups and picking a charity they want to

help. Allison's group picked the Epilepsy Center of Northwest Ohio and they are working together to set up a laundry business for the Epilepsy Center. Their challenge was looking for furniture and fixtures to accommodate that space.



Later, in February, Sandy was very happy to accommodate her. It happens that with the former Sandy's Stuff store, Sandy had some **fixtures for sale** and reconnected with Allison. Due to the number of items

needed, Sandy was able to give a quantity discount to Allison. An attorney on Allison's Leadership Toledo team was able to provide the funds to purchase the fixtures. The grand finale was the pickup of the fixtures from Sandy's storage unit late in April.

As Sandy says, you never know where your next best referral you ever received will come from. Don't discount anyone.

~Dee Appt
Five Wellness LLC

Thanks to **Allison Adkins** at **Knight Crockett Miller** for giving to CN by editing this month's newsletter.

"Their challenge was looking for furniture and fixtures to accommodate that space."

~Dee Appt
Five Wellness. LLC

Honored at the August Lunch



Allison Adkins and Arlene Gerig were presented plaques announcing their selection as MVPs representing the best practices of our CN community. See page 1 for the article.

We are in the process of scheduling more hands-on Social Media training. This will take us to the next level with LinkedIn™ and Facebook™. Tentative dates are October 23 and November 13 at Davis College. Stay tuned for more details next month.

Survey Deadline is October 1, 2009, Send a copy to debby@certifiednetworker.com or fax to 419-833-1566. Replies will go into a drawing for a free CN lunch.

What do you want? How can we make your CN experience even better?

1. Do you need additional training? In what areas?
2. If we offered a seminar for helping you to nominate people for awards would you sign up?
3. How could we change the lunches (Toledo or Findlay) to be even better?
4. We should add this (fill in the blank) to the newsletter.
5. What other types of events would you like us to produce?
6. If other events were scheduled, would you be willing to be a sponsor to help defray costs?
7. Would you like to be a member of the Board of Action?
8. Would you be interested in writing articles for the newsletter?
9. If there were additional events, what time of day is best for you? What day of the week?
10. If you are not in Toledo or Findlay, how else can we help you?

Please use the space below to add any additional thoughts you would like your BOA to know.

We're on the Web!

See us at:

www.cnpofohio.com

and comment on our blog at

www.cnpofohio.blogspot.com