

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

Dates to Remember

October

Findlay Lunch 6

Toledo Guest Lunch 20

Toledo LinkedIn class 23

November

Findlay Lunch 2

Toledo Facebook class 13

Toledo Lunch 16

of members in the
Ohio CN community
506

Where is CN Giving Networking Presentations?

Oct 6, Sylvania Chamber
of Commerce

Oct 17, BNI of Western
PA, Leadership Retreat

Oct 20, Eastman & Smith,
women's group

Oct 22, Center for
Innovative Food Tech.

Oct 27, Lourdes College,
Backpack to Briefcase

*Debby welcomes
opportunities to speak to
all groups.*

CN Class

Start Dates '09

Sept 23, Columbus

Feb 26, '10 Toledo

Mar 3, '10 Findlay

Toledo's October
20 lunch will be
another guest
lunch. Please
join the fun and
invite a business
friend to be your
guest.

You Won't Believe All That Happened

CN graduations are always fun and exciting. Even more so, are the celebrations at the culmination of the first class in a new location. That was the case on September 2 in Columbus.

Mark Storey along with his able sidekick, Natalie Paz Storey hosted the first ever event at The Meeting Place with seven grads and their guests in attendance.

It is tradition that the emcee of the event tells a story at the beginning to illustrate networking and relationship development. Mark told about a little cat that had appeared in his neighborhood, a very sweet little feline. So sweet, that he and Natalie were considering adding to their cat family. Then they found out that this little animal had been making friends all around the neighborhood. Before taking the cat in, they decided to advertise for a "found" cat, because they were sure she belonged to someone. Sure enough the owner called. When the owner arrived at their neighborhood to claim the kitty, of course the cat

was out networking. It was through word-of-mouth that the owner caught up to the little wanderer. Mark said, "Just as in the human world, this animal had used her talents to develop strong links, so that when her true owners were looking for her, our neighbors helped the two unite. Mark said that the cat's name was Sweetie, a perfect name for such a wonderful creature. Since she likes networking so much, he is sure they will see her in the future making her rounds.

Seven grads proudly were awarded their certificates: Christina Danehart, Cary Jennings, Natalie Moore, James Rores, Steve Tonn, Janet Willowby and Bill Wright.

As with every class there are always stories. When I first met some of the participants of this class at the preview, Christina said that she was going to take the course. Cary Jennings then jumped in and said that he then HAD to take the course because, "Christina is the competition."

I could see that it was a friendly competition. Well, guess what? Christina and Cary let me know that they are no longer competition, but are now business partners. I think that is a first for Certified Networker of Ohio.

Natalie Moore, who was the spotlighted member in this newsletter last month, was chosen class MVP. I could tell how deserving of this award Natalie is. She is a very busy woman, with two young sons, but yet she has a special aura about her that made me want to connect. Her charity, Montana de Luz <http://montanadeluz.org>, was recognized with a check to help continue its efforts with orphans with HIV in Honduras and other locations.

Now the second class will begin September 23 and we know that this graduation will set the tone for fun in the future.

*~Debby Peters
CNP of Ohio, Ltd*

See Page 5 for graduation pictures.

It's a Small World

The Columbus graduation was held at **The Meeting Place** in Columbus. This location is in an office park, with the venue being an actual commercial space. Owner Donna Bricker, created this concept because when she was working in the non-profit world, she experienced having to pay prices that were extremely costly especially for those types of organizations. She wanted

to provide an economical alternative.

But this is where the story gets interesting. The very next day after graduation, I received the online version of Patrick Abec's September issue of The Small Business Review. There in the Gahanna/New Albany edition, was a story about Donna and the Meeting

Place. And the story gets even better. **Patrick Abec** is a member of the current Toledo CN class, which had already met for several sessions. Many of you know that my vision for CN is to change the way Ohio does business so that we are all just in the helping mode. I think that we may be reaching that vision!

*~Debby Peters
CNP of Ohio, Ltd*

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

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 Vaneckhoutte
SpaceMatters

Bob Werner
Re/Max Masters

Sarah Wicks
AFLAC

* Advisor

We say good bye to Julie Cantu who has fulfilled her commitment to the CN Board of Action. Julie always had new and innovative ideas for us to try. Julie, thanks for all your efforts.

Melonie Dickey, Affinity Merchant Solutions, has announced an exclusive referral relationship with Chris Rumpf, owner of Rumpf Computer Solutions, an IT Company. Working together as a team has proved to add value for their clients, coupling merchant services and tech support. They've landed their first major restaurant client in the area, Flaming Pit Barbeque & Blues.

Marcia and **Bill Russell**, owners of **St. Lawrence Carpet Cleaning**, celebrated their 40th wedding anniversary in February. Their six children and spouses made it extra special five months later when they had a surprise party. Family and friends came from Kansas, South Carolina, Florida, and South America.

Megan Coyle Stamos, Coyle Funeral Home, now has her five year old in full day school. Megan is planning to make it regularly to the CN lunches. She has been waiting patiently for this day for three years!

Mary Ann Mills, Re/Max Masters, has been nominated for the position of Women's Council of Realtor's Ohio State Chapter Governor for 2010.

Angie Weid, owner and rocket scientist of the four year old **Organized Solutions**, will be speaking at the National Association of Senior Move Manager conference in Las Vegas, February 2010! Her topic is, "We're All the Same. What Makes You Different?"

In her *Group Experience* role at the **Toledo Symphony, Ellen Critchley** secured corporate partnerships with Owens Corning and St. Luke's Hospital. Those employees receive discounts for buying TSO concert tickets via their employee benefits programs.

Jody Zink, Realtor, Loss Realty Group, also does voiceover. She recently booked a freelance job in Detroit with Ford Motor Company. You may also hear her voice on TV and on radio spots currently running for the Toledo Zoo.

Dana Zanville, Corporate Splash, is quite proud to say that she won Toledo Women's District Golf event Friday, September 11 at Inverness Country Club.

Because of the stellar response of the first *Green Smoothie* seminar, **Susan Milliron** will be hosting additional raw food seminars.

Phyllis Bartholomy, Bartholomy Massage Therapy, will be the new president of the Arrowhead Chapter of BNI. She says thanks to CN she has many ideas about how to stay on track and to help her chapter be successful.

Jeff Pettit, Artistic Memorials, recently threw his name in the political ring to run for Lake Township Trustee. encompassing the villages of Walbridge, Millbury and surrounding Lake Township areas in Wood County. Wish him luck in November.

Theresa Emrick, Notre Dame Academy, is proud to announce that an unexpected love connection has resulted in the arrival of 13 AKC dachshund puppies into her family. Theresa is having great fun getting her *baby fix* cuddling these beautiful short-haired puppies including black & tan, red, cream and four rare WHITE puppies. All will be seeking loving homes soon! Isn't summer love grand!?

Dave Bodner, Seymour & Associates, Mass Mutual, served as co-chairman for the Westgate Chapter, BNI Membership Campaign. They had a successful Visitor's Day in August netting seven new members. Dave rallied the troops and kept everyone focused and committed to making the pie bigger for everyone.

Fred Schmitts, Mobile Lube, has been selected to provide on-site oil changes for the following companies: County Electric, USA Lawn & Landscaping, DeHaven's Greenhouse & Showplace and

Hancock County Agency on Aging.

Lisa Olvera, Corporate Intelligence Consultants, serving as president of the Findlay Area Human Resource Association, reports the group had a successful half day seminar on September 9 with over 80 in attendance. The evaluations indicated that a full day event will be planned for next year.

Beth Holt, Holt Roofing, has recently received certification to conduct energy audits of homes. They use a blower door and thermal camera to diagnose air leakage and scan for under insulated or missing insulation.

Mary Nyitray, Optical Arts, is excited about their new image. She is proud to announce that the business updated its style to reflect the changing times. Look for the cool new logo adding to their existing coolness in eyewear!

Sandy Kosmyna reports an all time record high enrollment for the **Whitman Center Campus** at Monroe County Community College. Fall enrollment was up 5.3% from 2008. She also led the Koz Team at the annual Walk to Cure Diabetes held on September 12 at Ottawa Park and her team raised \$5,850.

The Celebrity Garage Sale hosted by Women's Council of Realtors netted over \$2500 for Children's Miracle Network. CN grads **Bob Werner, Re/Max Masters, Judy Gorun** and **Arlene Gerig**, both **Re/Max Preferred**, worked on the event.

Dave Achen, Brennan Financial, is the treasurer and membership chairman for the Toledo Society of Financial Service Professionals, the industry organization in that requires members to be credentialed or actively pursuing a credential or degree.

Networking Attitude

“Business is down, so I guess I better get busy networking.” How many times have you heard that from your friends or colleagues? We know as soon as we hear it that there's something wrong. Of course, that person is forgetting that networking takes time. Even more so, that one statement reflects an attitude that is at odds with being a truly great networker.

The first thing the statement reveals is that the “bad networker” is coming from a state of need. Now it's all well and good to know how others can help us, but if that is our driving force, then we immediately run into trouble. We start thinking about the next sale instead of how we can help the other person. In fact people will start to steer clear of us because our nasty “commission breath.” It is far better to approach others from a place of abundance. When you have much to share with no expectation of return, ironically, that's when people

will be more likely to want to help you.

Similarly, our bad networker is focusing on himself and how others can help *him*. People who approach networking with that mindset are, at the heart, users. They may be successful for a short while in the networking world, but sooner or later they will discover that no one really wants to speak with them. The “givers gain” mantra says it all in this case. First, you must give before you have a chance of receiving.

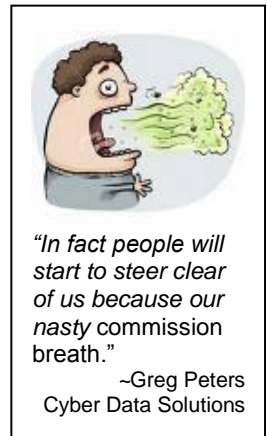
Finally, making that statement betrays a belief that networking is something you do, not something you are. The best networkers are those who have made it a part of their lives. They are always on the lookout for ways that they can help others. They realize that consistent service over the long haul is what leads to success. Infrequent attempts, no matter how intense, can't hope to compete with a

patiently constructed, long-term, profitable relationship.

Yes, we do network for business. If our focus is only to benefit ourselves though, then we are doomed to frustration and failure. Setting our focus on giving first and giving continuously in order that we have the *potential* to gain is far more likely to deliver success in the long haul. So, whether business is up or down, be sure to continue being busy networking.

~Greg Peters
Cyber Data Solutions

Tami Norris will be back next month with her Social Media article, but in the meantime, if you want to learn more about LinkedIn and how to get more out of it for your business, come to our intermediate hands-on training on October 23, from 1 – 3 PM at Davis College. Cost is \$15 for CNers, and \$20 for guests. Advance registration is required. Payment can be sent to Debby Peters, PO Box 1121, Perrysburg, OH 43552.



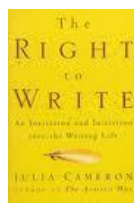
How Can I Keep Writing?

When I was a little boy, I thought I wanted to be a writer even though everything that I turned in to a teacher came back with loads of red ink corrections, circled words and scratched out poor grammar.

I learned an important lesson. If you are going to write, *write correctly*. Unfortunately, I failed to learn a second lesson that would have served me much better in high school, college and then my career. That is, love to write!

I believe that if I loved to write, I would want to write correctly. To this day, it has been my truth. It was confirmed when I read the book **The Right to Write** by Julia Cameron. I truly love to write! Even if sometimes an error, misspelling, or a

dangling participle sneaks into my text.



No matter what we do in life, writing will be a part of it. Yet, most of us truly cringe when faced with this task. It is a way to express ourselves, grapple with the world around us and within us, let out our most deeply held insights...and mostly because we are people who communicate – letters, poems, prose, tweets, emails, and even research, surveys, and proposals.

Julia Cameron opens a door in this book. You are not

going to learn to write correctly or how to punctuate or spell. What this book will do is talk to you about writing for the sake of writing, for the sheer joy of putting words on a page. In other words, this is less a ‘how to’ book than a ‘why’ book.” Writing truly is good for the soul!

With this book I received my birthright! I think you will find get yours, too. The negatives that surrounded my writing were dismantled. As the author says, “it is my hope that this book will heal you if you are a broken writer, initiate writers who are afraid, and entice writers who are standing at the river’s edge, wanting to put a toe in.”

In this book you have a found a cheerleader! Write on!

~Nick Nigro
Davis College

Nominated for the Toledo 20 Under 40 Award
(Award Ceremony, Sept 30, 5:45 PM, One SeaGate Lobby)

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

Nominated for the GreaterFindlayInc. Small Business Award
(Award Ceremony, Oct 15, 11:30 AM, Weinbrenner Theological Seminary)

Karla Lewis
Kendra Saldana
Fred Schmitts
GFI Athena Award
Lori Powell

Networking
Events
October



Oct 1, Sylvania Women's Chat Connection, TREO Restaurant, Main St, Sylvania, 5:30 PM

Oct 6, GreaterFindlayInc, Fresh Brewed, Findlay Country Club, 7:30 AM

Oct 6, Sylvania Chamber Aug 10, WEN West, 11:30 AM, Loma Linda's, \$10

Oct 7, WEN Bowling Green Meeting, Stone Ridge Country Club, noon

Oct 8, WEN, Marketing Roundtable, Nedley's Ice Cream and Café, 9:30 AM.

Oct 12, WEN West, Loma Linda's, 11:30 AM – 1 PM

Oct 13, GreaterFindlayInc, Business2Business, Primrose Retirement Community, 8:30 – 10 AM. \$15/20.

Oct 14, WEN morning meeting, Clair David Office Furniture & Design, 6540 W. Central Avenue, 7:30 AM,

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

Oct 15, GreatFindlayInc, Small Business Award, Weinbrenner Seminary , 11:30 IM – 1 PM. \$30.

Oct 15, GreaterFindlayInc, Business After Hours, Hancock County Justice Center, 5 PM

Oct 20, WEN Late afternoon meeting, 4:30 PM, Flying Joe Coffee Shop.

Oct 22, WEN Findlay, The Greek Garden Restaurant, 11:30 AM – 1 PM.

Oct 26, WEN lunch meeting (Toledo), Ramada Hotel, Secor Rd. 11:30 AM

Member Spotlight – Dee Appt

Finding out about people fascinates me and **Dee Appt** was no exception. As we sat in Tim Horton's, I realized that I had seen her at CN events and was interested in finding out more about her and her company, **Five Wellness**.

Dee's goals are to meet new people and through her interest in health, "touch as many lives as I can through health." Additionally, Dee and her husband, Jim, and are in their retirement years so her goal is to earn extra money to travel and do things with the grandkids. She said that Five Wellness has allowed her to have more free time with her four children and three teenage grandchildren. She is excited about future grandbabies. She is looking forward to taking time off this winter to visit her kids in Florida since they don't get to see them around the holidays.

One of her achievements she's proud of is that she now has the credibility to get speaking engagements and she welcomes those opportunities. She has expansive knowledge in health and wellness that has come from life experience and research. She explains, "The internet is a great resource for up-to-date information." Dee is also a Certified Kinesiologist and has had extensive natural health training. Completing the CN course is an accomplishment she's also proud of.

Besides the obvious interest in health and wellness she enjoys cooking, baking and traveling. "I now have the time to cook the way I want," she says, "instead of 'Mom, I'm hungry, what do you have right now?'" The Food Network, Martha Stewart and Rachel Ray are some shows she enjoys watching and learning from. When asked what her favorite recipe was she said "Gee, that's a good one, I'm usually cooking for someone else" but she did mention that she likes to

make this "veggie wrap with spinach tortilla, cream cheese and dried tomato spread with a special dressing you put on julienned veggies. Now I have time to make that stuff." She is very into eating healthy and said she could eat fruit and veggies all day but has a husband who does enjoy his meat. She seeks out health walks, and health related issues in the communities of Blissfield and Adrian (MI) and enjoys supporting any way she can.



She belongs to the Boomers Network; which is a group that focuses on the *boomer* generation and offers education on various topics from health to finances. Of course she took the CN class. She belongs to the Cancer Collaborative, is an Ambassador for the Ann Arbor Chamber of Commerce and is a past member of a BNI group. She believes BNI is a good experience as she enjoyed learning how to give referrals because "that is tough to do when you don't know how."

Planning business and family events are some of the things she's learned to be skillful at. "I've done so much of it, I've learned the ropes." You may notice her name from the series, *Best Referral Ever*, she writes for the CN newsletter. She's also written articles on health issues for the Adrian Daily Telegram and Natural Awakenings Magazine in Ann Arbor and hopes to write a book one day. In addition to the above, Dee says, "Coming from an advertising background, I'm skilled at

getting the word out about what I do." She feels she can be a calming influence to people when they are very frazzled and stressed. "Giving good direction and remaining calm is a gift of mine," she said, "it probably came from being the peace maker among three brothers growing up."

I was intrigued with her business name, *Five Wellness*, a startup company that she and her husband run. She shared that it helps individuals keep five aspects of their lives in balance: mind, body, finances, family and society. The mission statement of the company is actually the wheel with these elements in it. If there is an area that individuals feel is out of balance, Dee helps them to rebalance. "No matter what is out of balance it affects the other areas, so, by providing education, support, and problem solving it helps to get them back on track, she explains."

When asked how CN really helped her, she responded by saying, "learning how to get referrals. Owning a business can sometimes be overwhelming, but CN offers support and the ability to learn how to get referrals, while making friends without scaring them away."

As I was wrapping up my interview with Dee, we had some laughs about our last names. She said some people ask if there is more to her last name or ask if it is pronounced like apartment. She giggled and said she was glad she didn't grow up with the name. I can relate to the feeling as my last name is VanEckhoutte and people take some pretty good stabs at trying to pronounce it.

Before we left, we scheduled another one-to-one for next week because after all CN is about building relationships.

~Jennifer VanEckhoutte
Space Matters

The Best Referral Ever – Continuing Series

When I met **Peggy Mathews**, owner of **Alternatives for Health** in Fremont, OH, I was pleasantly surprised to meet someone who was warm and friendly and knowledgeable about health. Since I work in the health and wellness areas, I love to share my passion.

She is an independent distributor for **Shaklee** as well as a full time occupational therapist.

Another pleasant surprise was that she was one of the early students of the Certified Networker Training. Today she still uses all the networking skills that she



learned by participating in professional networking meeting groups.

This is how she met her best referral who turned out to be her best referral source. At one of the meetings she met a former Shaklee distributor who is now a full time employee of a printer. Since this new friend was not active with Shaklee, she gives Peggy all of her referrals for that business. Of course, Peggy is very active in helping her friend with printing referrals in return. Peggy is also grateful for CN

for another development coming from her training. Since she is able to have a successful relationship with her networking group, she now experiences an added confidence when working with people and talking about her business. This has expanded into more networking groups.

As an occupational therapist, Peggy knows a lot about the science and math of health. This knowledge can be very helpful for those of you trying to learn more about your health. She would be delighted to share that information, just contact her. Her website is: www.shaklee.net/peggy_matews.

~Dee Appt
Five Wellness

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

"Another pleasant surprise was that she was one of the early students of the Certified Networker Training."

~Dee Appt
Five Wellness, LLC

Honored at the Columbus Graduation



Mark Storey, Columbus CN instructor, presents a check to the charity representative on behalf of class MVP, Natalie Moore. Five participants of the class were able to attend graduation. Pictured above are Jim Roes, Bill Wright, Cary Jennings, Christina Danehart, Natalie Moore and instructor Mark Storey. Unable to attend were Janet Willowby and Steve Tonn.

SPECIAL HORNTOOTING:

Karla Lewis, Flag City Online, shares that by far her most notable accomplishment to date has been the organization and implementation of the 2009 Flag City Music Festival to benefit Special Kids Therapy (SKT). She spent over 10 months of her life dedicated to this event and was able to secure well over \$100,000 worth of in-kind advertising and over \$100,000 in sponsor dollars to secure 13 national and regional entertainers. She was able to overcome some very unique challenges and maintained a positive attitude even in the face of adversity. This event was held on Friday, September 4 at the Hancock County Fair and was attended by about 3500 people from at least seven states. She was not able to do this on her own, but with the help of her husband, Brad and with great volunteers made up mostly of Flag City Online members as well as some CN graduates, they were able to provide Findlay with a wonderful night of live national country music entertainment as well as gain excellent exposure for Findlay, Ohio and SKT. Thank you, Karla for believing in the *possible*.

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

