

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

## Dates to Remember

### January

Findlay Lunch	5
Findlay preview	13
Toledo Preview	15
Toledo Lunch	18

### February

Int'l Networking Day	2
Findlay Lunch	2
Toledo Lunch	15

# of members in the  
Ohio CN community  
**523**

## Where is CN Giving Networking Presentations?

Debby will be the keynote speaker at the Pittsburgh International Networking Day event on February 2, 2010. Her topic is *Turning Networking Dates into Networking Dollars.*

### CN Class

#### Start Dates '09

Feb 19, '10 Columbus

Feb 26, '10 Toledo

Mar 3, '10 Findlay

We'd like to thank Arlene Gerig, Re/Max Preferred Associates, who provided the door prize, a beautiful midnight blue poinsettia, for the Toledo lunch for December. Ellen Critchley, Toledo Symphony and Critchley Creative, also provided a CD of the Toledo Symphony.

## The Power of the CN Emailing List

Last Friday I was sitting at my computer when I came an email from CN Graduate, **Louise Kahle**, owner of **Take The Time: Image Matters!** It was about Beach House Family Shelter being in need of a freezer ASAP. It just so happened I had two in my basement. They were old but they worked just fine, and I wanted them out of my basement, so right away I clicked on the email link to the Director of Beach House and left a message saying, "I have two uprights you can have, just give me a call."

Within minutes, I received a call from Kelly at Beach House saying, "We would love to have your freezers!" I said, "Great, but you'll need to come get them. Do you have a truck?" She said, "Let me make a phone call." Sure enough, within minutes I got a call from Craig who I found out later just happens to be Kelly's brother. He said, "I'll be coming to pick up your freezers, where do you live?" I gave him directions

and within 45 minutes Craig was backing his truck and trailer into my driveway.

A few more minutes later we huffed and puffed the first and smaller freezer up out of the basement, 4 steps at a time, through the doorway that just happens to be too small, and onto the trailer. The second and bigger freezer took a lot more huffing and puffing. By the time we got to the top of the stairs we could only manage one step at a time.



Of course, that **doorway got even smaller!** At this is the point I found out Craig and Kelly were related as we feebly made small talk so we can catch our breath.

Finally, we crammed the freezer through the doorway in a manner that would make Houdini proud, got it onto the trailer, and finally we were done! Craig tied everything down and headed for the Beach House as he waved goodbye.

About an hour later, Louise (Kahle) sent me a very nice email saying, "Thank you!" and I replied back saying, "You are welcome!" So, Louise put the word out to help the cause and I now have more space in my basement. Craig did a fine job of pick-up and delivery and Kelly and Beach House now have two freezers for their much needed food program. It turned out to be an all around nice afternoon and a fine example of the power of networking and especially the CN emailing list!

~Ernie Lewis  
E. A. Lewis Consulting

## The Largest Class, Really!

Last month's newsletter lauded the graduation of the two largest CN classes ever. What we should have added was that those were the two largest **PUBLIC** classes.

Nick Nigro, who teaches our accredited CN class (meaning college credit) at Davis College has consistently filled his classes to capacity and sometimes beyond. He is able to do this because he has spent the time to develop his referral

relationships with other professionals at Davis who can recommend the students take this class.

Since November of 2004, there have been a total of 9 different classes. They have averaged over 13 students per class. Nick had his hands full several years ago with a class of 24 students, the largest class ever.

Davis College is one of only two colleges in the nation who offer this word-of-mouth

networking course *and they were the first.* Nick was the one who developed the point system that even our public courses use. He had to do that to have a way to give his students a grade. We realized it was a wonderful accountability system, a way of measuring activity and effort.

We'd like to thank and acknowledge Nick and Davis College for being part of the CN family.

~Debby Peters

## 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

**Linda Everhardt  
Kardux**  
Business Navigators

**Sharon Czarny**  
Sendoutcards

**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

**Sandy Pirwitz\***  
BNI

**Jennifer  
Vaneckhoutte**  
SpaceMatters

**Nathan  
VandenBroek**  
A Dramatic Change

**Bob Werner**  
Re/Max Masters

\* Advisor

**Kathy Hassan, Citizens National Bank**, has something to be very proud of. Her son Erik is getting ready for the Rose Ball Game! Look for that sousaphone player, that's her baby! Kathy's a proud mom, even though she's not a Buckeye fan.

**Cathy Skiver, Try Yoga with Cathy**, shares that BNI of Ohio and Northern Kentucky just had its annual TEAM Ohio meeting in Columbus. As an Assistant Directors she got training, updates on the franchise and BNI International as well as awards. Cathy's five chapters have all increased their membership to an average of 27 members.

**Angela Crosby** and her "partner in crime," Danielle Archer, both of **Occupational Care Consultants**, have rolled out a new website. Check it out at [www.occhealth.com](http://www.occhealth.com). They also have new brochures designed by the talented duo **Leasa** and **Terry Maxx at Maxx Marketing and Design**.

**Karen Essary, Exciting Windows, Inc.**, is celebrating thirty years in business this year. Also, she has been elected to the Board of Directors of Monroe County Home Builders Association, and Karen is also serving as co-chair this coming year for the Monroe County HBA Home and Lifestyle Show.

**Deb Hornstein, The Danberry Company**, was re-elected Secretary of the Community Development Corporation Neighborhood Housing Services.

**Jeff Pettit, Artistic Memorials**, recently had four photos of the company's work featured in the Graniteer magazine, the official publication of the Elberton Granite Association based in Elberton, Georgia.

**Deb Keller, HMH Wellness Center**, is now a Certified LaStone Therapy Instructor. Deb is currently teaching LaStone Therapy at the Healing Arts Institute in Perrysburg. Deb's HMH Wellness Center has moved to 418 Louisiana Avenue in Perrysburg.

**Louise Kahle, Take The Time: Image Matters!**, hosted

a table at the Babes for Beach House fundraiser, Christmas by Candlelight. Over \$8000 was raised for the Beach House Family Shelter in Toledo.

Findlay CN Grad, **David Trisel**, just completed a successful first pass at "Grab Bags of Holiday Cheer" which were donated to The Salvation Army in Findlay, OH. 150 sponsorships of \$15 per bag were secured for area families in need. Working with local businesses and services, each Grab Bag held \$55-\$85 retail value. A special thanks goes out to CN Alumna **Lynne Calvelage, Coffee Amici** and **Karla Lewis, Flag City Online**, for making it all happen! Also, from the wider CN community, **Debby Peters**, purchased children's books from author **Nick Nigro, Davis College**, which he sold at cost, to be included in some of the bags.

Gearing up for January's National Get Organized Month, **Angie Weid, Organized Solutions**, shared her story on the front page of Abec's Small Business Review, was also interviewed by Examiner.com for their "Detroit Organized Home" webarticles and featured as the "Q&A with a Professional Organizer" on Rubbermaid's website.

**Dave Bodner, Seymour & Associates, Mass Mutual**, is recognized as an expert in the field of developing spheres of influences. He was on a panel that discussed this topic at the annual planning conference for Seymour & Associates. Dave mentioned CN, BNI and Rotary as excellent organizations to locate spheres of influences.

**Linda Everhardt-Kardux** is very proud of the 20th year anniversary of **Business Navigators Inc.**, incorporated in January of 1990 and has been helping businesses chart the course to success ever since with her husband, Don Kardux, founder of Business Navigators.

**Jennifer Vaneckhoutte, Space Matters**, wants us to know about her new baby girl, Kenley, born November 1. Additionally, Jennifer won 2nd place with her window decorating partner, Kerri Goss, in the Maumee Uptown Window Decorating contest. They

decorated Key Bank and were interviewed by Rebecca Regnier with Channel 13 (thanks to **Leasa Maxx**).

**Kim Welter, Equality Ohio**, just finished her first semester in the Ohio State University John Glenn School of Public Affairs.

**Nick Nigro** was just recognized at the Davis College Annual Meeting for completing ten years of service. Diane Brunner, President of Davis College, commented that she does not remember Davis without Nick and that he has made a significant impact on the College in his role as Career Services Director.

**Phyllis Bartholomy, Bartholomy Massage Therapy, LLC**, held her eight month old granddaughter from Korea for the first time. What a beautiful Christmas present.

**Susan Milliron** has successfully completed three green smoothie challenges in 2009 helping over 40 people lose weight and feel better overall.

**Fred Schmits** reports that **Mobile Lube**, celebrated its third anniversary on December 15, 2009. Mobile Lube has added additional services including they can now purchase Cooper Tires.

Jim and **Dee Appt, Five Wellness**, were speakers at the December Meeting of the Compass Club, a non-profit organization for adults. The event had over 30 members present for the "Be the Owner of Your Health" presentation.

On December 1, 2009, **Maxx Marketing & Design** (formerly Maxx Graf) celebrated 10 years in business. Now in their Uptown Maumee location for over a year, owners Terry and **Leasa Maxx** continue to expand services. In honor of the firm's milestone, the Maxx's plan to host a client and business partner appreciation event at an Uptown Maumee venue in February.

**Jeff Off, Jeffrey Ogg, CPA**, received an honorable mention in the Old Newsboys paper. He helped make their Shoe Bowl possible.

## Networking Exercise, “truths and lies”

If you haven't attended a Toledo monthly Certified Networker lunch in awhile or ever, maybe it is time to add that to your 2010 schedule. In the past we've always had the question of the month which everyone had a chance to answer while making their introduction.

Your Board of Action has changed that to a formal networking exercise that changes each month. For the month of December Sandy Pirwitz organized the exercise.

As we signed in we each received a small piece of paper that directed us to write three things about ourselves, two being a lie and one being a truth. After was sat down, we shared these truths and lies with our tablemates. You'd think that this would be fairly easy, but for the four at our table, three who knew each other fairly well, it was pretty obvious that we might now have been listening with both ears when talking with each other. **Mark Allan, Assured Services**, agonized about

writing his three facts. We're not sure whether it was difficult for him to lie or to tell the truth! The three women at the table were done in no time. Hmmmm, we're not sure what this says about us!

What was really good about the exercise was that it got everyone talking and engaged with each other. There were no side conversations and no one person monopolized the conversation.

Sandy shared that she used this exercise when she was helping a new BNI chapter to form. She said, "In the early days, the prospective members didn't really know each other bthat well and it was kind of hard to get them talking. With this exercise it broke the ice."

We'd recommend this exercise for your next event, whether it is a lunch or open house-type event. It will create buzz.

*~Debby Peters  
CNP of Ohio, Ltd.*

### Recent Graduates of the Columbus CN classes are:

**Cyndi McAlpine**, Business Coach at ActionCOACH

**Troy Lovejoy**, owner of ImageOne uniforms and embroidery

**Jim Watson**, co-owner of **Namaste Embroidery**

+++++  
**Is Our Face Red?????**

Last month we left out a recent graduate from our listing.

**Leah Beck**, RiseTyme Coaching, LLC should have been acknowledged. We are so sorry for the oversight.

Thanks goes to Nick Nigro for noticing this omission and bringing it to our attention.



"What was really good about the exercise was that it got everyone talking and engaged with each other."

*~Debby Peters  
CNP of Ohio, Ltd.*

## Networking Groups – HBA of Greater Toledo

The HBA of Greater Toledo is a **professional association** of builders and people who provide services for the building industry. There are approximately 500 members in the association and they all believe that owning a home is in the American dream.

The association is a non-profit organization that was chartered in 1943 and it is affiliated with the National Home Builder's Association ([www.nahb.org](http://www.nahb.org)) and the Ohio Home Builders Association ([www.ohiohba.com](http://www.ohiohba.com)).

The HBA is very dedicated to promoting and supporting the builders and the associate members. The industry as a whole is very important to these people so a lot of work

behind the scenes with the government is also done. An elected board of directors governs the HBA. This board is made up of individuals that are willing to take the time and help grow and sustain our association. Outside of the board and the members there is a professional staff that performs the day-to-day operations of the business. Tony Plath is the executive director; Karen Niese and Jennifer Lynch help with the financial aspect and the events that are put on throughout the year.

I have been a member of this association since 2006. It has been a slow networking process because it was so

good for so long that the builders didn't need to network. The business was just rolling in. It has been a great experience for me as a woman and an individual dealing with the contracting world. In 2009 I was the Vice President of the Associates, which are the non-builder members. Just recently I was inducted as the President of the Associates and I sit on the board of directors to help run this association. If you are interested in this industry or the people in it please contact me and I would be more than happy to help.

*~Allison Adkins  
Knight Crockett Miller*

**Awards: nominate  
A CNER or a  
referral partner**

**Athena Award – Toledo, nomination due January 15, 2010.** Application can be downloaded at the Toledo Chamber Website.

Networking  
Events  
January



**Jan 5, Sylvania Chamber**  
Franciscan Center, 11:45,  
AM, \$10

**Jan 6, WEN Bowling  
Green Meeting.** Stone  
Ridge Country Club, noon

**Jan 7, WEN, Marketing  
Roundtable.** Nedley's Ice  
Cream and Café, 9:30 AM.

**Jan 11, WEN West,** 11:30  
AM, Loma Linda's, \$10

**Jan 12, WEN,  
Bluffton/Hancock Co  
Networking.** Jeanne's  
Kitchen, 112 Vine St.,  
Bluffton, 7:30 – 9 AM

**Jan 13, WEN morning  
meeting.** Clair David Office  
Furniture & Design, 6540  
W. Central Avenue, 7:30  
AM,

**Jan 15, Women's Council  
of Realtors.** Monthly  
general meeting, 11:30 AM,  
Location TBD

**Jan 19, WEN Late  
afternoon meeting,** 4:30  
PM, Flying Joe Coffee  
Shop.

**Jan 21,  
GreaterFindlayInc,  
Business2Business,**  
Location TBD, 8:30 – 10  
AM. \$15/20.

**Jan 25, WEN lunch  
meeting (Toledo),**  
Ramada Hotel, Secor Rd.  
11:30 AM

**Jan 26, WEN, OGINAD,**  
5:30 – 7:30 PM

**Jan 28, Sylvania Chamber  
of Commerce,** Learn and  
Earn Breakfast Networking,  
Gordon Foods, 609 W  
Alexis, 7:30 - 9 AM

**Jan 28, WEN Findlay,** The  
Greek Garden Restaurant,  
11:30 AM – 1 PM.

**Member Spotlight – Linda Everhardt Kardux**

**Linda Everhardt-Kardux** from **Business Navigators** and the **Women's Entrepreneurial Network** has been a cornerstone in the networking community for many years. It is rare to attend a networking event where she is not in attendance or known by nearly everyone there. Given these facts, I was eager to find out what I could learn from her networking and business expertise, as well as what really makes her tick.

After sitting down with Linda for only five minutes it was very evident that she has a passion for facilitating business meetings. Initially, this struck me as being rather odd. This was obviously not your typical reason for being in business, but after learning a bit more, it began to make more sense to me. Linda grew up in an entrepreneurial environment, gaining much of her business experience through real life schooling at her family's machine shop. Her parents seemed to be polar opposites in regards to Linda's upbringing, yet they each had a huge impact on her chosen path. While Linda's dad was very structured and traditional in what he wanted for his daughter, Linda's mom simply encouraged her to follow her heart in whatever she chose to do. Linda's mom seemed to be an amazing woman that made friends wherever she went and was way before her time in regards to her active

networking in the community. It is no wonder that she is Linda's true inspiration. Seeing what it took for her family's business to be successful, Linda now utilizes her experiences and loves to help other small business discover their true potentials through active coaching and motivation.



Shortly after joining Business Navigators in 1994, Linda entered the networking world realizing that word of mouth marketing would be their primary method of marketing for years to come. After the first few years of networking, Linda recognized that her passion for facilitating business would be a strong asset to the networking community. In addition to being a charter member of the first Certified Networker class in NW Ohio, Linda has been an active part of both BNI and the Women's Entrepreneurial Network since 1995. Today Linda serves as the President of WEN as well as the Vice President of Business Navigators. She has continued to facilitate

both organizations, reaching unprecedented levels of success. Recently Linda realized that many small businesses in the area didn't have clear goals, let alone a path to get there. Through this discovery, Linda expanded into Business Builders; a division of her company that helps small businesses discover where they want to go, then holds them accountable to getting there.

It seemed as if there was very little left for Linda to accomplish. Inspired by her Mom to follow her heart, she has lived her dream of facilitating business meetings for many years. It was natural for me to wonder, what is next for Linda? Holding true to her rule of always following her heart, Linda's passion is taking her inward to spend time with her two and a half grandchildren. Yes, I said two and a half, meaning she has one on the way! Over the next few years her next goal is to take the grandchildren to Disney World. Additionally, with retirement in her not so distant future, she realizes that her grandchildren will only be young once, and she wants to spend as much time with them as possible. So, as Linda was inspired by her mother, we can only hope that she now is able to inspire the next generation of great business networkers in Northwest Ohio.

*~Jason Madasz  
United First Financial*

**Columbus News**

**Mark Storey, Certified Networker of Central Ohio,** reports that they added three new members to the CN community on Thursday December 17. He says, while the class was small in numbers it made up in the quality of the students. The grads are: **Cyndi McAlpine,** Business Coach at **ActionCOACH,** **Troy Lovejoy,** owner of **ImageOne** uniforms and embroidery, and **Jim Watson,** co-owner of **Namaste Embroidery**

They were joined by seven of their friends and family members at a local Columbus



restaurant to help them acknowledge their achievement and CN graduation. Mark says that the venue was **complete with fireplace,** making this a very classy CN graduation. Welcome, Troy, Cyndi and Jim (missing from photo) to the community.

## Previews Return for January and February

If you are a graduate of the CN course, chances are that you decided to take the full course after attending the two hour free preview. You wanted more of what you experienced during that session.

Previews are a tool for you to have in your arsenal to help your referral sources understand a mutually beneficial relationship. You are invited to invite a friend to an upcoming preview. Even better, you might want to attend with that friend to strengthen that relationship.

Because of limited space and also needing to have the correct amount of materials,

we do need to have you and your guest register.

The dates and location of the previews are:

**Toledo: David College**

January 15 or February 12  
9 – 11 AM.

**Findlay:  
GreaterFindlayInc.  
Boardroom**

January 13 or February 10  
11 AM – 1 PM

To register for the preview class, just send an email with you and your guest's contact info to Debby at [debby@certifiednetworker.com](mailto:debby@certifiednetworker.com).

### Secret Santa attends Toledo CN Lunch

All participants of the December CN lunch in Toledo were surprised to find that they were going to pay less than half the normal fee for lunch. Jeff Pettit of Artistic Memorials had asked Debby several weeks before if he could subsidize the lunches. At lunch he explained that while his business had certainly been affected negatively by the economy, that he had attended a Dave Ramsay financial seminar. As a result of what he heard he knew that he needed to give. His hope is that each person's six dollar gift will multiply and be passed forward. How can you make six dollars work beyond its value? Tell us!

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

*"Previews are a tool for you to have in your arsenal to help your referral sources understand a mutually beneficial relationship."*

## CN Translated to Real Life

**Ed. Note:** This is the second of a new series called CN in Real Life, where we find examples of CN techniques being used out there in the real world. If you would like to submit an idea, send an email to [debby@certifiednetworker.com](mailto:debby@certifiednetworker.com).

One of the biggest lessons from CN that I often use and teach in my real life (both personal and business) is the value of developing relationships.

I found myself in a position several years ago (after graduation from CN) where I had to spend time with a woman who I knew other people found abrasive and unfriendly. I wondered if it was possible to force myself to like her. I gave it a try and it worked! Having a positive healthy relationship with her has helped me tremendously.

My brother-in-law, Robert, recently retired after owning a company for over thirty years. Being easily bored, he took on a part-time job just to keep himself busy. Within weeks, he told me his new boss was a jerk and that he didn't like him. The two tidbits of advice I gave him were to force himself to like the guy ("I don't want to - he's a jerk.") and to develop a relationship with him. I suggested he take him to lunch ("Men don't take other men to lunch." Duh!) But he eventually took my advice and took the guy out for a beer or two. Although they'll never be real good friends, Robert's job satisfaction and overall happiness level have both greatly improved.

In retrospect, I think it's both a mindset you create as well as using the skills we learned in CN that can help you not only endure but thrive in any environment if you choose to.

Lesson I learned too late: I resigned from two different jobs (24 years ago and 14 years ago) because my boss at the time and I had too many conflicts and I wasn't happy. It never dawned on me to try to get to know either of them as a person and vice versa. Hmm...if I knew then what I know now, I wonder which job I might still have.

~Sandy Pirwitz  
Assistant Director, BNI

**We'd like to thank two CN Board of Action members who have fulfilled their commitment. Sarah Wicks, AFLAC and Jennifer Olsen have helped with everything from lunches to graduations. Both brought a fresh approach to the board, making suggestions and giving feedback that is so valuable.**

**Stepping onto the board are Linda Everhardt Kardux, Business Navigators, WEN, and Nathan Vandenbroek, A Dramatic Change. For Linda, this is her second term on the board, after taking a several year hiatus. Nathan brings his enthusiasm and willingness to help out often and early to the group. We welcome both of them.**

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***Why do people choose to work with you?***

In Certified Networker, we all learned that while there may be competition, no one is just like you. What makes your prospect choose you and your customers stay with you?

Some questions to ask are:

1. If I could use a talent to change the world, it would be?
2. The one word or short 3 word phrase that could be associated with me is?
3. My clients buy from me because
4. As a child I knw that I was good at
5. I want to be remembered in this way even after I die

In Scott Ginsberg's "How To Be That Guy," he has 22 questions similar to the ones above to help you get in touch with what makes you unique different from anyone else.

Send us your thoughts about this.

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