

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

Dates to Remember

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Toledo Lunch	15
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*Read about these events in the article to the right.

of members in the Ohio CN community
532

Where is CN Giving Networking Presentations?

March 19, Job Club, 9 – 10 AM, Debby

We'd like to thank Ellen Critchley, Toledo Symphony, for the door prize at the February CN lunch. The winner, Julie Kuney will have the opportunity to attend a concert.

CN Gets Social

As a result of the survey sent out several months ago, one suggestion made was that we have more events of a **social nature**. Your CN Board of Action agrees! The outcome of this is that in the next several months there will be opportunities to gather with other grads and their friends just to have fun. Of course, we won't oppose networking that just happens along the way!

The two events that are planned are:

A Trivia Evening with the Women's Council of Realtors, Toledo Chapter and a concert evening with the Toledo Symphony Orchestra.



Trivia Evening

Tentatively scheduled for **March 25**, with location details still to be confirmed, this sounds like a fun event. Tables of ten people will compete against other tables. Snacks will be

Leaders in Our Community

Leadership Toledo (LT) is a not-for-profit organization that helps business professionals and students develop the skills needed to be a leader in the community. The adult program is a nine month commitment from the participants to meet approximately once per month between the end of

available at each table and beverages will be available at the cash bar. The BOA would like us to have at least one table, if not two, representing CN. The plan is that each seat will cost approximately \$10. This is a good way to get to know others and include a spouse or partner. Debby is waiting for firm details on this event. We will send it out via the CN email list when we do have complete information.

Night at the POPS

CNER Ellen Critchley, has helped to arrange this event scheduled for **April 24**.

We will plan to meet before the concert at The Distillery on Heatherdowns Boulevard for appetizers and desserts at 6 PM. A cash bar will be available. At 7:20 we will travel to Stranahan Hall for the POPS Concert that begins at 8 PM.

If you are afraid of symphony music as being too long-hair for you, this is the concert you should attend as it will be the music of John Williams. "Who is John Williams," you ask? This composer has been nominated for an Academy Award 45 times, including music from **Star**

Wars, Superman, Close Encounters, Harry Potter, Raiders of the Lost Ark and E.T. to name a few.



Additionally that evening we will hear a tuba soloist. If that doesn't make you smile, nothing will! The whole evening will be only \$29 including the concert and the social hour.

To register for this event, send a check made out to CNP of Ohio, Ltd, to Debby Peters, PO Box 1121, Perrysburg, OH.

Going Forward

Your Board of Action also wants to plan a summer picnic so that our families can get together. We will share more about that as plans are made.

All-in-all it looks like your answers to the survey are helping us to give you what you want. If you have other suggestions, feel free to send those our way.

~Debby Peters
CNP of Ohio, Ltd.

breakfast for LT is March 5.

If you would like to attend please connect with Table Ambassadors, Debby Peters, Lori Powe, Ernie Lewis or Allison Adkins. Jeff Ogg and Pat Paule are also LT grads. Usually 500 people attend this event, so it will be a wonderful opportunity for networking.

The annual fundraising

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

Joe Francis reports that **Data Service Center Inc.** was selected by the Toledo Business Journal as a recipient of the Best of Lake Erie West Business award for payroll providers. Also, they are excited that DSC was able start to the New Year by adding an additional 35 new payroll clients in January, one of the best starts to a new year that they have had.

Amanda Ballard announces the one year anniversary of **Tender Loving Cloth Diapers LLC.** This year Amanda attended the Maumee Summer Fair, Natural Family Fest, Toledo Baby Expo, and conducted regular cloth diapering classes at the Sylvania library. She was also featured on several news channels and in local papers. Her website is www.tlcldiapers.com.

Angela Crosby mentions that **Occupational Care Consultants** was recognized as one of the Best of Lake Erie West best Occupational Healthcare Practices in the Toledo Business Journal.

Barry Van Hoosen, State Farm Insurance, would like us to join him in congratulating State Farm Agent, **Linda Kuns** on her retirement. Barry shares that Linda built her business on the importance of customer relationships and has always strived to give each policyholder the best service possible. "Linda, we know that you will be enjoying your family, traveling AND BGSU football.

Pyhllis Bartholomy, Bartholomy Massage Therapy, LLC, donated community service at West Park Place demonstrating chair massages. She will have a repeat performance during March.

Ernie Lewis, E.A. Lewis Consulting and **Rachel Hobson, Risetyme Coaching LLC** are starting their next Empowered 2 Run Running Camp on March 6 where they combine their professional coaching expertise with their

passion for running. Find more information at: www.empowered2run.com.

Beth Holt, Holt Roofing, wants to send a thank you to those who voted their company one of the best commercial roofing contractors in "Best of Lake Erie West Business 2010."

Lisa Olvera reports that she has been selected to serve as president of the Findlay Area Human Resource Association for the second year. FAHRA has increased membership by 85% and is in contention for an award from the National Association for the Society of Human Resource Management.

Louise Kahle, Take the Time, Image Matters, has joined the Toledo Woman's Club. TWC, established in 1892, is an organization dedicated to the purpose of providing social, educational and community activities for women of the Toledo Area. Louise invites any woman to be her guest for lunch on the first Wednesday of the month.

Linda Parker, Re/Max Preferred Associates, has been elected President-elect by the Toledo Chapter of Women's Council of Realtor's for 2010.

Mark Allan would like to report that both his family and his business, **Assured Services,** are growing. In February he and his wife adopted Dylan and Destiny and he also signed a lease for shop space.

Megan Coyle Stamos, Coyle Funeral Home, qualified for the Leaders Conference for the year ending 2009. This is a professional conference for preneed funeral insurance-trust planners. Megan sold in excess of \$825,000 of new business, something she is very proud of. The March conference is in Washington DC.

Sandy Kosmyna, Director of the Whitman Center at Monroe County Community College, would like to share their success. The total headcount at the Whitman Center for Winter semester is 1,053 which

represents a 9.7% increase, and total credit hours at 6,742 represents a 20.1% increase, actually double the growth rate of the main campus!

Sharon Czarny has been promoted to a Manager in **Send Out Cards,** which means she has 14 distributors selling under her guidance and she has more than 20 customers. She achieved this in just four months. Additionally, Sharon would like to report that she has just become a grandmother again.

Allison Adkins, Knight Crockett Miller, reports that she reached her sales goal for the month of January. She says that it is a good start to the new year.

Debby Peters, CNP of Ohio, shares that she was the keynote speaker for a successful International Networking Event in Pittsburgh and she also provided a sales training seminar for the Bluffton Center for Entrepreneurs

Sandy Pirwitz attended an advanced training for **BNI.** She is very excited about the new information and will be adding it to BNI training offered in NW Ohio.

Nathan Vandenbroek, A Dramatic Change, realized a goal set last year to be named "Best Personal Trainer" in the City Paper.

Linda Everhardt Kardux, Women's Entrepreneurial Network, is proud to announce the launch of the new Bluffton WEN meeting. It is on the second Tuesday morning of the month. There are now seven WEN meetings to choose from.

Jody Zink, RE/MAX Preferred and freelance voice talent, spent 3 days at the MacWorld convention in San Francisco trying out the latest geeky gadgets. Her goal of finding an iPad "petting zoo" went unfulfilled.

Social Media, *We're all a Twitter!*

This month our focus returns to **Twitter**. We have talked about it here before, but I wanted to go into more depth as I still hear... "Twitter, I just don't get it." So let's look at some creative ways of using this tool.

First, your tweets (*ed. note: a tweet is when you type something at the twitter website that you want others to read*) are limited to 140 characters, so it forces you to keep your thoughts brief. Your tweets are seen by those who "follow" you and you see the tweets of those whom you "follow." At this level you probably have something in common with these people. They may be people you know or those with which you share an interest. This will be another tool in your arsenal for sharing and gathering information.




At a broader level you can use tools to search all public tweets. You can do this through the Twitter interface or

I use TweetDeck. This tool allows me to save searches of tweets and then read them when I have the time. You might search for your name, your company, your products, your competition, customers or prospective customers, your industry, your referral partners and more! The benefit is that by searching tweets, you are reading unsolicited comments about what is on peoples' minds right now.

Twuffer is a new tool for helping you with your updates. When talking to business owners about Twitter they tell me they are much too busy to be monitoring the feed all day long. Twuffer is a Twitter buffer. It allows you to cue up and schedule tweets. This spreads out your touches with others throughout the day rather than whenever you get the chance. I often cue up tweets first thing in the morning and schedule them to go out through the day. Remember, Twitter is just one tool that can help you in making business connections.

~Tami Norris
Customer Training Solutions



Want to get the next CN graduation booked on your calendar? Even as our winter classes are just starting, we have already scheduled graduation for Tuesday, June 1, at the Maumee Indoor Theater. As usual, the time will be 5:30 – 7:30 PM. It is always a fun evening. Put it on your calendar so that you don't miss it.

Awards: nominate A CNER or a referral partner

Networking Groups – N.E.T.T. Group

N.E.T.T. stands for **networking and economic development in Toledo** by ThoseFellas LLC. They believe that the more people that meet in Toledo, the more opportunities there will be for better resources, commerce and friendships, all the while being a vehicle to help Toledo grow through the people.

ThoseFellas is comprised of Kameron Kyser, John Glover, Philip A. Cunningham, Philip E. Cunningham and Norris Finley. They wanted to bring diversity to the good ole' boy networking community; to

bring forth the opportunity to meet potential customers, clientele and to allow access to the resources that are in and around Toledo, Ohio. They make this possible by holding its meetings at numerous locations around the area. This is so each location throughout Toledo gains better exposure.

As a non-membership base organization, they hope that there is an opportunity for everyone to meet someone that can potentially connect them to a needed resource. Their most recent meeting took place Thursday February 25 at Fort Industry

Square. The next meeting will be March 25, with the location yet to be determined. They expect upwards of 200 people to attend these meetings. At the February meeting Mayor Mike Bell and Congress woman Marcy Kaptur were expected. For information about meeting times and locations, contact Kameron Kyser at kameron@thosefellasLLC.com.

~Nathan VandenBroek
A Dramatic Change

Findlay, At www.FlagCityOnline.com, in partnership with GreaterFindlayInc., each month a customer service award is given. Go to the site to nominate the person you think has demonstrated the best of customer service.

Do you know of an upcoming award that we should advertise so that CNers can nominate people for this award? Please send to Debby for inclusion in this newsletter.

Networking Events

March



Mar 2, GreaterFindlayInc, Fresh Brewed, new time, 8 – 9 AM, Findlay Country Club, \$5/8

Mar 2, Sylvania Chamber Franciscan Center, 11:45, AM, \$10

Mar 3, WEN Bowling Green Meeting, Stone Ridge Country Club, noon

Mar 3, BNI Awards Banquet, Toledo Club, 6:30, must be registered in advance

Mar 4, WEN, Marketing Roundtable, Nedley's Ice Cream and Café, 9:30 AM.

Mar 5, Leadership Toledo Annual Breakfast, Stranahan Hall, 7 AM, connect with Debby to register

Mar 8, WEN West, 11:30 AM, Loma Linda's, \$10

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

Mar 10, WEN morning meeting, Clair David Office Furniture & Design, 6540 W. Central Avenue, 7:30 AM,

Mar 10, GreaterFindlayInc, Business2Business, Holiday Inn Express, 8:30 – 10 AM, \$15/20.

Mar 16, WEN Late afternoon meeting, 4:30 PM, Flying Joe Coffee Shop

Mar 22, WEN lunch meeting (Toledo), La Scola Restaurant, Airport Hwy. 11:30 AM

Mar 23, WEN, OGINAD, 5:30 – 7:30 PM

Mar 25, WEN Findlay, The Greek Garden Restaurant, 11:30 AM – 1 PM.

Mar 25, Women's Council of Realtors, Trivia event, go to www.wertoledo.com for details.

Member Spotlight – Jerry Barron

"My heart melts for causes like that," were **Jerry Barron's** words when I walked into his office for this interview. He was referring to a young lady in a wheelchair who was in his office to share some valentine cards she makes and sells. "She'll never walk or run like me or do the physical things I can and here I complain on how bad I'm having it. She, with her disabilities, has a smile on her face and can make something so beautiful. I don't have it as bad as I think I do; she's my inspiration."

Jerry's quite an inspiration himself. We met last year during a Certified Networker preview and he became my client. His story is amazing. He had worked as an insurance agent for Krueger Harvey for 20 years when suddenly he was told they sold it to a franchise. He questioned if he could have the opportunity to become the franchisee. And guess what? He was given that chance. He only had 30 days to make the biggest financial decision of his life!

He flew out to meet *the big guys* from the company and at a long conference table was asked to sign the paperwork. They needed an immediate decision, but told him they would give him a few minutes to think about it. He called his attorney who told him not to sign anything before the attorney could review the paperwork. His wife said, "Just have faith, this is something you've always wanted." Jerry had an eighteen month non-compete contract which meant that he would not be able to take his clients with him if he went to work for another agency. Because of the franchise fees, the purchase price was more than the agency was really worth. With a leap of faith, Jerry brought in, investing his life savings. He became the proud owner of Brooke Insurance Agency,

which was the new name for the company. Unfortunately, within 1 ½ years the franchise went into a steep financial decline. As a result of the bankruptcy of the parent company, Jerry became the sole owner.



Jerry says, "I had the faith of a mustard seed. Look what happened. I now own an agency with my name on the door, Barron Insurance and Financial Services Agency. It's amazing how the Lord brings things into your life at just the right times and closes and opens doors." He continues, "I stress to the staff, it's not so much insurance we sell, it's caring about people." Jerry believes that if we, "take the time; have a smile in our voice, maybe we can somehow help people in some way that day." He wants to inspire others. An attitude of helping others is the example he wants to set. He describes his business as a type of ministry. One goal he has is to give \$100,000 a year to a charity.

Jerry and his lovely wife, Deb, celebrated their 30th wedding anniversary this year. They have four children, all of which work at Barron, and three grandchildren and one on the way. He lives and works in Temperance, Michigan and is active in many organizations including being the president of Northern Neighbors chapter

of BNI, the Bedford Business Association and is active in Bedford Good fellows, Truth@work. When asked about what he's learned from Certified Networker he said, "not to waste time on cold calling, but there is so much, that I haven't even scratched the surface of that CN has to offer." He admits that he doesn't always read the CN newsletter and regrets not finding time to attend the monthly lunches or to send horntooting. Hopefully this month's edition will turn him into an active participant.

Jerry does have many accomplishments that he needs to tell us about. For the second year in a row he is in the Auto Owners Top 10 in Michigan out of 400 agencies. Secondly, he was a candidate for Bedford's Citizen of the Year award. For the month of January he has sold 100 applications when he averaged only 60 October thru December. Jerry is a very busy man who openly admits, "I haven't fully grasped delegating. I have a staff that can do it; I just need to trust them to do it my way!" He is very thankful for what he has. He says, "I'm very fortunate here. I owe it all to God."

I could tell you so much more about this great guy but I strongly suggest doing a one to one with him to truly grasp his whole story.

~Jennifer
Vaneckhoutte
Space Matters

Find Your Friends with Picasa

If you've got a digital camera (and who doesn't these days?), you probably love the ability to take as many pictures as you want, knowing that later you can delete the ones that didn't turn out. Of course, no one actually does that and sooner or later you end up with thousands of pictures on your computer of friends and family with no real idea of who all is there. Now the most recent version of Picasa, the free photo processing software from Google, can help you out.

First just go to <http://picasa.google.com> and download and install the package. When you fire it up it will go through a process of scanning your computer for all of the pictures it can find. Depending on how many images you have, this can take several minutes. Next, click on the "People" button

at the bottom right side of the screen. This will cause Picasa to start scanning all of your pictures for faces. It will also group those faces which it thinks are the same.

Now comes the fun part. You go through the groups and give names to each group. As you name more and more groups, the software gets better and better at figuring out who each person is. The system isn't perfect, but it does a pretty good job of getting a majority of your pictures tagged with people's names. In a few hours, you can get a large chunk of the faces associated with a particular person.

So, what does this have to do with networking? Well, just as you would pass along an article to a networking contact, now you can send them a picture or two of them

at an event you both attended. Even if you haven't spoken in a while, this makes a great excuse to get back in contact. "Hi, Bob, I was just going through some old photos today and found these of you and realized that we haven't spoken in a while. What's been happening in your world?" It's even more effective if you happen to have a picture of you and Bob together.

Of course, Picasa also offers a variety of photo processing tools including red-eye repair, cropping, brightening, etc. It even includes special effects tools to do cool things like make your photos look like old-time sepia tone pictures. Check it out and turn that pile of unknown pictures into one more way to make a great connection.

~Greg Peters
Cyber Data Solutions

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

"...sooner or later you end up with thousands of pictures on your computer of friends and family with no real idea of who all is there."

~Greg Peters
Cyber Data Solutions

CN Translated to Real Life

Ed. Note: This is the fourth 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.

With all the hoopla of the Apple **iPad** roll out, there was one small paragraph that caught my eye. You can read it too!

*"The **target audience** is everyone," said Michael Gartenberg, vice president for strategy and analysis at Interpret, a market research firm. "Apple does not build products for just the enthusiasts," he said. "It doesn't build for the tens of thousands; it builds for the tens of millions."*

H-m-m-m. I guess if you are Apple your target audience (market) can be everyone. But doesn't that go against the very **definition** of what a target market is?

I have been doing a lot of reading about this very subject within the last month. One phrase from my reading has stayed with me. It is, **"Specialize or Spend."**

I think that phrase says it all. The wider the target, the more you have to spend, both in time and money. I guess Michael Gartenberg thinks Apple has an unlimited supply of both.

What are your thoughts?

~Debby Peters

Hancock Leadership

Each year the participants of **Hancock Leadership** help with a community project. The 2010 class has identified that it is going to assist with the new Habitat for Humanity's reStore. The reStore will offer home furnishings at about a 50% discount; anything from refrigerators to kitchen cabinets.

They will also raise at least \$16,000 for the revamp of West Park, which is being completely renovated with a new shelter, basketball courts and walking track.

CNER **Kendra Saldana, Smart Sites Imaging**, is a member of the HL class of 2010.

Appointment With Yourself?

In the book, “Make a Name for Yourself” author Scott Ginsberg recommends setting aside one hour a day for a **Daily Appointment With Yourself**. He feels this is the foundation of his success. One day he skipped this appointment when he was running late. It was a BIG mistake. Since then he has rarely missed this appointment with himself.

The components of this time for him are:

1. **Solitude**
Scott feels that everyone needs time alone. He recommends turning off your cell phone and asking family to leave you alone if your appointment is at home.
2. **Atmosphere**
For Scott music is what helps him to focus his thoughts. He does suggest calm, soothing music, but maybe for you it is just the opposite. Headphones pump the music right into your mind helping you to concentrate on the important stuff.
3. **Supplies**
Scott recommends journaling, so if you write, you’ll need a notebook for this activity. If your appointment is early morning, perhaps you want to make sure coffee is available. Maybe you’ll want to have your goals in front of you too. (or maybe a vision board)
4. **Time**
For Scott, he says remember the word “before.” Do this before work, before breakfast, before working out. It sets the stage for the rest of your day.
5. **Duration**
If this appointment is less than 15 minutes, it is probably not enough. For those who say they just don’t have the time, you just aren’t committed. Scott suggests getting up an hour earlier to make this appointment happen. After all it is the most important one of the day.
6. **Components**
Of course this should be customized to you, but Scott suggests reading something positive (that means no newspapers), journaling your thoughts, reviewing goals, doing breathing exercises and practicing daily affirmations.

We’re on the Web!

See us at:

www.cnpofohio.com

and comment on our blog at

www.cnpofohio.blogspot.com