

MAKING MORE MONEY

Continuous Never-ending Profit - the Newsletter of CNP Graduates and Students

DATES TO REMEMBER

Grad Mixer Event	Nov 17
Educational Preview	Dec 2
November CNP lunch	Nov 15
Next evening class	Feb 7
Next day class	Feb 10

Number of members in our CNP Community is **213**

Where is CNP Giving Networking Presentations?

- 10/25 WeDo Conference, Pinnacle - Debby
- 10/27 Sylvania Chamber of Commerce Networking Group, Sylvania Senior Center West - Debby
- 11/14 Promedica Succession Leadership Institute, Maumee Bay Park - Debby
- 11/16 Healthcare Marketing Association, St Charles Hospital, Jennifer Alford & Rebecca Booth

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

WHAT'S NEW?



What's new? Remember in Module 3 when we talked about people asking us that question? We also said that before each of us leaves our home in the morning that we should have an answer prepared for just that inquiry.

What?

We are prepared! Our newest event that will take CNP to a higher plane is our December 2nd Educational Preview. It is a two hour session for hot prospects of the course. These people probably have attended a mixer or two and have expressed solid interest in the class, but haven't taken it yet for some reason.

Hot prospects will receive personal invitations to the event that is being held at the Clarion Hotel on Secor Rd near I-475. There is a \$10 registration fee for those who want to reserve a seat. Many of the BOA members have decided that they will pay that fee for their guests. Those who register for a 2006 course that day will be able to take home the CNP manuals, CDs and textbooks. There will be some other surprises, too.

Who and When?

Is there someone you've invited to past events who has shown positive interest in registering for the series? If you would like to invite them, first talk with them to find out if they can attend one of the two sessions on the 2nd. One is during the

morning from 7:30 - 9:30 AM and the other is early afternoon from 1 - 3 PM. If you feel there is firm appeal, we will send you an invitation to forward to them. We must have a confirmation because seating is limited. The registration fee can be paid with cash, check or credit card. Even if they don't register into a course that day, they will gain knowledge from the session that will help their referral efforts. Additionally, they will get to meet other helpful professionals.

What You Can Do

Help us fill these two preview classes with people who can help you! See option 5 on page six of this newsletter to register them.

WHAT'S NEW? AGAIN?

As many of you know, Davis College offers CNP as an accredited course for their students. Registration just completed for the second ever session of this class. The winter semester will begin on November 17th. Unfortu-



nately, that means Nick Ni-gro will not be attending the graduation mixer that evening, as he will be helping to lead a class of 26 people down the CNP path. These students will join the first 11 Davis stu-

dents in learning how to network. Some of the previous class members have connected with the larger CNP community. Deb Keller, HMH Wellness Center and Monnie Holman, D.P. Design & Print, both have Davis grads working in their respective businesses.

Board of Action News

A newsletter committee has been formed to review what could be some positive changes that will make our newsletter even better.

Leasa Maxx, Dave Achen, Arlene Gerig, and Darlene Robinson gave their report at the October meeting.



You'll see some changes as each issue is produced. This month we included networking speaking engagements of Debby and others in the community on the front page.

CNP Board of Action

Jennifer Alford

Dave Achen

Merri Bame

Dave Bodner

Doug Clark

Linda Everhardt Kardux

Deb Keller

Arlene Gerig

Lynda Goodremont

Julie Kuney

Matt Lee

Leasa Maxx

Meredith Moore

Nick Nigro

Darlene Robinson

National Conference Call

Every month, on the 3rd Thursday at 3 PM, a trainer in the CNP Network will lead a call about some aspect of the Program. The call for October will be the 20th and we will send an email out about the accurate phone number to use.

FINDING THE ELUSIVE T/M

If you want to hear a great target market story, call Dave Achen, Brennan Financial Group and have breakfast with him. Dave will be the first to tell you how much he has struggled to select a target market over his 33 years as a financial consultant. Recently he and a

friend were discussing Tom Stanley's, *Networking with Millionaires*, where Tom talks about being a Master of Ones. This means every clients is from a different industry. Dave began



reviewing in his mind his current clients and found one that will probably help his business more than he could have ever imagined. He is meeting with the owner to see what kind of help the owner needs instead of trying to sell him something. To hear the rest of the story, give Dave a call at (419) 245-2057.

MEMBER HORNTOOTING

Margie Sparks

Margie Sparks, Miscellaneous Et Cetera, report that she is hiding out in her eBay cave, and loving being a mom. Even more exciting is the news that she is expecting baby number two.

Merri Bame

Merri Bame, Breaking Down Barriers, is very proud of the efforts of a volunteer music group, Seeds of Sound, that she has been coordinating for the alternative service of Collingwood Presbyterian Church. This group has a bass, two guitars, drummer, pianist and a score of vocalists. Merri acts as coordinator of talents, and music as well as a main harmonizer. From August, 2004 through June 2005, SOS lead music 25 times and found ways of using live vocalists and/or musicians at another 10 services, leaving only 14 services with no live music! Although the group's mission was to enhance the alternative service twice a month, as of September they have agreed to a weekly commitment. All this without a music director!

Steve Riter

After closing the MPS business Steve Riter have started working with Heartland Payment Services based in the Findlay. He reports that his training in BNI and CNP are really paying off. He is in the top 25 of rookies (less than one year of service). Its all about networking, helping others succeed and having fun doing it.

Susan Milliron

Susan Milliron won the "It's in the Bag" incentive through Weekenders USA. Her unit, *Luxurious Living*, also met the President of the company's challenge to increase sales by 5% for the month of September. Susan also had a fundraiser to benefit those hit by Hurricane Katrina and she netted a check for \$250 that was given to the Salvation Army.

Michael Temple

Michael Temple, Temple Development Company, has just completed an international trading and business class through the Toledo Chamber of Commerce. He will be using the new found information to import products from South America and possibly Europe that will be distributed over the Internet using e-Commerce sites. This will allow his company to blend the Internet marketing they already do with products from overseas in a cost effective manner.

Deb Keller and Lisa Paul

Deb Keller, reports that Lisa Paul, Imagecom is joining her staff at HMH Wellness Center. Lisa will be teaching a Pilates class and providing Leadership development!

MEMBERS NEWS

Lisa Olvera

Lisa Olvera, Corporate Intelligence Consultants, has been invited to Libbey High School's Hispanic Club to talk about how she (first generation college grad) was able to finish high school, and go to college. They also have asked Lisa to answer questions from the students regarding interviewing, resumes and how to look for employment.

Debbie Papay

Debbie Papay, Attorney, was recently appointed to the Planned Pethood Board of Directors. In September she attended two full days of Medicaid planning training in Scottsdale, Arizona, and was a speaker at the Financial Planners Association annual continuing education day at the Sea-Gate Center.

Tim Speweikl

Tim Speweik, Mailworks! is proud that he is achieving a goal for this year of improving himself and growing his business. He has begun the process by joining BNI and enrolling in the CNP class.

Tracy Cox

Tracy Cox, Bottomline Bookkeeping, is a member of a music ensemble called Daughters of Grace at her church. They are involved in a Disaster Relief Concert at Pilgrim Church on Sunday, October 30th at 6 PM. Call Tracy for details.

Pat Mousseau

Pat Mousseau's PatsStats.com team placed #1 in sales volume for the 3rd quarter at Remax Central Group.

Ron Bugaj

Ron Bugaj, Willson Builders, reports the success of the 12th annual Central Catholic High School Heritage Scholarship Golf Outing. Ron is the Chairman of the event held this year on October 7 at Stone Oak Country Club. A total of 48 golfers participated. The scholarship provides financial aid to students of color at the school and to date has provided over \$100,000.00 to those qualifying from an academic and citizenship point of view.

Frank Smith

Frank Smith, Re/Max Masters, began selling real estate in 2003. He sold 22 homes in 2004 and made million dollar club in 2005. While he is quite proud of his efforts, he also smiles when he mentions that he is the head wrestling coach for the Freshman team at St John's Jesuit High School and assists with the Varsity team.

RECENT CNP REFERRALS



Barry Van Hoozen, State Farm Insurance referred Scott Neumann from the same company.



Meredith Moore, Huntington Bank referred Robin Isenberg from The Victory Center



Arlene Gerig, Re/Max Preferred referred Frank Smith, Re/Max Masters



Merri Bame, Braking Down Barriers referred Jodi Hagg of Legacy Business Group



Julie Kuney, Comfort Keepers referred Tim Speweik of MailWorks!



Dave Bodner, Seymour & Assoc, Mass Mutual referred Brent Gray from Union National Mortgage.

THE TRAINING TEAM PROFILE

Trainer: Merri Bame

Years as a CNP Trainer: 2

Main Occupation: Owner, Breaking Down Barriers

Years in Business: 5

Number of Times Through the CNP Course: At least nine times

Previous Jobs: High School Edu-

cator for 16 years, Artistic Director of Youth Theater, and a corn de-tasseler.

Family: Partner, Kim, provides two step-children

Her burning desire is to: facilitate corporate teambuilding, nationally, with theatre-style

workshops

Something no one knows about Merri is: when she was 12 she lost half of her two front teeth after running into a basketball pole at recess! But she didn't break my glasses!

MORE REFERRALS



Doug Clark, Fifth Third Bank, had a hand in enrolling Dawn Belzung, Metropolitan Title.



Lori Nichter, NBS helped to convince Shannon Henegar, First Federal Bank to enroll, also.

WEN/BNI NETWORKING NOV 8TH

Want to practice your networking skills you learned in Module 9? The Women's Entrepreneurial Network and Business Network International link to network each month on the 2nd Tuesday of the month at the French Quarter, Holiday Inn in Perrysburg. There is no formal agenda, just a great opportunity to meet people who may be helpful to you in the future. The event starts at 5:30 PM and ends at 7 PM. Bring business cards, but even more come with an interest in your fellow networkers. It doesn't hurt to have in mind the types of people you want to meet and how many of those types will make the evening successful for you.

WORD OF MOUTH IS EMERGING

The article below is a reprint from WOMMA's (Word of Mouth Marketing Association) weekly newsletter dated 9/26/05. To receive the newsletter go to womma.org/newsletters.htm.

Word of mouth marketing emerges as the dominant new marketing technique, according to a survey done by CMO magazine.

When the survey asked marketers "which of the following emerging marketing techniques are you currently using or planning to use within the next six months," 69.85 percent said "customer influence via word of mouth." That was second only to "email marketing" with 69.85 percent

(respondents could check multiple techniques).



Word of mouth looks even more pervasive when other word of mouth-related responses are added in. Blogs were cited by 22.45 percent, "stealth marketing" by 14.55 percent, and "determined detractors" by 2.91 percent

More info:

http://www.cmomagazine.com/survey/CMO_Reality_Check_Poll.pdf

Ed Note: My only question is, "What took them so long to figure out that word of mouth is a helpful technique?"

20 UNDER 40 CNP STYLE

CNP was lucky enough to claim not one award winner, but two who garnered top kudos in the 20 Under 40 Annual Awards. Leasa Maxx, Maxx Grafx and Jody Alexander, Fort Meigs Center for Health Promotion (YMCA) were recognized as people who give to their community and are successful business people in their own right.

Jody used her CNP techniques to help develop a strong board for her location. Leasa has come out of the cave and is connecting with people who she can refer business to in the future and also receive the same in return.

Both women showed talent in CNP Tactic #1 - Volunteerism. Not only does Jody successfully run one of the busiest YMCA's but she also serves on many Y committees. She was recruited by CNPer Carlton "Holly" Hollister to sit on the board of the Bowling Green Pregnancy Center. When asked about the award, Jody said, "Oh-h-h-h, they probably



decided they better give it to me before I was too old! But seriously, it was so very cool, especially because another Y executive director received the award, too."

Leasa has managed marketing budgets both large and small and also serves many area non-profits including The Epilepsy Center which received the MVP check at her CNP graduation. She has also brought together a contractor, a non-profit and a school to help all three help each other. Her comment about winning the award was, "It's difficult to view myself as being part of this distinguished group. Fortunately, I have an incredibly strong network of supporters--within my personal and professional lives--who tell me on a daily basis that they believe in me. Many thanks go to each of these special people..."



CNP at its best! Congrats to Leasa and Jody.

WEEKEND CLASS SERIES SCHEDULED

Finally! So many people have asked for a weekend CNP class series, that we're going to do something about it! Jennifer Alford has taken on the cause, and will be the person responsible for filling the class.

Currently the first session of this six week series is planned for March 4, 2006 with the last four hour class completing April 8, 2006. This will allow for all 12 modules to be taught before Easter. Location for the class has not yet been confirmed.

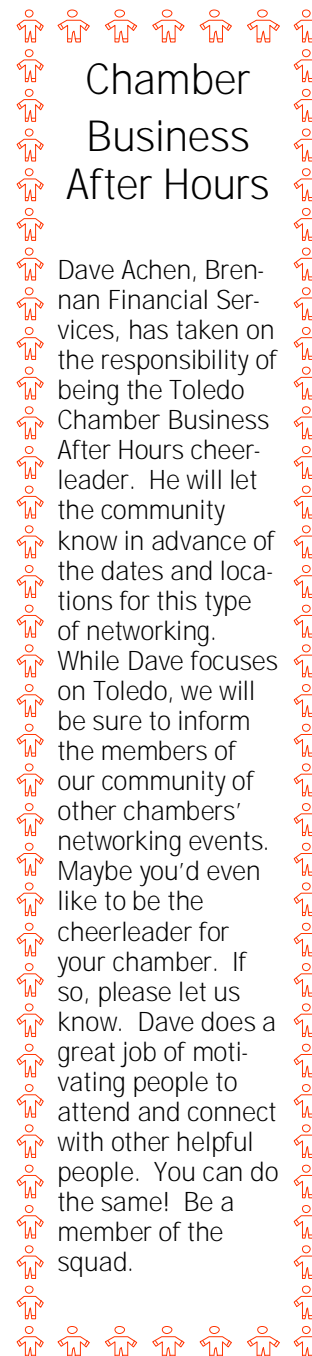
The class time will be 8 AM till noon, which means that the afternoon will be open for basketball games and whatever else fills the weekends of people today! Debby and Jennifer will be co-leading the course.



We need your help to get the word out. Think about the people you have chatted with in the past, who couldn't take a weekday course. Could you do us a favor and get back to

them to let them know of this new offering? You might even want to invite them to an upcoming mixer -- the next one is November 17th.

Just like our Friday classes, we assume this one will be a huge success. If by chance you want to know when other 2006 classes are, so far we have Tuesday, February 7th, 4 - 8 PM (six week series) and Friday, February 10th, 9 - 11 AM (12 week series.) You can use the registration form on page 6 of this newsletter to register one of your friends.



Chamber Business After Hours

Dave Achen, Brennan Financial Services, has taken on the responsibility of being the Toledo Chamber Business After Hours cheerleader. He will let the community know in advance of the dates and locations for this type of networking. While Dave focuses on Toledo, we will be sure to inform the members of our community of other chambers' networking events. Maybe you'd even like to be the cheerleader for your chamber. If so, please let us know. Dave does a great job of motivating people to attend and connect with other helpful people. You can do the same! Be a member of the squad.

MEMBER SPOTLIGHT

Dana Stern, Admission Director for Davis College looks young enough to be a college student so it is quite surprising to find out that she has been employed by Davis College for 18 years. She explains, "I was raised in Fort Wayne, IN and decided to move to the BIG city (Toledo) where one brother was already living."

"This year we surpassed our new student numbers by at least 20 and enrollment at the college has hit 500 students after being around 450 for years and years. Since I'm always trying to beat the last goal, who knows what the next semester will bring?"



Many students will tell of calling Davis College for information and having the luck to be asked to schedule a tour of the campus that very day. They also say that they felt so welcomed that they began the enrollment process that very day. Dana is very proud of these comments. She says, "That is something I am really good at, that of making people feel comfortable. I think I really have a talent in that area. And I really want to know how we can help them, instead of just getting them to register."

Dana continues the admissions effort by being involved with Adult Education at the Washington Local Schools. She also meets with a group of admissions professionals from other colleges in the area in an attempt to help people to realize what is available to them. "We meet at the library and have produced a College Fair."

With two children, a 9 year old daughter and 12 year old son, she is a soccer and baseball mom. While there is not a lot of free time available, Dana would pamper herself with a facial and massage if that opportunity presented itself. She does absolutely lose herself in movies. "Some I have to see on the big screen, but most I see on video. The kids are becoming movie buffs, too. I also love to read. James Patterson and his nursery rhyme titles for his mysteries are a must for me."

Dana Stern lives CNP, making others feel most important.

She adds, "It was 1987 and I walked in the door at the college, loved the atmosphere, interviewed that very day and was offered the admissions position at RETS, which was the part of Davis that offered more technically-based training. In 1994, RETS was brought under the roof of Davis, so I moved from the Laskey Road campus to the current Monroe Street building."

Dana is very proud of always meeting her enrollment goals.

CNP of Ohio Ltd

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419-833-5182
419-304-1171 (mobile)

Check out the new
website at
www.cnpofohio.com

Stamping Out Cold Calls



Participant Invitation:

Sponsored by: _____

PART I

Date: _____ Course Location: _____ Date of Course: _____
How did you hear about CNP?: _____

PART II (Fill out or STAPLE BUSINESS CARD HERE)

Name: _____ E-Mail Address: _____
Business Name: _____ Business _____
Phone: _____
Business Address _____ Cell Phone #: _____
City: _____ State: _____ Zip Code: _____

Continuing Education Information (Not available for all professions):

Profession: _____ License Number: _____
Official Business Address: _____
City: _____ State: _____ Zip Code: _____

Part III

Investment Options: (1st payment will be charged 14 days prior to class start date, and next payment will be due the 15th in the month after the class begins, with remaining payments being taken out monthly on the 15th.)

- _____ Option 1 (\$699 - Check, VISA, MasterCard, American Express)
_____ Option 2 (3 monthly payments of \$245 - Credit Card Only)
_____ Option 3 (6 monthly payments of \$130 - Credit Card Only)
_____ Option 4 (12 monthly payments of \$70 - Credit Card Only)
_____ Option 5 (Educational Preview) of \$10 (same as Option 1)

Credit Card Information: (Circle one) - VISA MasterCard American Express
Card Number: _____ CID# _____ Exp. Date: _____

Signature: _____

Your Credit Card Statement will read "BNI"

CANCELLATION POLICY: Cancellations received less than 14 days prior to the course start date will incur a \$100 processing fee

Send payment and registration form to: CNP of Ohio, Ltd, PO Box 1121, Perrysburg, OH 43552 or fax to 419-833-1566.