

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

Graduation Mixer	Mar 30
Educational Preview	Apr 7
April CN lunch	Apr 18
Next evening class	May 4
Next Toledo day class	May 12
Next Sat. class	Sept

Number of members in our CNP Community is **282**

Where is CN Giving Networking Presentations?

- May 10, Lial School, Debby

Debby and the training team welcome opportunities to speak about networking and relationship building.

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

NATIONAL AWARD FOR JEN ALFORD

Exciting news! The National Association of Insurance and Financial Advisors have chosen Jennifer Alford, Creative Financial Partners, as one of four financial advisors under the age of 40 who excels in the financial services industry. This recognition is based on production, client relationships, community involvement and length of service. She will be on the cover and featured in the June issue of *Advisor Today* magazine, a national financial planning publication with 89,000 subscribers. In August she will be attending the associations' annual conference in San Francisco where she

has been invited to speak to 8,000 plus advisors.

Additionally, she will also be conducting workshops for other young advisors attending the conference.

When asked why she thought was chosen as an award winner, she credits her referral partners. She says, "I would have never been able to be successful chasing prospects all the time. Now my referral partners get me in front of peo-

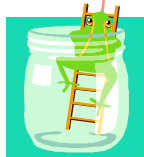


ple and I can do what I do best which is advising." Jennifer also praises the Women's Entrepreneurial Network for the support, education and guidance they have given to her.

To have an idea of the level of contribution this young business owner makes, she is a Member of WEN Board of Action, a member of the CN Board of Action, CN Trainer, the treasurer of Toledo Association of Insurance and Financial Advisors and is also the Young Agent Chairman for that group. Additionally, she is the President of the Exchange Club Center for the Prevention of Child Abuse.

REFERRAL PARTNERS

Remember the trick question in class about five frogs sitting on a log? Four decided to jump off. How many are left? The answer of course is that all five remain because they only decided to jump, but did not actually make the jump. This riddle is told to make us realize that information is only information until we begin to use it.



What portion of the CN training are you using? What por-

tion have you forgotten? What have you decided won't work for you, because you tried it once and it didn't work that time?

The most daunting step for many is finding that referral partner. Sometimes it might seem like an insurmountable challenge. To move in the right direction first review your target market. Does it still make sense? Can you narrow it further? When reviewing your target market is it easy to determine contact sphere categories. If not, the T/M is probably too broad.

With how many of those contact sphere categories have you identified names of people. Can you also help any of those people? How many times have you met with one to take the relationship to the level of referral partner. This doesn't happen overnight!

Finding the person who can give you many referrals, as you can give back to them is the prize. It is worth the effort to gain the sales later on.

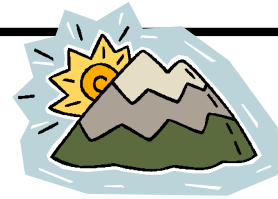
Saturday class having way too much fun!



- CN Board of Action**
Jennifer Alford
Dave Achen
Merri Bame
Doug Clark
Arlene Gerig
Linda Everhardt Kardux
Deb Keller
Julie Kuney
Jeff LaCourse
Matt Lee
Leasa Maxx
Meredith Moore
Nick Nigro
Les Panczner
Tim Speweik
Darlene Robinson

Please be sure to thank this group. They actively help to make your community fun, strong and connected.

EARLY SATURDAY!



The first ever CN Saturday class series is almost finished! With class being taught on a weekend, Trainer, Jennifer Alford decided to teach the class differently. A point she is reinforcing is to weekly ask the students to reiterate their target market. They are also asked to give insight as to why they have chosen that market. The students are even doing GAINS on their breaks! Jennifer is being generous with break time – more than the normal 2 or 3 minutes. She says, “Last week I

arrived at NBS, where Lori Nichter is very graciously hosting our class. It was 20 minutes before 8 AM and already two students were there meeting to get to know each other better. Remember, this is a Saturday morning!”

“The students have been a wonderful help to each other. Recently we diagramed on the whiteboard those who have helped others in the class.” We found that everyone has helped at least one other class mate. “By the time we were done it looked like a huge spider web

connecting each student to the other stu-

dents,” says Rebecca Booth, Graduate Assistant. “There is something to teaching the class on Saturdays when the students are more relaxed and out of the work mode. Everyone is more focused and energetic. We are having a great time and lots of fun.”

Want to get in on this fun? Another 6 week Saturday class has been scheduled to begin in September and Jennifer will again be the trainer. She will of course be

MEMBER HORNTOOTING

Brent Gray

Brent Gray reports that it is time for him to finally get into the CN groove as they've FINALLY MOVED TO MAUMEE!! The dust is still settling but his new info is: Union National Mortgage Co., 135 Chesterfield Lane, Suite 102, Maumee, OH 43537. He says that he looks forward to seeing everyone at future activities because it will now be easier to participate.

Dave Bodner

David Bodner, Seymour & Associates, Mass Mutual, completed the requirements to receive the designation Chartered Financial Consultant (ChFc). Congratulations, Dave!

Sandy Kosmyna

In February, Sandy Kosmyna, Director of the Whitman Center at Monroe County Community College (MCCC) was awarded two grants from the MCCC Foundation. The grants will provide educational lectures for students at the Temperance, MI campus and a program that will match students with professionals from a variety of careers. If you are willing to spend a half hour to a day with a student to share your career expertise, contact Sandy at 734-847-0559.

Shannon Henegar

Shannon Henegar, Retail Lender for First Federal Bank will close over one million in mortgage loans for the month of March!!!!

Les Panczner

At the February awards banquet, Les Panczner, Panczner & Associates, Nikken, was named “rookie of the year” for her BNI chapter, Westgate BNI.

Margie Sparks

Margie Sparks, Miscellaneous Et Cetera and her hubby, Mike have a new bundle of joy, Abigail Chloe. She was born February 28th, weighed 6' 13oz and was 20.75" long. Mom, dad and big sis are so excited!

MEMBERS NEWS

Leasa Maxx

Leasa and Terry Maxx, Maxx Grafx, received a letter of appreciation from Judge James Ray, Lucas County Court of Common Pleas, Juvenile Division, for their in-kind donation of the design of the Lucas County Juvenile Court logo and two brochures representing the court's Court Appointed Special Advocates (CASA) and the Citizen Review Board (CRB) departments.

Robin Isenberg

Robin Isenberg of The Victory Center reports they are moving...FINALLY! March 30th is D Day...They have a great new location with better accessibility, visibility, and TONS of new programs to accompany this BIG move! They are thrilled and excited...Stop by and visit them at their new location at 5532 W. Central Ave. It is on backside of Dental Group West Building. FYI, fellow CNP members...they have a HUGE meeting room...over 1300 square feet and welcome anyone to use it for meetings and/or get-togethers.

Deb Hornstein

Deb Hornstein, The Danberry Company has just been certified as a Senior Housing Specialist and is being appointed to the Board of Directors for Neighborhood Housing Services - a community development corporation serving the East Toledo area.

Beth Holt

Beth Holt, Holt Roofing, just got back from San Diego where they were awarded Owens-Corning Platinum Contractor again. They are the only roofing contractor in Toledo that holds both Owens-Corning and Certainteed's highest credentials which mean they can offer the home owner a 15 year warranty on labor backed by the manufacturers.

Joani Algieri

At the BNI Awards Banquet in February, Joani Algieri, Ultimate Body, Mind and Spirit, was named "Notable Networker of the Year for 2005."

Kelly Elton

Kelly Elton is very excited to announce that she was named one of Welles Bowen Realtors' Top Producers for 2005. It means so much to her especially since she has only been in the business for 2 years! She says that it is proof that CN works!

COMMUNITY MEMBER REFERRALS



Deb Keller has referred 4 students into three recent classes. Greg Shapiro, Jim Gates, Duane Jandrzajak, and Debi Roth.



Jeff LaCourse has referred 3 students into recent classes. Pat Convery, Kay Somogye, and Mike Blais.



Dave Achen has referred two people into recent classes. Mary Pat Priest and Sue Dybowski.



Merri Bame has referred one person, Kelly Cusack, into a recent class.



Leasa Maxx has referred one person, Phil Bollin, into a recent class.

THE TRAINING TEAM NEWS

Jeff LaCourse, Alliance Venture Mortgage, Leasa Maxx, Maxx Grafx and Tiffany Robinson, American Family Insurance of Cincinnati will be traveling to Phoenix in May to sit through the three day CN Train the Trainer certification.

Both Jeff and Leasa are currently

helping instructors, Nick Nigro and Jennifer Alford with the Friday morning class. Jeff originally took CN back in the fall of 2004, while Leasa was encouraged to take the course along with her friend, Deb Keller, HMH Wellness Center in the spring of 2005. Tiffany sat through the course in Toledo and then moved to Cincy

to become a corporate trainer. While Jeff and Leasa plan to teach our public classes, Tiffany is hoping to take CN into American Family for new agent training. She also would like to teach public courses in the Cincy area. With these three additions, CNP of Ohio will grow! We're excited.

CN LUNCH PHOTOS



Angie Weid and Linda Carey, both students in The Whitman Center CN Class enjoying their first CN lunch.



Deb Hornstein, who we haven't seen in a long time. Welcome back!

WOMMA News

Democratizing Marketing

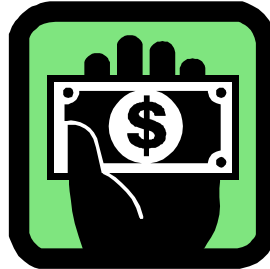
This from Kerry Stanman of MovieQuest:

"Companies can engage consumers by bringing people of like interests together through events or promotions, and then extend it online via community boards or blogs. You can empower them to be involved by letting them vote on which treatment will be the cover of the next issue of a magazine like "Cooking Light" does for example -- and by doing so, you not only engage them but you generate valuable market research for yourself."

How would you develop a community for your customers? How would you get them *actively* involved?

TUITION INCREASE JULY 1ST

Beginning July 1st, those taking the CN class will be investing \$799 for the course. This is still a great value considering that many other regions are charging as much as \$1500 for the very same course.



In that increase we are going to make life simpler for our students and trainers, as we will include the cost of the textbooks in this fee. There will be three textbooks, *Business By Referral*, *World's Best Known Marketing Secret* and the new addition, *The Power of Approachability*. Currently we offer them at a discounted rate of \$39 for the

three. Additionally, we are going to underwrite the cost of the special framing offer so that after graduation, all students have to do is take their certificate to Laura's Framing. She will provide the professionally matted and framed look.

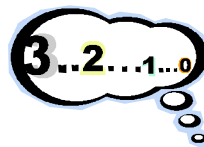


For those who would like to slide in under the wire, we have the May classes that will continue to be offered at the old rate of \$699, plus textbook fees.

Grads of the course say that the information learned helps them to gain a return on their investment that pays for the tuition and more over time.

WHO NEEDS A TARGET MARKET?

Evidently, I do! In an effort to increase my clientele, I've occasionally gone to the Ann Arbor Chamber of Commerce's monthly "Networks!" lunch. During the course of the meeting, they do a round of introductions. Each person gives their name and the name of their business and then is allowed ten words to describe their business. Immediately afterward is the "Power Mingle" phase where you attempt to hook up with anyone with whom you have an interest.



Now, despite having taken the CN course, I still had the "anyone, someone, everyone" mentality when it came to these gatherings. I would stand, look around the room and say, "I'm Greg Peters, Cyber Data Solutions. I help people build better websites." Then, during Power Mingle, I would scramble around trying to talk to people. I never found anyone who wanted my help -- only those who wanted to sell to me. Small wonder that my attendance at these events fell off.



I finally decided, after a year's absence, to return to the event. I had finally come to a decision on what my target market was and was prepared to use that information. When it was my turn to talk, I stood and smiled and said "My name is Greg Peters. I am the owner of Cyber Data Solutions: Helping nonprofits build better websites for more than a decade." During the Power Mingle, I'm afraid I didn't get a chance to chase down a single lead. That's because I had three people come up asking *me* for a meeting. Two were nonprofit organizations and one was a guy who works setting up alliances *between* nonprofits (can you say "contact sphere"?).



Now, I just need to figure out how to include "with fewer than twenty employees, located in the southeast Michigan/northwest Ohio area, and who are in the process of obtaining local, state, or federal funding to support community outreach efforts" in fewer than ten words!

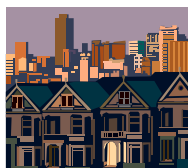
-Greg Peters, Cyber Data Solutions

HELP IS FREELY GIVEN

We have an active network when it comes to asking each other for help. There is not a week that goes by without the opportunity to forward a message via email for one of our members. Not too long ago Joani Algieri, Ultimate Body, Mind and Spirit, asked for household items for The Open Door Ministries. Here is the *rest of the story* from that request.

Joani shares, "To the wonderful CN Community, I sent out

a request to help furnish the Open Door for which I serve on the board



of directors. The response was overwhelming. I need to say THANK YOU!" To give you an idea of what your support means, Joani explains, "We have three houses located on Cherry Street. (We lucked out...they are all next to each other.) We received furniture, dishes, pots & pans,

silverware, some financial contributions, TV's, rugs, and bedroom stuff. If I remember correctly, we had about 10 contributors. There was enough donated to furnish all three houses."

Open Door Ministries is an organization that provides transitional housing for men recovering from drug and/or alcohol addictions. They are typically homeless, having come from treatment centers, jail or off the street.

MEMBER SPOTLIGHT

The most accomplished people seem to have difficulty letting the world know! This statement describes Realtor® Arlene Gerig, Re/Max Preferred. Arlene will tell you that no matter what she does she always strives to do her very best. Previous to her real estate career, she was a successful female in the male dominated construction trade. She sold windows, and even conducted seminars for contractors demonstrating how to install those windows. She laughingly says, "I can still install a window – providing it isn't up too high!"

Arlene loves to travel and true to form, she is a one suitcase girl. She shares, "I have one small carry-on and a suitcase on rollers that fits the overhead compartment. I went to Florida for two weeks with my husband last year and when his brother met us at the airport he couldn't believe that we had so little with us. I take wrinkle free clothes and roll everything. The one problem is shoes. They take up a lot of room, but I just stuff other things inside their cavities." One area she doesn't con-

serve space is with her traveling reading material. "You'd think I'd always have a paperback, but I'm just as likely to heft along a big old hardback thriller. It drives my husband, Paul, crazy."



As a successful Realtor® Arlene set a goal to meet the standards for the million dollar club in her first year. Just this past year she achieved the 2.5 million dollar club. Her next goal is to hit \$3,000,000 in sales. She says, "This year might be tough, but I'm still going to go for it." She says that she has found a new tool, Floor Plans Online that has helped her to sell the most expensive homes. One area that she still needs to work on is taking time for herself. "I can't take a day off without feeling guilty. I'd love to go to the gym in the morning, have lunch with a friend and then catch a movie. But I just can't seem to let that happen."

She does love spending time with her grandkids and will very proudly tell you that 8 year old

Jacob just won a superior rating at a district presentation contest. Tot, Jordan, at 2½, has graduated to *big boy pants*, and Arlene laughs when she uses his voice to say, "Bob the Builder pants are the best."

Arlene doesn't just join organizations but always takes leadership positions. Currently she is the Secretary Treasurer of her BNI chapter, is active in the Stone Oak homeowner's association and is the past president of the Toledo Chapter of the Women's Council of Realtors. As a member of the Toledo Board of Realtors, she would like to figure out how to give back to the community by organizing a food drive to help the Toledo Food Bank.

Many of us might not know that Arlene sold the clown's house. (You'll have to ask her about this.) Additionally, she is a diehard NBA basketball fan, and roots for the Detroit Pistons. She shares, "Last year my allegiance to the Pistons cost me a lunch with Jim Johnson of Seagate Inspections. But I don't care – it was fun."



Community Blogging

Several grads have taken up the blogging challenge.

Blog is short for web log. It is very much like a journal in that as entries are added, the newest one is at the top. There are millions of blogs out there on the web; something for every subject imaginable.

Blogs are interactive, because most have a feature where a reader can comment about what they have just read. The comment button is usually at the end of the article or *post* as it is called.

Blogs are typically written from the first person point of view, rather than the journalistic third person. Personal opinions are stated and personal experiences are related.

To see several community member's blogs check out these addresses.

www.cnpofohio.blogspot.com

www.homebuyingandselling.blogspot.com

www.mondaymorningmotivators.blogspot.com

www.cyberdatasolns.com/blog

Do you have a blog. Send us the address and we'll help to get the word out about it by listing it in the newsletter.

CNP of Ohio Ltd

PO Box 1121
Perrysburg, OH 43552

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.