

MAKING MORE MONEY

CN Blog

www.cnpofohio.blogspot.com

Word of Mouth Matters - Helping Each Other's Success

www.cnpofohio.com

DATES TO REMEMBER

February CN Lunch	Feb 20
Int'l Networking Week	Feb 5 - 9
Start of 1-to-1 contest	Feb 5
Int'l Networking Day	Feb 6
Tuesday PM class	Feb 6
Graduation	Feb 8
Educational Preview	Feb 9
Saturday AM Class	Feb 10
Friday AM Class	Feb 23

Number of members in our CN Community is **335**

Where is CN Giving Networking Presentations?

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

- Feb 6, Sylvania Chamber of Commerce, Debby
- Feb 9, Toledo Board of Realtors, Debby
- Feb 13, Quarry's Edge Villa, Debby
- Feb 14, Right Management, Debby
- March 13, Bartley Lofts, Debby

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

WHICH GROUP FOR YOU?

Module 7 of the Certified Networker Program offers tools to help you choose which groups you should participate. Deciding the best one or two groups is crucial to building your referral network. Many professionals make the mistake of thinking they should belong to every Chamber of Commerce, but then wonder why there is no return on the financial investment.

The statement above is one reason for the lack of ROI. Those who think only of budget concerns when deciding to join an organization are thinking of only one third of the equation. The second and third components are *time* and *commitment*. Someone who belongs to five Chambers is only able to attend a few events each month per Chamber. Their effort is diluted. They typically are time-extended and arrive late for many meetings. They also tend to leave a little early.

They are doing themselves a huge disservice.

CN has taught us that relationship building and trust are two factors that create strong referral partnerships. When someone constantly arrives late, they are limiting the opportunity to meet new people or connect with familiar people. Same thing for leaving early. The savvy networker brings her calendar with her to events and then uses the time after the event to immediately schedule one-to-one appointments with those in attendance.

Another common mistake is joining several strong contact network groups. Reviewing the definition from the CN course, these groups limit their membership to one person per category. They meet for the reason of having the members bring referrals business to others within their group. Sounds good, right? It is good, but when someone joins more than



one of these groups, their loyalties are divided. How do they determine which member of which group to give a referral to when both members occupy the same category. There are bound to be hard feelings. People who make this mistake may have an attitude of scarcity. They feel they don't have enough, so they are going to take it all. Members of each group who become aware of such a situation, wonder about the dual member's integrity. Instead of getting it all, they may get less or none. The result is not what they had planned.

Carefully choose the appropriate groups for you. Visit twice, talk to other members of the prospective group and understand your own goals before selection. The right decision can make a huge difference on your bottom line.

NETWORKING CONTEST - DON'T FORGET

Go to the CN website at www.cnpofohio.com to see the list of people already signed up for the International Networking Week Contest that will be held Feb 5, 6 and 7, 2007. To participate you don't have to do anything out of your ordinary business day, other than to track and list your

one-to-one meetings on the website. You do need to register at the site to be "official," and you can do that right now. Alert your friends outside the CN community that they can be part of the fun, too. The winner of this contest will win a networking toolbox, provided by Leasa Maxx, of Maxx Grafx, and also will be showcased with an

article in the *Toledo Free Press*. Everyone will be a winner because of the stronger relationships that result from this focus. To make the best use of time, some people are already scheduling appointments for those three days.



CN Board of Action

- Jennifer Alford
- Dave Achen
- Merri Bame
- Julie Cantu
- Doug Clark
- Joani Donovan
- Arlene Gerig
- Brent Gray
- Linda Everhardt Kardux
- Karen Kiemnec
- Julie Kuney
- Linda Kuns
- Jeff LaCourse
- Matt Lee
- Leasa Maxx
- Nick Nigro
- Sandy Pirwitz
- Tim Speweik
- Darlene Robinson
- Angie Weid

Upcoming BOA Project

CN will celebrate five years of successful business this summer. The BOA is beginning to brainstorm ways to celebrate this mark. If you have ideas, contact one of the members listed above.

Thank you to Leasa Maxx and Nick Nigro for their eagle eye editing of this month's newsletter.

TRADE SHOW OPPORTUNITIES

Exhibiting or attending a tradeshow can help your business grow or help you to find new resources or people with whom to partner. Two such opportunities are on the horizon.

The 5th Annual WEN Community & Business Tradeshow will be held April 19, 2007 from 11 AM to 6 PM at the

Clarion Hotel at Westgate. Booth space is available. Go to www.wen-usa.com to find out more. Last year one attendee planned to spend just an hour at this event. Three hours later she found herself late for another event she was supposed to attend. To say the least, everyone was busy networking!

CN Grad, Sue Greene, Jammer Construction, says that the Hol-

land-Springfield Chamber is having a business expo on Saturday, March 17, 2007 from 11 AM to 3 PM. There are opportunities for sponsorship, booth rental and participation. For more information call the Chamber office at 419-865-2110.



MEMBER HORNTOOTING

Debbie Papay

Debbie J. Papay, Attorney, has been appointed to a three-year term on the Board of Directors for the Lutheran Home. Debbie has attained her Gerontology Certificate from Mercy College to aid the elder law component of her law practice.

Dawn Belzung

Dawn Belzung has recently been awarded District Manager with Arbonne International and is now devoting full time to building her business. Dawn has come out of her cave so look for her at future networking events!

Deb Keller

Deb Keller, HMH Wellnes Center, has teamed with Lifestyles for Ladies to offer fitness at HMH, offering yoga, pilates, yolates and body toning classes.

Matt Lee

Matt Lee of Accessible Renovations, Inc. (ARI) shares that they are the only certified installer in NW Ohio for a company called ARJO. This company is the manufacturer of ceiling mounted lifts for patients that prevent employee injury in moving patients. The new addition at The Toledo Hospital will have such lifts in 80% of its rooms (146 to be exact) and ARI will be responsible for all of these installations.

Mary Lou Vargo

Mary Lou Vargo reports that National City has a new product, called Remote Deposit. It allows customers to make deposits from their office. The bank provides the software, scanner, and support to turn their PC & Internet connection into a virtual teller window. The customer just scans the checks, validates the totals and then securely transmits images of these checks to NCB for deposit.

Merri Bame

Merri Bame, Breaking Down Barriers, says that one thing she's proud of is that she has a paid engagement to speak in May at the Ohio Health Care Association convention in Columbus. She owes this to Carleen Derminer who referred Merri to the president at Browning Masonic Retirement Community. He suggested that she should write a proposal to speak at the next OHCA convention. Carleen gave her specific instructions in how to do so. Within a month Merri received confirmation of receipt of the proposal, then two months later was given the deadline for narrowing the list from the near 100 who sent in proposals to being the chosen one!

MEMBER HORNTOOTING

Angie Weid

Angie Weid, Organized Solutions, had an eye-catching article in the Sunday Monroe Evening News, Front page, Business section. Go to <http://www.iorganizeyou.blogspot.com/> if you want to read more about it.

Michael Temple

Michael Temple, of Temple Development Company, has published a position paper on the use of pop-ups on web sites. Today many Internet gurus swear by the use of pop-ups or "squeeze pages" as they are sometimes called. They are used as a quick way to build lists for marketing by forcing people onto a list as soon as they land on your site. Michael's report with the contrarian view point tells why this is a bad idea and how to get better results using other techniques. The position paper can be read on his web site at <http://www.web2gold.com/Position.htm>.

Lynda Goodremont

Lynda Goodremont, owner of Goodremont's, is the recipient of the 2007 Athena award. Lynda was nominated for this award by Debby Peters. The award was presented to Lynda on January 24,

Barb Mullholand

Barb Mullholand, USANA, reports that USANA recently brought a new product to market. TenX is a unique combination of fruits and antioxidants that can help keep people feeling great. It was designed to be a convenient and portable way to add concentrated antioxidants to your diet.

Frank Smith

Frank Smith, Re/max Masters, who has been the Junior Varsity wrestling coach at St. Johns High School for the past three years, shares that on Jan. 20, his team entered the Lake Invitational with twenty other teams. For the first time this season his team took 1st place and 11 out of 13 wrestlers placed in the top six of their weight class. Not only is he proud but he is very passionate about working with young people and giving back.

Linda Fayerweather

Linda Fayerweather, Changing Lanes, has been selected to present at The Girl Scout project, Camp CEO, which will be held in April. She will talk about business professionalism and business plans.

Linda Wilson

Linda Wilson of Goodremont's was the salesperson of the month for October!

Lori Cannon and Debby Peters

Lori Cannon, Edward Jones, and Debby Peters, Certified Networker, has been asked to lead a presentation skills training at Camp Libby for junior and senior Girl Scouts on February 17, 2007. This will be the second time for this presentation. They will also be giving a similar presentation at Camp CEO in April.

Susan Milliron

Susan Milliron, Weekenders USA, was the top sales person in her unit for the month of December!

Don't miss our next Graduation celebration. It's February 8, 2007 from 5:30 to 7:30 PM at the Electrical Contractor's Banquet Hall at 727 Lime City Road, Rossford. We'll be honoring new graduates from two classes. Please help to welcome these new community members and also have the chance to introduce yourself to helpful resources. As always, the food is free and there is a cash bar. RSVP to debby@certifiednetworker.com.

CN LUNCH QUESTION WAS, "WHAT WAS THE BEST HOLIDAY GIFT YOU RECEIVED?"



Sandy Pirwitz, Sandy's Stuff for Women, received a web cam that will help her to watch her West coast granddaughter as she grows.



Scott Neumann, State Farm Insurance, is not too sure that one present to his wife was a hit! It was an automatic turn-off for her curling iron.



Julie Cantu, Innovative Marketing Designs, has a reason to smile with a new relationship in her life.

COMMUNITY NETWORKING LISTING

February



☹ Must be a guest to attend these events.

6th - Sylvania Chamber Lunch, Lourdes College, 11:30 AM - 1 PM ☹

7th WEN BG meeting, Frickers, 11:30 AM - 1 PM

8th - Bowling Green Chamber, Blitz and Brew, Chamber offices, 8 - 9:30 AM

8th - Association for Women in Communications (AWC) Luncheon, Navy Bistro, 11:30 AM - 1 PM

8th - Toledo Area Chamber, Business After Hours, Holiday Inn French Quarter, Perrysburg, 5:30- 7 PM

8th - Sylvania Chamber, Business After Five, City Q Barbeque, 5:30 PM

13th - Maumee Chamber Lunch, Brandywine Country Club, 11:30 AM - 1 PM ☹

14th - WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

15th - WEN West meeting, Valleywood County Club on Airport Hwy, west of the airport, 11:30 AM - 1 PM

20th - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

CONVERSATION STARTERS

Tim Sanders, author of *Love is The Killer App* and *The Likeability Factor* posts thoughtful ideas and comments three times per week in his blog at

<http://www.sanderssays.com>. In a post dated January 25 he expounds on the topics of getting reticent people to talk. His example focuses on those strangers sharing a mode of transportation. They are seated right next to you, but don't want to be bothered. They are wired to a spreadsheet on their laptop, listening with eyes closed to their iPod, or reading the latest thriller. Tim says there are certain moments when you can break through and begin conversation. On a plane there are three prime opportunities: just when you take your seat, when the meal is served and at the time the decant is announced. (That is when electronic equipment must be turned off.)



But what to say? Tim gives us a great conversation starter. "Going back home?" is the opener he uses. It is not too intrusive, it's easy to answer and no matter what, the next question is easy to form based on the answer you receive.

Let's bring this concept back to the non-travel world. How can you use this idea when you are in town?

At the next Chamber Luncheon when you are seated next to the *one word king*, how can you get that person to open up and give more detailed information? What universal question could we all use? Obviously, "Going Home?" is not going to work. Andy Stefanovich, owner of the business, Play, recently said that a great opening line is, "What's your story?" Being a creative thinker he would also suggest a crazy question like, "Who should go through a revolving door first, a man or a woman?"



Tim Sanders, said that there is more than one reason to strike up these conversations. There is the obvious -- you just never know when a connection will help you. But Sanders gives a second reason for the traveler, it makes the three hour, stuck in your seat, trip seem a lot shorter. Both of you have a better day because of your efforts.

COLD HOUSE, WARM HEART

- Greg Peters, Cyber Data Solutions

One evening this last week, our furnace stopped working. With temperatures threatening to fall into the teens overnight, we thought we'd better get someone to take a look.



A short time later I was explaining our situation to Corey, from Indoor Comfort. After a few minutes he said, "I have to be honest with you, Mr. Peters. If I show up at your house, it will automatically cost you \$140, just for the service call. I'll look at the furnace, but yours is pretty old, so I probably won't have the parts to fix it." He then told me that, if we could wait until morning, the service call was cheaper and they would definitely be able to get the parts.

Then he floored me. He said, if we couldn't wait, he recommended another furnace repair shop in town who *may* have the part in stock.

We could have called that other place, but we were so impressed with his honesty, expertise, and concern for us (to the point of recommending a competitor) that we waited until morning to have Indoor Comfort take care of us. And, guess what? If we have any problems in the future, they will be the *first* on the list to be called.



I was reflecting on how this whole situation mirrored the world of networking. Because we've gone through the CN training, we know that the our goal is to help others. In so doing we help ourselves. Givers gain, right? Sometimes, though, especially when we're hungry for the next sale, it's a hard one to remember.

From now on, to keep myself on the straight and narrow, I'll have to keep Corey's example in mind. Sometimes, just a bit of sound advice and an awareness of the other person's needs can lead to a closer, much longer-term, and much more profitable relationship.

TIM'S NETWORKING SUCCESS

Tim Spewiek, CN Grad and Board of Action member, shares a networking success story. "Representing Mail Works! I had been cold calling on a potential client on and off for seven years. Even though I had actually had many appointments with this prospect, still nothing happened. I was persistent because they had the potential to be a very good client. Over

the years my phone calls, stop-bys, meetings and letters didn't work. Then one day at a CN event I decided to schedule an appointment to get to know someone that I had just met. He ended up knowing the owner of that business. He made a phone call and the owner of that business gave a message to the person in



charge of marketing. Three days later I had another appointment, but this one was different. A couple weeks later I was doing work with them. Now it has been about 8 months and it is projected that we will do between \$80,000 to \$100,000 of business with them this year."

The point of the story? People make the difference. Isn't that what CN is all about?

MEMBER SPOTLIGHT - DAVE MUSTERIC

See the guy in the crisp red shirt? If the displayed logo is the word FISH, you're near Dave Musteric, owner of FISH window cleaning. Dave says that customers are always talking about the red shirts. They certainly lend a professional and memorable image.



This CN grad was interviewed just one day before leaving for a cruise on the Mexican Riviera. He said, "It's a FISH cruise that I won and we'll be flying out to Long Beach, CA tomorrow to board the ship."

Dave labels himself a low risk taker. He relates, "I should have started this business a long time ago, but I was too comfortable at Foodtown all those years. Finally when Foodtown closed, I took the step. Now I like running a business so much, that I'd like to start another, just because I'm having so much fun and success. Of course, FISH provides a great plan. If I follow it, I can't lose."



This man who says he does not take risk, sky-dived with

his son, who was in school in Muncie, Indiana at the time. "We went up in a plane over Indiana, climbed out and hung under the wing and then at release the chute opened." Dave adds that the best part was how quiet it was during the five minute glide to the ground.

One highlight of this year's business was winning the contract to clean the glass at the Toledo Museum of Art's new Glass Pavilion for the August opening. He said, "We did parts of it over a 2 - 4 week period. It's a lot of surface to clean!" It seems that each year that FISH has been in business they have received a huge project that marks each year. The first year was getting Levis Commons, and the second year was getting the addition at Westfield Park ready to open, and year three, of course is the Glass Pavilion.

Dave is an active member of St Petrie Lutheran Church on Bryne Road, taking on the job of Church Council President when no one else would do it. He laughs and says, "I really shouldn't have done it, but I think I'm doing a good job." He just renewed his BNI membership and wants to become active in WEN again. He shares, "You know this year we took on the Ann Arbor territory and that's taken a lot of my time. Hopefully in the next couple weeks we'll be adding staff that will help me to get back out there networking."

A grandfather to two, Dave and his wife, Joanne, recently took their 4 year old grandson to Disney. "We have a time-share down there so we go about once a year. Last year we had a family vacation there when I was recovering from breaking both my heels. That wasn't so much fun!" A long term travel goal is to do a European tour and also to get back to Hawaii, one of their favorite vacations so far.



Dave Musteric: he is caring, he is capable *and* he is competent.

COMMUNITY NETWORKING LISTING

February

[21st - Perrysburg Chamber Lunch](#), Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

[21st - Ad Club of Toledo](#), The Toledo Club, 11:30 AM - 1 PM ☺

[26th - WEN lunch meeting](#), Clarion Hotel, 11:30 AM - 1 PM

March

[6th - Sylvania Chamber Lunch](#), Lourdes College, 11:30 AM - 1 PM ☺

[7th - WEN BG meeting](#), Frickers, 11:30 AM - 1 PM

[8th - Bowling Green Chamber](#), Blitz and Brew, Chamber offices, 8 - 9:30 AM

[9th - Association for Women in Communications \(AWC\) Luncheon](#), Navy Bistro, 11:30 AM - 1 PM

[13th Maumee Chamber Lunch](#), Brandywine Country Club, 11:30 AM - 1 PM ☺

[14th - WEN morning networking meeting](#), Clarion Hotel, 7:30 - 9 AM

[15th - WEN West meeting](#), 11:30 AM - 1 PM

[20th - WEN late afternoon meeting](#), IDDM, Heidelberg College, 4:30 - 6 PM

[21st - Perrysburg Chamber Lunch](#), Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

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Perrysburg, OH 43552

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Date: _____ Course Location: _____ Date of

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How did you hear about CNP?: _____

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Name: _____ E-Mail Ad-
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Phone: _____

Business Address _____ Cell Phone #:

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Continuing Education Information (Available for Realtors® and CPAs):

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 LD of the month in which the class begins, with remaining payments being taken out monthly on the LD of the month.)

_____ Option 1 (\$799 - Check, VISA, Mastercard)

_____ Option 2 (3 monthly payments of \$278 - Credit Card Only)

_____ Option 3 (6 monthly payments of \$146 - Credit Card Only)

_____ Option 4 (12 monthly payments of \$78 - Credit Card Only)

Credit Card Information: (Circle one) - VISA Mastercard

Card Number: _____

Exp. Date: _____

CID #: _____

Signature:

Your Credit Card Statement will read "CNP of Ohio, Ltd"

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

You can fax this registration to (419) 833-1566 or submit to: PO Box 1121, Perrysburg, OH 43552