

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

- April CN Lunch** Apr 17
- Thursday evening class** Apr 19
- Educational Preview** May 4
- Tuesday evening class** May 8
- Next Graduation** Jul 10

Number of members in our CN Community is **354**

Where is CN Giving Networking Presentations?

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

- May 4, YMCA Leadership Conference, Columbus, Debby

24 hours of CEUs for Ohio CPAs and Realtors.

Call 419-833-5182 to register.

TRADE SHOW SECRETS

It's trade show season in northwest Ohio. Some have already happened and many are yet to come. WEN's show is April 19, 2007 from 11 a.m. to 6 p.m. and will be held at the Clarion Hotel. While booth space is almost sold out, there is plenty of room for all CN members to attend. And, why not? Admission is free!

When you attend, remember that a trade show is a specialized networking event. A little planning in advance will help you to make the best use of your time.

Go back to Module 9, *The Ten Commandments of Networking a Mixer*. Review the commandments and pay special attention to number one. It asks you to set a goal for the event. If you remember class

discussion, we added an additional qualifier to that rule. Not only should you set a goal for the *number* of people you want to meet, but also the *type* of people you wish to meet. In fact, there are three types of people you will encounter: target market prospects, contact sphere contenders and others. With the first two, you will want to schedule an appointment to get to know these people better at a later time. Until you've met your goal, the other group (friends, family, and social contacts) should only be given a little bit of your time. You don't need to be rude, but explain that you have a few people you are trying to meet and perhaps this "other" person could help you to do that.

If you do go to the event with a friend, agree that you will help each other by looking for prospects and referral sources for

each other. As we all know, it is so much easier to work on someone else's behalf, rather than trying to sell ourselves. Also, remember the most important question when meeting others for the first time: "How can I help you?" will make you memorable and will encourage that new person that much more to meet with you in the future.



Move into spring, by swinging by the abundant trade shows. They pop up this time of year, just like spring flowers. They are a promise of more to come!

GOODBYE TO A NOTABLE NETWORKER

On Monday, February 26 the CN Community lost a valuable player and true friend. Ron Bugaj died of pancreatic and liver cancer at the age of 61, after being diagnosed at Christmas.

Along with his role in business development for Willson Builders, Ron was very active with professional and community organizations and assumed leadership roles in many of these, including BNI, the Sylvania Chamber of Commerce, Central Catholic High

School, and the Lucas County Unit of the American Red Cross, among many others.



Ron was a graduate of The University of Toledo and a Vietnam War veteran. Ron enjoyed and participated in sports throughout his life, from coaching football and

baseball in the 1960's to being an avid golfer and instructor with the US Golf Teachers Federation.

Ron will always be remembered for his outgoing, engaging personality and his willingness and ability to bring people together, both personally and professionally. He was a teacher, mentor, and loyal friend. Ron touched many lives and has left this world a better place.

CN Board of Action

- Jennifer Alford
- Dave Achen
- Merri Bame
- Julie Cantu
- Doug Clark
- Joani Donovan
- Arlene Gerig
- Brent Gray
- Sue Greene
- 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

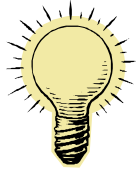
Birthday Celebration

The Marketing Committee of the CN BOA is beginning to plan a 5th Birthday party. Details are still being finalized, but it looks like we are going to have a friends, family and future referral partner picnic at the Peters/Cotner residence. Stayed tuned!

Thank you to Leasa Maxx and Doug Clark for their eagle-eye editing of this month's newsletter.

ANOTHER TARGET SUCCESS

I don't know about you but I really struggled (with a capital S) determining my target market when I took the CN course. I was so desperate; I was ready to just pull a category out of a hat. Finally, I talked with a trainer about it and, of course, her suggestion was so obvious and simple. Why didn't I think of that?!



To give you a little background, my other business is teaching gentle, therapeutic exercise classes to cancer survivors. It is also helpful for those with chronic fatigue, MS, arthritis, and other disabilities. I have always only focused on cancer survivors. The trainer's suggestion was to make my target cancer survivors for both businesses. What a perfect solution! I still struggled with her suggestion a bit but then got down to implementing it. Since then I have approached a cancer clinic with my *menu* of services: rubber stamping for patients

receiving chemotherapy and my exercise class after they have completed therapy. The nurse I spoke to was very excited about both. With the help of a friend, I have an appointment at another clinic, and I'm excited to explore additional ways to combine my two businesses!



-Karen Kiemnec, Stampin' Up

MEMBER HORNTOOTING

Tom Baur

The first annual sNOW SCHOOL was held by the Partners for Success-BNI chapter at the Maumee Indoor Theater. It included Anita Butler with Reliv discussing goals as well as Amy Cameron with Dalton Direct who encouraged the students to establish relationships with their neighbors beforehand. The BNI-PFS Workers for Wellness team included Bruce Sibberson of Total Rehab, Andrew Sprenger of Fortis Fitness and Martial Arts, and Dr. Tom Baur of the New Life Spine Center. They demonstrated how to help your spine as well as your neighbors. The class concluded with the combined efforts of Martha Blair of Toledo Area Community Credit Union and Lamont Stewart of Edward Jones who helped the students manage their money. This is all a prime example of how a hub firm is working as a well-oiled machine.

Tracy Cox

Tracy Cox, BottomLine Bookkeeping, has had a record year! Because of adding seven new clients to her existing base, she has been enjoying being in her "cave" finalizing everyone's records for their accountants and tax professionals.

Kelly Elton

Copier Kelly Elton, Goodremont's, was ecstatic to receive the Rookie of the Year award for the Maumee Bay BNI Chapter at the Annual Awards Banquet on March 8.

Susan Milliron

Susan Milliron, Weekenders USA, is proud to announce the latest entrepreneur in her family. Her 11-year-old daughter Marissa Milliron has created a business called "Marissa's O. G. (organic gourmet) Pet Treats" - Kid Created. Pet Approved. She will launch her line of doggie and kitty treats at the WEN trade show in April.

Jeff LaCourse

Jeff LaCourse, SummerBreeze Travels, just finished his fifteenth year as a high school hockey coach. Jeff's Perrysburg High School team finished the season with a 22-6-1 record. They lost a close 4-2 game in the District Semi-finals to Northview, a team that was picked by many to win the District.

MEMBER HORNTOOTING

Dave Bodner

Mr. Consistency, Dave Bodner, Seymour & Associates, received the Notable Networker Award (or MVP) from the Westgate BNI chapter. This is the fifth consecutive year he has won this award. In addition, he has had perfect attendance for four years. According to Dave, "You have to show up if you want to play."

Mary Nyitray

Mary Nyitray, Optical Arts, was in New York City March 22-25 for Vision Expo. This is the second largest Optical Show in the world, which helps Mary stay ahead of fashion and optical trends and knowledge.

Debbie Papay

Debbie Papay, Attorney, received a phone call this month from the President and CEO of Fortune Hi-Tech Marketing, asking her to speak on estate planning at the company's world-wide convention in Dallas, Texas on March 31. This came about as a result of concepts discussed in CN classes! Debbie's husband, Brian Carder, works with Fortune, and she had accompanied him to prior company events. After chatting with the owner briefly at receptions, Debbie sent him follow up notes, and most recently a copy of the book, "The Ultimate Gift" (James Garner's movie about the "Reading of the Will" is in theaters now!). The book and her note were sitting on the President's desk as a committee was discussing educational topics for the event.

Dave Achen

Dave Achen, Brennen Financial Group, announced that he has been nominated for the Sylvania Chamber Champion award. The winner will be spotlighted at a March 29 event. Congratulations, Dave.

Julie Cantu

Julie Cantu, Innovative Marketing Design, has secured her very first website client. With her new business just launched within the last couple months, this is quite a triumph.

Leasa Maxx

Leasa Maxx, Maxx Grafx, helped to attract 51 attendees to the March Association for Women in Communications meeting, featuring reformed alpha male and author Chris Flett and his presentation, "What Men Don't Tell Women about Business." Leasa even had to turn hopeful attendees away the day of the event.

Linda Kuns

After two months of running the business solo, Linda Kuns, State Farm Insurance, is going to Florida for a well-deserved week long rest. While she will not be at the monthly CN lunch nor graduation, she will be sitting in the sun with Margarita in hand!

New Tuition: As of April 1, 2007, the CN course registration fee has been set at \$1299. Non-profit organizations will be able to send staff through the course for \$799. Because of the easy payment plans, most people who want to take the course will not notice a difference. The monthly cost of the budget plan has increased only by \$1 to \$79 per month. The payment period will extend over a longer span of time. What is the same, is the guarantee of being able to sit through the course again for **free as many times as you like.**

CN LUNCH PICTURES



Somebody must have told Angie Weid, Organized Solutions a funny story.



Anita Dotson, Corporate Intelligence Consultants, wears her name tag proudly.



Monnie Holman, DP Design & Print, ponders her answer to the lunch question.



Debra Gorman, The Chocolate Shoppe, attends the first lunch in a long time.

COMMUNITY
NETWORKING
LISTING

April



3rd-Sylvania Chamber Luncheon, Lourdes College, 11:45 AM - 1 PM ☺

4th-WEN BG meeting, Frickers, 11:30 AM - 1 PM

10th - Maumee Chamber Lunch, Brandywine Country Club, 11:45 AM - 1 PM ☺

11th-WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

12th - Bowling Green Chamber, Blitz and Brew, Chamber office, 8 AM ☺

12th-Association for Women in Communications (AWC) Luncheon, Navy Bistro, 11:30 AM - 1 PM ☺

12th - Toledo Chamber Business After Hours, The Ward Pavilion at Wildwood Park, 5:30 - 7 PM

17th-WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

18th-Perrysburg Chamber Lunch, Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

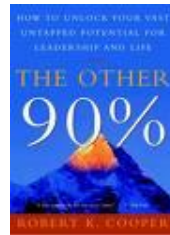
18th-Ad Club, The Toledo Club, 11:45 AM - 1 PM ☺

19th-Sylvania Chamber Networking Breakfast, Sylvania Sr Citizen Center, 7:45 AM ☺

BOOK REVIEW BY NICK NIGRO, DAVIS COLLEGE

You were just wondering how life could be even better. Wonder no longer. I am inviting you on a journey inward with the trusty compass provided in the book titled, *The Other 90%* by Robert Cooper.

I had heard that most of us use only about 10 percent of our potential in the course of a lifetime and thought that was a remarkable discovery. This book states that more recent research shows that we really only use one ten-thousandth of our capabilities. Could it be that we have that much more potential? According to this book, the answer is a re-sounding yes. It is the other 90 percent.



Robert Cooper uses four key-stones to guide you through the book. He suggests that *trust* is the foundation of building and sustaining exceptional relationships. True *energy* increases your calm effectiveness under pressure. If you are going to create the future, you'll need *farsightedness*. And, you need

nerve if you are going to exceed expectations.

The philosophy behind this book was found on a nightstand in Robert Cooper's grandfather's bedroom. It read, "Give the world the best you have and the best will come back to you." This was his grandfather's challenge. Human intelligence and spirit are two of the most amazing creations you will ever know, yet most of us use only a tiny, tiny percentage of our brilliance and power.

Observe the world more closely from wherever you are. Ask uncommon questions of everyday people who are doing extraordinary things. Look deeper inside and give the world the best of who you are.

It is your own mindset that limits and blocks you from your greatest possibilities. Pick up this book and enter the frontier that is not only in front of you, it is inside of you. There is a vast hidden potential and a destiny calling to you. Perhaps through *The Other 90%* you will find the courage to answer.

E-ZINE EDUCATION

Imagine this: I'm sitting in front of the computer at 2am -- again. My wife -- and most of the sane world -- have already gone off to their rest. I'm desperately trying to keep up with my correspondence. As my network grows, I'm falling further and further behind. My sleep-deprived mind can't formulate another coherent sentence. As my forehead comes crashing down on the keyboard, some tiny part of me is sobbing, "There must be a better way!"



We all struggle to maintain our vast networks. Keeping ourselves top-of-mind requires contact. And we all know that just sending out our most recent advertising to a general mailing list doesn't count as "contact." The trick would be to have that same convenience without someone deleting our message as yet one more piece of spam.

Enter the e-zine. An e-zine (short for "electronic magazine") is a newsletter that you send through e-mail. What makes it different from traditional advertising? Simple: The content of your e-zine is about educating, not selling. (Your

readers will know the difference and will resent the latter.) It may only be loosely related to your business (a florist writing about event planning, for example). Most of all, the recipients of the e-zine have all opted to receive it. Never, never, never sign up someone for your e-zine who has not explicitly agreed to receive it. It's bad networking and may be illegal under the CAN-SPAM Act.



There are several commercial services that can help you manage your newsletter. You can also find numerous sites online that talk about how to run things yourself. If you don't feel you can write, several sites offer content you can use, free of charge. For the expenditure of a few hours of your time per issue (which shrinks as you become used to the process), you get the benefit of supplementing your more personal contacts *and* having your readers view you as an expert in your field.

As Tom Stanley says in *Networking with Millionaires*, "Talkers are hawkers, but writers are experts." Become an expert.

- Greg Peters, Cyber Data Solutions

DO YOU REMEMBER V-C P?

Just a note about how well the CN program works.

Over time, Rebecca Booth from Imagine That and Marketing in a Box has become credible with us at Artistic Memorials. But, first the relationship started as being only visible. We've changed that by having one-to-ones and by having her come to our showroom to see the quality of our work. She has taken the time to get to know me and Joy (MacLeod)



much better and to learn about our products and services. We also have taken that extra time to get to know her much better. Oh boy, do we know her much better!

Now, this in turn has turned

into profitability for us. Rebecca was working with someone she knew, telling her about how GREAT we are at Artistic Memorials. And this testimonial resulted in a very nice sale! So, to all CNers, do you remember Visibility, Credibility and Profitability? It really does work. If you have not met Rebecca yet and would like to, call Jeff or Joy and we will arrange a meeting with her.

-Jeff Pettit, Artistic Memorials

MEMBER SPOTLIGHT - RICK TURNER

CNer Rick Turner is a classic example of someone who is "more than meets the eye." Scratch below the surface of his good looks, genuine smile and open, friendly demeanor, and you will find a smart man who is committed to his family, his friends and his business.

I remember the first day I met Rick: I was attending a Westgate BNI chapter meeting (of which he is a founding member) as a guest. He patiently waited for me to finish a conversation with someone else and asked me for one of my business cards. A few days later, a woman he sent to me became a customer. I thought, "Hmmm, this BNI stuff is pretty cool."

For the past 13 years, Rick has been a real estate agent with RE/MAX Executives. He marvels at the changes in the real estate world. Not only how it has transformed in the past few years from a sellers' market to a buyers' market, but also how the power and control in real estate transactions



has transferred from the agent/broker to the consumer. He loves what he does and it shows.

His love of family is even more obvious when he speaks of his 19-year-old daughter Shawn and his adorable 5-month-old son Jack. Rick will proudly tell you that Shawn is a graduate of Toledo Christian and is enjoying a full-ride scholarship as a pharmacy student at UT. He says, "The other night she was worrying about a Calculus exam, and later when I asked how she did, she admitted that she had set the curve because she had done so well." When asked what his interests are, no bones about it, Rick said, "Jack is my interest." "You know," he added, "being a new father at fifty is entirely different. I

just want to put my fingerprints all over him! Life's not about going to the St. Patrick's Day party anymore, but more about playing *itsy-bitsy spider* with Jack."



Real estate is his name but networking is his game. Rick attributes 70 percent of his real estate business to referrals from BNI. His graduation from the CN program two years ago further enhanced his skills. He draws on what he's learned and shares it with others as the BNI chapter's Educational Coordinator.

An avid fan of the Cleveland Browns and an equally staunch Ohio State supporter, Rick has just joined the world of blogging! Visit him at <http://activerain.com/rickturner> and learns his secrets to success.

-Sandy Pirwitz,
Sandy's Stuff for Women

COMMUNITY NETWORKING LISTING

April



19th-WEN West meeting, Sports Center, 11:30 AM - 1 PM, \$10

23rd-WEN Luncheon meeting, Clarion Hotel, 11:30 AM - 1 PM. \$12

May



1st-Sylvania Chamber Luncheon, Lourdes College, 11:45 AM - 1 PM ☺

2nd-WEN BG meeting, Frickers, 11:30 AM - 1 PM

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

10th-Association for Women in Communications (AWC) Luncheon, Navy Bistro, 11:30 AM - 1 PM ☺

15th-WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

16th-Perrysburg Chamber Lunch, Carronor Hunt & Polo Club 11:45 AM - 1 PM. ☺

17th-WEN West meeting, Sports Center, 11:30 AM - 1 PM, \$10

21st-WEN Luncheon meeting, Clarion Hotel, 11:30 AM - 1 PM. \$12

CNP of Ohio Ltd

PO Box 1121
Perrysburg, OH 43552

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Tell us your favorite blogs and we'll list them here for others to visit.

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 Ad-
dress: _____

Business Name: _____ Business

Phone: _____

Business Address _____ Cell Phone #:

City: _____ State: _____ Zip Code: _____

Continuing Education Information (Available for Ohio 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 (\$1299 - Check, VISA, Mastercard)

_____ Option 2 (3 monthly payments of \$446 - Credit Card Only)

_____ Option 3 (6 monthly payments of \$226 - Credit Card Only)

_____ Option 4 (9 monthly payments of \$154 - Credit Card Only)

_____ Option 5 (18 monthly payments of \$79 - 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