

MAKING MORE MONEY

CN Blog

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Word of Mouth Matters - Evolving a community of profitable referral partners

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DATES TO REMEMBER

Graduation Networking Event	Sept 6
Findlay Tuesday midday class begins	Sept 11
NW State College Friday AM Class begins	Sept 14
September CN Lunch	Sept 18
Toledo Educational Preview	Sept 21
WEN Annual Business Conference	Oct 5
Toledo Tuesday PM class begins	Oct 9
"Masters of Sales" Debut Celebration	Oct 24

Number of members in our CN Community is **378**

Where is CN Giving Networking Presentations?

26th, HBA, Wastenaw County - Debby

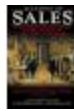
Debby is actively seeking speaking engagements.

24 hours of CEUs for Ohio CPAs and Realtors.

Call 419-833-5182 to register.

SHHH, DON'T TELL OUR SECRETS

It will be held at our regular place, the Electrical Contractor's Banquet Hall, but it won't look or feel like graduation. So says Sandy Pirwitz, Sandy's Stuff for Women, chair of the *Masters of Sales Literacy Networking/Charitable Event*. "We've got lots of surprises planned for that evening, October 24. Want a peek?"



First you'll be able to register online for this event. Committee member Leasa Maxx, Maxx GrafX, researched and

found *Brown Paper Tickets*, an online source that we can use for our event. Each person who comes to our event is going to receive two *Masters of Sales* books, one for them to keep and one to give away.

Our own Debby Peters is a contributing author of this book and she will be happy to add her autograph at your request. Other contributing authors will speak that evening, including Deanna Tucci Schmitt, BNI Co-Executive Director for Western Pennsylvania and Linda Macedonia, BNI Executive Director, Rhode Island, SE Massachusetts and Maine. But that's not

all. We are inviting a few other local authors to help showcase their books, too.

While this may look like a book signing, it's not. Instead it is a charitable event focusing on literacy, a favorite topic of Debby's. Three charities have been identified that will receive donations from the profits of the event, The Way Library Foundation, Lucas County Public Library and the Aurora Gonzales Center.

This has the makings of a must go to event. Mark your calendar now.

A TRIO OF GIVERS

Volunteerism is rampant in the Certified Networker ranks. Some are very noticeable and others just help without getting recognition.

We do like to make sure we shine the spotlight on those who have been especially helpful.

Recently, three long-time Board of Action members decided to leave the ranks. All three said, "I really hope that I can come back in the future." That says it all.

Linda Everhardt Kardux, Business Navigators, Co-Executive Director of WEN, and part of the sandwich generation has



been generous to CN. She was a member of our first class -- yep, the ones we are still apologizing to for our lack of expertise. She has promoted CN in so many ways, is trained as a CN instructor and was the founder of the *orientation project* for the Graduate Assistants. Linda has been at so many graduations and is always the one at the end picking up those darn fake dollar bills.

Matt Lee, Accessible Renovations, also invited many people to graduations to help spread the word about our wonderful course and community. Working in the construction industry, he had to make an extra effort to attend the BOA meetings. We



appreciate his support.

Darlene Robinson, The William Vaughan Company, lives the CN philosophy. As the lead manager for transportation at the CPA firm, she has connected with two other members of our community to strategically plan how they can work together more efficiently. Even during tax season, Darlene would make every effort to be involved, whether it was for the monthly lunch, graduation or the BOA meeting. She was always inviting someone to graduation.



A huge thanks goes to these three for the time and talent that they have given to the Board of Action and the CN Community.

Lunch Record!

While we didn't break the July record, we still had thirty-three people attend the August CN lunch. The fun question was, "Were you afraid on your first day of school. Everyone had fun sharing a short story about a great or dismal day. There were some that had to make up a story, because it was too long ago."

CN Board of Action

Jennifer Alford
 Dave Achen
 Merri Bame
 Julie Cantu
 Doug Clark
 Joani Donovan
 Arlene Gerig
 Brent Gray
 Sue Greene
 Karen Kiemnec
 Julie Kuney
 Linda Kuns
 Jeff LaCourse
 Leasa Maxx
 Nick Nigro
 Sandy Pirwitz
 Tim Speweik
 Angie Weid

Thank you Nick Nigro for your editing of this month's newsletter.

MEMBER HORNTOOTING

Steve Riter

Steve Riter, Heartland Payment Systems, will have an article published in Heartland's monthly company newsletter about credit card fraud. He spent some time at the Richland Correctional Institution in Mansfield with Bill Glass Ministries where he talked with a man that was incarcerated for credit card fraud and identification theft. Steve says that it was very eye-opening as to how easy it was for him to get information.

Kathy Stringham and Sue Waterhouse

Kathy Stringham, Coffee News, will be the new president of the Monroe 2 BNI Chapter beginning in October. Sue Waterhouse, KeyConcerns, Inc., will be the new Education Coordinator. Sue says that she will do her best to inspire her fellow members to take the CN Course by sharing "tidbits" of what she have learned through the course.

Jeff Ogg

Jeff Ogg moved Jeffrey P. Ogg, CPA Ltd into a new location on July 1. His new office is now at 4114 Secor Rd. Toledo, OH.

Cheryl Nikolaidis

Cheryl Nikolaidis, Ecetera, reports that this former cave dweller won "Notable Networker" in her COBRA BNI chapter. Sh-h-h, she didn't want us to tell!

Fred Schmits

Fred Schmits, Mobile Lube, is proud to announce expansion of his business to Upper Sandusky, OH. He is providing oil-changing services and tire rotations to S&P Alliance, Inc. which provides equipment maintenance for kitchens and buildings to major chain restaurants in Northwest Ohio.

Michelle Donnelly, Glenn Maxwell and Greg Peters

Michelle Donnelly, American Home Shield, was instrumental in getting the online auction for Woman's Council of Realtors up and running at www.wcrtoledo.com. She thinks it is a great way to help the Toledo Chapter market and promote Realtor and affiliate members. She also wants to thank Glen Maxwell, Nexus Enterprises, Jason Grow and Greg Peters, Cyber Data Solutions, for their help with this process.

Diana Skaff

Diana Skaff, A.G. Edwards & Sons, has been helping her daughter Jen and Jen's boyfriend Kelly start a vending business. Since June 1, they've placed two machines and a third is about to go out. Diana reports the Jen is counting a lot of quarters! She also wants to sell doggie biscuits, but needs to find the right recipe. This young woman who has a closed-head injury from a serious auto accident inspires her mother.

Beth Holt

Beth Holt, Holt Roofing, reports that they had the hottest guys in town during our hot spell. She said that it's a good thing for *Gatorade*.

Sandy Kosmyna

Sandy Kosmyna, Director at Monroe County Community College's Whitman Center recruited several CNers to teach a life-long learning class this fall. The instructors and classes are: Mary Nytray: The Art of Eyewear, Karen Kiemnec: Rubber Stamping - Cards & Gift Boxes, Margie Sparks: eBay Selling Basics, and Angie Weid: Enough is Enough...Get Organized. Sandy will also be teaching a Career Decisions class. Information on these classes can be found at www.monroeccc.edu/ccs/LLSchedule/Fall07/WhitmanCtr.pdf.

MEMBER HORNTOOTING

Greg Peters

Greg Peters, Cyber Data Solutions, was invited by Ann Arbor Chamber membership director, Cheryl O'Brien, and president, Jesse Bernstein, to be a guest on the Lucy Ann Lance live-radio morning talk program called the Ann Arbor Area Chamber of Commerce Business Buzz. The show featured Cyber Data Solutions as an example of how sole proprietors have benefited and continue to benefit from Chamber membership with profitable business referrals and networking opportunities.

Cheryl Engfer

Cheryl Engfer, National City, contributed to the ABC Society of CPA's August issue of the *Catalyst*. The article was entitled "Networking Across the Professions: Leveraging Banking Relationships."

Rebecca Booth

Magnetic Attractions, a magnet company based in Durham, NC, is featuring a design of a puzzle magnet that Rebecca Booth, Imagine That, created for one of her clients in its national catalog. The magnet is a *poetry magnet* in the shape of a tennis shoe which Rebecca designed and had printed as part of a full-scale marketing campaign for Healthways.

Louise Kahle

Louise Kahle, Take The Time: Image Matters!, is the guest author in Tom Richard's August 14 edition of his e-zine, *A Bolt from the Blue*. Louise asks readers, "Could you use a coat of paint?"

Michael Temple

Michael Temple, Temple Development Company, has just finished booking a speaking engagement at the National Convention for College Book Store Owners. He will be giving a presentation on how to improve their marketing and sales with Internet marketing. He has also been asked to be the featured speaker at the Greater Albuquerque, New Mexico Chamber of Commerce by giving his main program "Spinning the Web into Gold" and at another session at the NACS Convention in Atlanta, Georgia in November. Michael is proud to say he has clients from coast to coast now totaling 10 different states.

Marilyn Brenner Levine

Seen recently in *The Blade* was the announcement that Marilyn Brenner Levine has been named partner at the law firm of Gallon, Takacs, Boissoneault & Schaffer Co., L.P.A.

Costco representatives were invited to our CN lunch recently to offer memberships to our community members. One benefit offered was "discount financial planners, or car insurance." I must admit that those comments made me somewhat uncomfortable. Later, I found out that our members can be part of this referral program at Costco. I visited the Costco website to see more about it. That site address is www.costco.com. To ask your own questions about this program and how you might get involved, call Kelly Palenske at 419-490-5517. - Debby

As we go to print, Findlay is fighting a major flood. While I have not talked with all our Findlay grads, I have left messages for all, have emailed back and forth with a few, and talked with Mary Simmons of Modern Woodmen of America. Mary reported that her home was surrounded by water, but luckily they had no water inside. Scott Neumann told me that Lori Powell, State Farm Insurance, also had an island home, but again no damage inside. I've had a brief email that they are very busy in their office. Fred Schmits is away on vacation but evidently has word that his home is okay. Keep our Findlay members in your thoughts. - Debby

GUESS WHO CAME TO LUNCH.



Sue Waterhouse, KeyConcerns, Inc, comes all the way from Trenton, MI.



Cheryl Engfer, National City, loves what she does and enjoys the CN lunches just as much.



Annie Hawley, Ohio Rehabilitation Services Commission, is a brand new graduate of the CN class. See her at graduation.



Linda Kuns, State Farm Insurance, is wondering if she has enough mentors for Nick's Davis College CN class.



Julie Kuney, Comfort Keepers, and Kathy Stringham, Coffee News, share networking stories.

COMMUNITY NETWORKING LISTING

September



4th - Sylvania Chamber Lunch, Lourdes College, 11:45 AM ☺

5th - WEN BG meeting, Frickers, 11:30 AM - 1 PM

9th - Sylvania Chamber 50th Annual Arts Festival, Lourdes College, 9:30 AM - 4 PM

12th - WEN morning networking meeting, Clarion Hotel, 7:30 - 9 AM

13th - Association for Women in Communications, Navy Bistro at the Docks, 11:30 AM - 1 PM. ☺

18th - WEN late afternoon meeting, IDDM, Heidelberg College, 4:30 - 6 PM

20th - WEN West meeting, Loma Linda's 11:30 AM - 1 PM, \$10

24th - WEN Luncheon meeting, Clarion Hotel, 11:30 AM - 1 PM. \$12

27th - Sylvania Chamber, Women's Chat Connection, 5:30 PM

GIVING OVER TIME

As I walked out of the radio station building, I reflected on my good fortune, "I've only been a member of the Chamber of Commerce for *one week* and already they'd had me write an article for their monthly B2B publication, speak in front of their monthly networking lunch, even sent work my way and now they'd invited me to participate in a fifteen minute radio interview."

Right!

OK, I *have* received all those benefits (and more!) from my association with the Chamber, but it certainly didn't all happen in only a week. Advanced networkers know that this just isn't the way it works. It takes time and effort to gain the benefits of networking – the "giver's" part of "giver's gain."

The first question we have to ask upon considering a networking group, whether chamber of commerce, local charity, or the fraternal order of weasel hunters, is "How can I help?" and – here's the trick – you *must* be sincere. Signing



up to help and showing only a half-hearted effort is almost worse than not helping at all. The group will know if you are only there because you think you can take from them.

For any real benefits, joining an organization must be about what you can contribute, not what you expect to gain. When I first joined the Ann Arbor Chamber of Commerce, I immediately became an Ambassador. Since that time, I've delivered welcome baskets to new members, gotten up early in the morning to set up for events, and, in general, acted as an unpaid professional staff member.

Was it work? Yes – but not nearly as much as you would think. As time went on I developed great friendships with the chamber staff and membership. Was it worth it? Absolutely. All of the benefits I mentioned before were great, but the one I really treasure was when the membership director called me to ask if I would like to be her guest in that radio interview. She said, "Greg, you were the first person that came to mind."

-Greg Peters
Cyber Data Solutions

DRIVER'S ED SANITY FOR PARENTS

Because our organization is about helping each other, when Doug Clark related this story about his daughter at a recent Board of Action meeting, he was encouraged to write it for the newsletter. *Not only is the story interesting, but it provided a valuable resource for those who might have children nearing the often feared driving age.*

Megan enjoyed her first right of teen passage June 8. The one that every parent dreads and fears even more than the IRS. Yes, she got her temporary driver's license. Every parent I speak with feels as terrified as my wife and I are about their child driving. She is doing quite well behind the wheel. I just need to remember not to raise my voice or get too excited so I don't upset "her." What about me, my heart, my hair?

Recently Megan was able to take advantage of a common sense class for teenage drivers not many people know about. *Driver's Edge*, based in Las Vegas, goes around the country every summer offering a four hour defensive driving class for teens. The class is instructed by current and former race car drivers who volunteer their time for these kids.

Each class has ninety students divided into four groups. Parents are encouraged to stay and

observe. The first exercise Megan went to was a spin out. There are three students and an instructor to each Pontiac G6. The spin out starts with a full throttle acceleration (*Driver's Edge* does not recommend hard acceleration. Because of limited track space, the car needs to get up to speed quickly.) When the car gets to an area of track that has been sprayed with soap and water the car goes into the spin. Students are instructed to let off the gas, look where they want to go, (not where they are headed) steer in that direction and finally straighten the car out and drive through the cones at the end.



The next stop was with a Michigan State Police officer. He talked about safe driving habits, alcohol, driving distractions and what you can expect when pulled over by the police. He took questions from the group at the end of this very informative session.

Then we met a real character. His task was to make something as mundane as proper driving position interesting. He showed how proper seating position can help save your life and avoid broken limbs. Having your hands at

Continued on Page 5, outer column

WHAT DO OTHERS SAY ABOUT YOU?

Did you know that eight out of ten U.S. shoppers trust brands that use customer ratings and reviews more so than their review-free counterparts. This is according to a July survey from *Bazaarvoice* and *Vizu Corporation*. The survey also found that 75% of shoppers say it is "extremely" or "very important" to peruse customer reviews before making a purchase decision.

What does the above information mean to you?

If eighty per cent favor companies that use customer feedback as part of their marketing arsenal, what are you doing to be part of that chosen segment? When and how can you use a survey to provide information about your product. Do you supply a way for customers to give you feedback, either through an online blog, chat room or message board?



Some business people are fearful of allowing customers the

power to tell of the experience they had using a product or service. It is a leap of faith that most will deliver good comments and that the one or two detractors will be ignored by the new prospects.

Think about the last time you were ready to purchase something for your home or business. Did you go to Yahoo or Google and do a search for the very item you were considering.

Tell us what you do to open the door to prospects hearing comments from other customers. Let's learn from each other.

MEMBER SPOTLIGHT - BARB WAITE-SHENK

Barb Waite-Shenk Re/Max Preferred Associates is a CN grad from many moons ago. She has been a networking powerhouse for longer than some of us have even known the term. Barb first took the class in September 2004. After graduation she decided to become a Graduate Assistant for a Friday morning class in 2005. This is where our paths first crossed. We spent 12 weeks in the back of the class learning together, laughing together, and helping new CNers get a grip on all of the new information and skills they were learning.

Barb is married to Jay, who is a commercial real estate agent. She has three children, Tony, Trish, and Tom, and eight grandchildren. One of her favorite pastimes is spending time at the Toledo Zoo with her grandchildren.



Outside of work and family time, Barb is a ferocious reader enjoying a book whenever she can. Every morning she takes a three mile walk. Most days she has a friend



with her, and enjoys the relationship building that goes along with that time. On the days when she is alone, she uses the walk as meditation.

For the past couple of years Barb has been working on a big project with a local home builder in a suburban subdivision. Most of her time and energy were spent in that subdivision. She enjoyed the experience, but has now moved on and is very excited about getting back into the networking scene and relationship building. You will probably start to notice her at more networking events in the very near future.

If you get to know Barb, one of the first things you will discover is that she has a heart as big as the sky. She will do just about anything to help out a friend or colleague. I know from experience. A

few weeks into our class together, we had a discussion about my frustration with my current position. She pulled out her phone and started making calls to everyone she knew in a management position in my field, and told them they needed to talk to me. With her help, I found just the right company, and made the switch. But, that was not the end of her help. For the next two years, we worked as a team to help each other find new clients, create joint marketing material, and find new and better ways to



get in front of prospective home buyers. During the couple of years of our working together, Barb introduced me to more people in my contact sphere than I could have hoped to meet in a decade without her. At every networking event we attended, she introduced me to someone I didn't know, said some nice words about me, and told them that they needed to get to know me. She has been a great friend and a tremendous networking partner.

Barb is a Networking Superstar! You need to get to know her!

-Jeff LaCourse

CONTINUED FROM DRIVER'S ED SANITY PAGE 4

9:00 and 3:00 (not 10:00 & 2:00) can save you from a pair of black eyes during air bag deployment. After a quick tour under the hood we had almost reached the checkered flag.

At the final stop, the students drove a BMW 3 in a road hazard simulation. Again after a full throttle start, students had to make an evasive maneuver to avoid a road hazard and come to a complete stop. Additionally students were able to feel what ABS brakes felt like during hard braking in a straight line and a curve.

At the conclusion of the course, each student received a Certificate of Completion, Driver's Edge hat, T-shirt and a road hazard kit. All of this for no cost! Donations are accepted. Bridgestone/Firestone is very generous the sponsor of Driver's Edge. All of the volunteers from Driver's Edge believe very strongly in our kids. They made the experience fun and interesting. Megan had a blast and is ready to do it again.

According to John Tesch on *Intelligence For Your Life*, out of 1000 students who had participated in the Driver's Edge course, they had 54% fewer driving related incidents than those who did not take the course.

If your child takes this course or anything similar, check with your auto insurance agent, as they may be eligible for reduced insurance rates.

You can learn more about Driver's Edge by going to driversedge.com or calling them at 702-896-6482.

- Doug Clark, Fifth Third Bank

CNP of Ohio Ltd

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Date: _____ Course Location: _____ Date of

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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 be-
gins, 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)

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

**CANCELLATION POLICY: Cancellations received less than 14
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