

A monthly publication of Certified Networker of Ohio, Ltd.
Evolving a community of profitable referral partners

Dates to Remember

April

Toledo Lunch 15

May

Toledo Lunch 20

Number of
members of the
CN community

400

Where is CN Giving Networking Presentations?

April 7, Findlay Rotoract,
Debby

Contact us if you'd like
one of the instructors to
speak about networking
to a group that you are
connected to.

CN Class Start Dates

August 29, Toledo
Friday morning class,
tentatively scheduled for
Davis College.

The CN Community Just Keeps on Giving

You may remember my e-mail plea to the CN community last month when I needed models for a maternity fashion show. I was desperate because women who had previously committed to do it were dropping out of the event which was put together by two friends. I just couldn't let them down.

Well, the CN community certainly didn't let me down. My thanks go out to **Cheryl Engfer, Beth Anne Barrett, Jennifer Alford, Amanda Ballard, Deb Hornstein, Constance Schultz, Barb Mullholand, Cathy Skiver, Tom Baur, Lori Cannon and Jennifer Vaneckhoutte**, most of whom contacted pregnant women they knew. (And thanks to the two guys who said if I had given them a few months notice, they could have . . . never mind). I apologize if I have missed anyone.

Because of the community's commitment to helping others, CN saved the day for

me. **Tom Baur** contacted a midwife he knows who referred a beautiful young woman to me who did a wonderful job. **Lori Cannon** forwarded my e-mail to a pregnant friend who made a terrific model. And **Jennifer Vaneckhoutte** stole the show.



Jennifer has quite a bit of experience with modeling at fashion events. Among some of her titles are 3rd runner-up in Mrs. Michigan America 2004, 2nd runner-up in Mrs. Michigan America 2005 and Mrs. Monroe

County United States 2006.

I referred to her as *our professional* throughout the show where she modeled five outfits. Her winning personality and expertise helped the other models (they only modeled two outfits each). I just couldn't decide among the many outfits Jennifer tried on for the show. They looked so great that she agreed to wear them all.

The kicker is that Jennifer is not pregnant (that she knows of)! She wore a maternity belly that I have in the store for women who are just 'a little bit pregnant.' We didn't tell the audience until the very end and it was a fun reveal.

I can't thank my Certified Networker friends enough for helping me save face and helping my friends have a great show. Now, how can I help you?

~Sandy Pirwitz
Sandy's Stuff for Women

No Expiration Date!

As an instructor of the CN program, I get a thrill every time I am in the classroom. I've stopped counting now, how many times I've taught this class; however, several sessions ago it numbered over forty times. You'd think I'd be bored or just not be excited about delivering the content.

That couldn't be any farther from the truth. It's true that the program doesn't change a lot. We bring new interpretations that we've

discovered, to each class; though, basically it is the same each time. What *is* different are the reactions from the students.

Currently, I am teaching the Tuesday lunchtime class in Findlay at the Rocking U Restaurant. **David Clinger** is one of the students. Many a week, as he sits there, I know he has "checked out" because he is still back on the major *aha* that he realized minutes ago. I always know the look - one

of preoccupation. During the review for Module 3, David shared that his major realization is that he ought to be using the GAINS profile for all the people who work at his business, **Wellness Center for Therapeutic Massage and Bodyworks**. Doing so will help his staff achieve what they want to achieve because he'll know how to help them. A great *aha!*

Thanks, David, for helping to keep the course fresh for me.
~Debby Peters

It's Horntootin' Time!

Your Board of Action helps to manage our ever growing CN community. Please tell these members thanks when you get a chance.

Jennifer Alford
Creative Financial Partners

Dave Achen
Brennen Financial

Julie Cantu
NWORestaurant.com

Joani Donovan
Ultimate Body, Mind and Spirit

Arlene Gerig
Re/max Preferred

Sue Greene
DiSalle Realty Company

Karen Kiemnec
Stampin' Up

Linda Kuns
State Farm Insurance

Jeff LaCourse
Summer Breeze Travels

Leasa Maxx
Maxx Grafax

Nick Nigro
Davis College

Sandy Pirwitz
Sandy's Stuff for Women

Jennifer Vaneckhoutte
Interior Design, Davis College student

Angie Weid
Organized Solutions

Lori Cannon, Edward Jones, was named Notable Networker of the year for her BNI chapter, Partners for Success. Additionally, Lori received the 2008 Distinguished Community Woman of the Year award from the Girl Scouts of Western Ohio at the annual breakfast on March 27.

It's been a busy month for Marketing Goddess, **Rebecca Booth, Imagine That!** She reports that a quote of hers has been selected to appear in a 2009 Woman's Advantage Page-A-Day Calendar. Also, Rebecca has been asked to lead a second national teleseminar for Ellen Rohr, Bare Bones Biz. In addition, Rebecca celebrated her tenth anniversary.

Joy MacLeod is happy to announce that she is now a **Patient Advocate**, having completed training with cancer patient advocate pioneer, Lynn Eib. As a Patient Advocate, Joy will work alongside medical professionals to offer a personal level of care and encouragement for patients with life-threatening diseases. Throughout her life and career, Joy has been preparing for this role having held positions that have strengthened the stability, understanding and compassion that is needed to become a Patient Advocate.

Sarah Marie Wicks, AFLAC, will be traveling to Jamaica after having won an all-inclusive trip for her first year of record-breaking sales and additional hard work during the second quarter of '07.

Artistic Memorials, Perrysburg, Ohio recently celebrated six years in business. Owner **Jeff Pettit** is looking forward to another six years and says that with the help of fellow CNers, business will be great in '08.

As one of the 2007 top producers for **Brennan Financial Group, Dave**

Achen qualified for an all-expenses paid trip to Las Vegas from which he recently returned.

After being a member of Women's Council of Realtors, Toledo Chapter for a mere three and a half years, **Mary Ann Mills, Re/Max Masters**, has attained the position of chapter president. Mary Ann travels to many meetings in this capacity and in doing so is able to see other parts of the country. She also has an opportunity to gain additional education in the field of Real Estate.

Mary Nyitray, reports that **Optical Arts**, was recently voted by the *Toledo City Paper* as the best place to get cool eyewear. Also, on Sunday March 16, Optical Arts was featured in *The Blade Living* section about kids and eyewear.

Terry Williams, Action Mechanical, was voted Notable Networker of the year for the BNI Westgate Chapter. Terry has been a member of the Westgate Chapter for over eight years. Terry was recognized for this achievement at the annual BNI banquet.

Louise Kahle, Take The Time: Image Matters!, is proud to announce that she has donated \$528 of her 2007 Mary Kay sales to the YWCA Battered Women's Shelter. This was 10 % of her sales for the year.

At the March meeting of the Findlay NAIFA, National Association of Insurance and Financial Advisors, **Mary Simmons, Modern Woodmen of America**, received the one year National Quality Award. NAIFA awards this to members who have better than 90% persistency in business written, which means business stays on the books for at least 13 months. The award also recognizes the number of years members qualify.

Debbie Papay, Attorney, will be speaking to the Mortgage Bankers Association on April 15. Her topic will be "How to Increase Referrals by Being a Hero to Your Clients: Point out the Money Tree in Their Back Yard."

In April **Nick Nigro, Davis College**, travelled to Evergreen High School to assist as a judge for the Future Farmers of America (FFA) District Interview/Job Search Competition. Prior to the event, Nick helped by reviewing forty resumes. Along with the interviews during the event, he also scored forty thank you letters created by the FFAers after they had completed the interview process.

At the BNI Awards banquet held March 5, **Monnie Holman, DP Design and Print**, represented the Maumee River BNI chapter by receiving several awards. Her first was for attendance having missed just one day since she joined BNI in 2003. The second was for gaining the most new members (5) for her chapter; third was Chapter Notable Networker; finally, and most prestigious, she was recognized as the Notable Networker of the Year for Northwest Ohio.

Glenda Neff, Clermont College Business and Education Outreach Center, shares that **Jim Weghorst, Cincinnati Precision Print**, met Jennifer Leisgang, BPL Office Products at a program they both attended at the Center. As a result, Jennifer tested the recycled printer cartridges that Jim's company provided. Together they are now helping a client to save over \$3,000 per year in cartridge purchases.

Jody Zink, Loss Realty Group, has been appointed to serve on the Toledo Board of Realtor's Grievance Committee to review ethics cases and arbitration.

Nick's Book Recommendation – "Singing the Blues"

I didn't think that I was having a bad day. Evidently, someone noticed that I was. That concerned someone e-mailed me, *The Blue Day Book*, by Bradley Trevor Greive. It wasn't the whole book; however, what was sent was just enough to motivate me to purchase it. I am so thankful for friends!

Most of us have days when we are singing the blues. In fact, I had two the past couple of weeks. Not to worry, though! This little book will

bring back a smile to your face, a bounce to your step; lifting your spirits and helping to pull you out of the bluest of days, just like it did for me.

The pictures with captions are simply "laugh-out-loud" funny. It begins by describing some times when you might be feeling blue before quickly whisking you right away from that experience into, well, *un-blue*. You know what I found? I could truly relate. I had those feelings as well as the ability to move myself past

them into something much more soothing.

Although it is hard to stop turning, you will arrive at the last page walking away revitalized, realizing that *it* was going to be okay and tomorrow will be another day, full of new and exciting opportunities. Oh, it felt so good to laugh...and to sing away the blues. If I were you, I'd read this book even if I weren't feeling blue. It's just that much fun.

~Nick Nigro, Davis College



Electronic Connections Via LinkedIn

Editor's note: LinkedIn was one of those mysteries that I ignored. I incorrectly thought that if I registered for LinkedIn, that my whole address book would be opened to the world, giving everyone the ability to cold call my friends. That's certainly not the CN way. Then it was explained to me. Only the people who either, I have invited to be part of my LinkedIn network or those who have invited me to their network are part of my listed network. Others who want to get to know people in my network must ask me for an introduction. That's the CN way. I have asked Leasa Maxx to tell us more about LinkedIn and how we all might benefit from it.

Looking at my own profile, I know several grads are already part of the online network known as LinkedIn (www.linkedin.com.) If you are not LinkedIn, I should tell you that many call it the largest Internet gathering of professionals. To be specific, LinkedIn consists of more than 8.5 million professionals representing 130 industries from around the world.

Did you also know?

- All of the Fortune 500 companies are represented in LinkedIn, mostly by director-level and above employees.
- The average number of LinkedIn connections for

Google employees is 47; for Harvard Business School grads, it's 58.

- People with more than 20 connections are 34 times more likely to be approached with a job opportunity than people with less than five connections.
- LinkedIn users accept 83 percent of referrals.

All good, but what can we do with LinkedIn to expand our own networks?

On his blog, Guy Kawasaki, author of *Art of the Start* says, "most people do not use LinkedIn to its full potential."

Here's a portion of *Guy's Top 10 List* of ways to increase the value of LinkedIn:

1. **Increase visibility.** By adding connections (preferably by asking a connection for an introduction) you increase the likelihood that people will see your profile when they're searching for someone to hire or do business with.
2. **Improve your connectability (credibility).** Fill out your profile like it's an executive bio, including past companies, education, affiliations, and activities.
3. **Enhance your search engine results.** LinkedIn

allows you to make your profile information available for search engines to index. This is a good way to influence what people see when they search for you on the web.

4. Answer the question, "How can I help you?"

LinkedIn Answers enables users to ask for advice by broadcasting business-related questions to the greater LinkedIn network. When you ask a question, you will get more high-value responses from the people in your network. Likewise, when you answer a question, you are seen as a subject matter expert among your peers.

To view Guy's entire list, visit his blog, http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html

How It's Helped Me

In just a few short months, LinkedIn has reconnected me with former co-workers and produced new visitors to my blog. It also has inspired clients to publicly recommend my services to others in our shared network.

What will LinkedIn do for your business?

~Leasa Maxx, Maxx Grafx

"Looking at my own profile, I know several grads are already part of the online network known as LinkedIn (www.linkedin.com)"

~Leasa Maxx
Maxx Grafx

Networking Events April

Must be an invited guest to attend this event.

April 1, Sylvania Chamber of Commerce, 11:45 AM, Franciscan Center. _

April 2, WEN Bowling Green Meeting, noon, Frickers

April 8, WEN Semi, 8:30 AM, Bedford Library, (MI)

April 8, Monroe Networking Group, (MI) Frenchtown Senior Citizens, 11:30, Contact: Kathy Stringham

April 9, WEN morning meeting, 7:30 AM, Clarion Hotel on Secor Road.

April 10, WEN West, 11:30, Loma Linda's

April 10, Women in Communication, 11:30 AM, Navy Bistro _

April 18, WEN Late afternoon meeting, 4:30 PM, Fort Meigs Museum.

April 24, WEN lunch meeting, 11:30 AM, Clarion Hotel.

April 24, Springfield Holland Chamber of Commerce, 11:30 AM, Stone Oak Country Club _

CN Board of Action member **Sue Greene, DiSalle Real Estate**, has taken on the challenge of noting events that are reported to her each month on Google calendar.

The calendar can be viewed at our website, www.cnpofohio.com. Select Classes and Events from the menu and from the drop down listing select CN and Community Events. Please send us the information for your group's events. Also, we would like to list special events of charitable group in our continuing support of non-profit organizations. To list your information, please send to Sue Greene at jsgreene@roadrunner.com.

Prepare to Be Helped

The other day I was meeting with a networking friend. We had a great time chatting back and forth about our personal lives and our businesses. Then she went and ruined it all. She asked "So, how can I help you?"

Most of us are more comfortable doing the *helping*. For some reason, though, when the shoe is on the other foot, we freeze like a deer in headlights. It's a shame, too. Accepting someone else's help not only benefits us, but we also give the other person that special feeling that they have something to contribute to the relationship.

So how can we be better "receivers"?

First, prepare. Before you even sit down with the other person, review everything you know about them. Do they belong to groups that you'd like to know more about? Have they vacationed someplace you

are planning on going? Do they know someone in your target market whom you'd like to meet? When the time comes, you can ask for that invitation, travel advice, or introduction.

Second, listen. This is the time to put on your "big ears". Of course, you will be listening for clues to how you can help them, but at the same time, listen for items that are particularly interesting to you. You were already looking for common points of interest, right? When you find them, you'll have an excellent basis for requesting advice or assistance in the future. "You mentioned earlier that you do quilting. I just started myself. Could you recommend any local fabric stores?"

Third, ask. Let them be the expert. If you've got some specific challenges in the near future, ask for advice on how they might approach

them. If they don't know personally, they are likely to know someone in their network who can help. We all know how great it feels to create positive connections among the people we know. Give them that opportunity.

When it comes down to it, the best relationships give benefit to both parties.



If you each have the chance to help the other, your connection becomes stronger. From strong connections come the best business and the best friendships, which is our goal in this whole networking thing from the start.

~Greg Peters
Cyber Data Solutions

What Makes Community?

Have you ever wondered what makes a community grow and be successful? I had never thought much about it until a business acquaintance told me that she thought I was an expert in creating community with like-minded people.

While I had never considered this a talent I possessed, I don't think this friend is far from the mark.

Let me share some points that help to connect people.

1. **Someone has to be the organizer.** Without the spark to ignite the cause, people will swirl in space. One person can articulate the reason for others to connect so

all want to make that very connection.

2. **Communication amongst the group cements the relationships.** Whether it is an official newsletter, a chat room online or group emails, the group members need to be able to give and receive communication with each other.
3. **Events help individuals to feel part of the elite group.** Years ago I recruited new members for my club ski team. We implemented a spaghetti dinner that was held once per year only for ski team members. It allowed those who raced to feel different from the

casual recreational skier. Also, the beginner racers got to *rub elbows* with those who carved lightning turns down a course.

4. **Newer members can be supported by seasoned members.** Each group will have its own traditions and they may not be spelled out in writing. These traditions can be passed down from member to member so that being in the know is an integral part of being a member of a cohesive group.

I think our CN community is such a group. What do you think makes it a strong community?

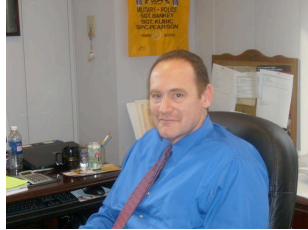
~Debby Peters

Member Spotlight – Mike Bankey

I had the pleasure to interview **Dr. Michael Bankey** for the CN Spotlight. Mike has his Ph.D. in Business Administration and is the Vice President for Workforce and Community Services for **Owens Community College**. He has been in this position for a little over a year; however, has spent the last 20 years serving students in higher education around the state of Ohio. He really enjoys working at Owens and feels very fortunate to be part of such a great team. Prior to working in higher education, he was a physical education teacher, coach, private investigator and served in the United States Army.

Mike is married to Tammy and they have a son, Bodie, who seems to be following

Mike's footsteps. Bodie is 15 years old and home schooled by Tammy. He also plays football at Bowling Green



High School and of course, will be attending college soon. They have three dogs, Chico, Blackie, and Tasha.

Mike likes to work out and tries to stay healthy. He recently sold his **Electra Glide Harley Davidson** that he had for 11 years and plans to buy another Harley some day. As we were talking and because Mike is a great CNER, he "helped me"

by giving me advice for my son, an upcoming college student! We are very lucky to have great members in our CN community and Mike is definitely an awesome addition. He is a very high profile member of the community but yet very down to earth and easy to talk to. Thanks Mike for meeting with me and I encourage everyone to introduce yourself to Mike when you see him at events. i



~Sue Greene
DiSalle Real Estate
Company

SW Ohio CN Changes Weather Patterns!

The Certified Networker of Southwest Ohio class is off to a fabulous start! Our first class started on February 22 and we were all looking forward to having Debby help us keep the program running smoothly. The weather didn't cooperate, but Debby was helpful via the phone to make sure we started on the right track.

We continued to have weather problems for the next two sessions and yet most everyone was able to make it. We are hoping now that spring is here, that our weather challenges are behind us.

With only four modules completed the classmates are working well together. The following comments from some of the participants are indicative of how far we've come already.

Glenda Neff, Clermont College Outreach Center, says, "I was unfamiliar with *Certified Networker* before I began this program. It's amazing to learn a system for generating business that emphasizes *relationships* instead of cold calls. It feels like a much more natural way to reach people for an education and training center like ours."
Jeremy Holland, Fresh Floors,

adds, "I know that this course is going to change the way we do business. It will allow us to utilize our strengths to open doors that would have been overlooked."

Vivian Krueger, Nationwide Insurance says, "Within 24 hours of listening to the CD #2, *Standing In The Middle Of a Referral*, I was able to give four referrals to BNI members. One went to a member I had never referred to before. I now listen more closely to key words expressing needs." **Matt Schuster, First National Merchant Solutions**, "CN has helped me simplify my message. Additionally, it has shown me the holes in my networking spheres so that I may begin to fill them. It has been a great way to learn my business all over again, and is showing me how to market it correctly through others." **Gina Prickel, Sibcy Cline**, "The CN program has helped me realize that people truly want to help each other become successful and feel a sense of satisfaction in making connections work."

Bruce Strickland, VIP Back Rubs, "I have been a member of BNI for two years. After a few CN classes, I am beginning to understand the commitment to true netWORKING that is required to benefit others and myself fully. No more netSITTING

in my meetings." **Albert Del Gardo, Professional Mortgage Group**, "The value to me is that I have gained an insight into how to develop long term relationships by exploring and getting to know *their* interests and how I might help *them!*" And finally, **Jim Weghorst, Cincinnati Precision Print**, "I thought I knew just about everything I needed to know about network marketing until I completed my first few CN sessions. Now I realize I have only scratched the surface and look forward to fine tuning my networking skills as I complete the course."

This contingent will be the nucleus for CN to help change the way southwest Ohio does business. It is exciting to hear the "aha's" being experienced. This common understanding we are acquiring will help to link to better referrals and success in the future.

~Gregg MacMillan
CN Instructor,
TechneGraphics, Inc,



"Now that spring is here, we hope that our weather challenges are behind us!"

Thanks to **Nick Nigro** for giving to CN by editing this month's newsletter.

Participant Registration

Part I

Sponsored by:

Course Location:

Date of Course:

Part II

Name:

E-Mail Address:

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

_____ Option 3 (18 monthly payments of \$79 - Credit Card Only)

_____ **New for 2008, Option 4 Non-profit rate (\$799 – Check, VISA, Mastercard)**

Credit Card Information: (Circle one) - VISA Mastercard

Card Number:

Exp. Date:

CID #:

Signature:

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

Fax form to 419-833-1566 or send to PO Box 1121, Perrysburg, OH 43552. CANCELLATION POLICY: Cancellation received less than 14 days prior to the course start date will incur a \$100 processing fee.

We're on the Web!

See us at:

www.cnpofohio.com

and comment on our blog at

www.cnpofohio.blogspot.com