

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

Dates to Remember

May

Graduation 6
Toledo Lunch 20

June

Toledo Lunch 17

Number of
members of the
CN community

400

Where is CN Giving Networking Presentations?

May 8, Women Blessing
Women, Debby

June 4, The Outlook
Group, Chicago, 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.

Why Do Graduation?

Have you ever asked, "Why do a CN graduation?" After all, the students get a certificate no matter what and really, they get all the information they need from the class." Right?

I ask you to remember back to your CN graduation. Didn't you feel special and maybe even a little nervous? Wasn't it fun hearing your homework points and comparing them with others? Were your guests proud of your efforts? Did you like it that there was a crowd of other CN grads welcoming you to the community?

Those are just some of the reasons we go to the expense of having a networking graduation.

Our next time to celebrate is May 6. It takes place at the usual time: 5:30 p.m. to 7:30 p.m., but it will be held at a new location, **The Victory Center at 5532 W. Central Ave, 1.3 miles east of Rt. 23.** CN Grad Robin Isenberg, executive director of The Victory Center, has

generously offered this space to us.

The students from two classes will be honored that evening. **Jennifer Alford's Friday Toledo class and Debby's Findlay class** will tell us what they've accomplished.

What we need from you is your attendance. Show your community spirit. Connect with new grads to help them and perhaps even to have them help you. Ya' just never know. **Debby does need your RSVP to know how many chairs to order for the evening.**

Debby shares, "I am always so amazed when a grad tells me of a helpful connection they made at graduation. Since I am always busy with the details of making the evening work, I miss seeing all these little happenings. It really makes me feel like our community is working when I hear comments like that."

"I also love that we continue to give to our class MVPs

chosen charities. Over the years we have donated over \$2,000 to support various charitable groups in our area. Because one student named the Cherry Street Mission Ministries, I got to know Executive Director Dan Rogers. He has now sent Avis Files, his program director, through the course. Additionally, I've been able to introduce him to Tracee Swank, another CN grad. CN graduations just keep on giving and giving in so many ways," adds Debby.



Congratulations Graduate!

Many of our community members first became aware of Certified Networker as a result of attending a graduation. Perhaps you would like to bring a friend who could also benefit from a future class. Your relationship with this person can only get better as a result. **Graduation: It's a good thing!**

Welcome to a New BOA Member

The Certified Networker Board of Action (BOA) has been around long enough for two people to complete two full, two-year terms. **Doug Clark, Fifth Third Bank and Julie Kuney, Comfort Keepers,** have given so much of their time and effort over the past four years that we'd like to clone them! But seriously, without people like Doug and Julie, our community would not have achieved as much as it has. Doug helped at every

graduation and, along with Sue Greene, also managed the details of the Board. Julie did a yeowoman's job of contacting the student-named charities to invite them to attend graduations. Both invited guests to events. They are the board members that all groups desire.

Those types of qualifications are difficult to replace, but we already have one new board member who will help as much as Julie and Doug.

Allison Adkins, Knight Crockett Miller Insurance Company, has agreed to join the board. Already she volunteered to put a sign on the door at the Electrical Contractor's Hall the night of the graduation to send people to the right location for graduation. She will also serve as emcee. Her invitations to invite guests to graduation were done first. We welcome Allison and look forward to her contribution.

~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.

Allison Adkins
Knight Crockett
Miller Insurance

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 GrafX

Nick Nigro
Davis College

Sandy Pirwitz
Sandy's Stuff for
Women

Jennifer Vaneckhoutte
Interior Design,
Davis College
student

Angie Weid
Organized Solutions

Dave Achen, Brennen Financial Group, received the Chamber Champion Business Person of the Year award from the Sylvania Area Chamber of Commerce. He accepted the award at the Showcase Sylvania Expo reception on April 4.

Susan Milliron is a new consultant with **Rodan and Fields Dermatologists**. She showcased the line at the WEN trade show on April 28. Additionally, her daughter Marissa's company, Organic Doggie Treats is sponsoring a fundraiser for the Toledo Humane Society. For every dozen treats purchased, Marissa will be donating \$2 to the Humane Society.

Deb Hornstein, The Danberry Company, just completed the Floyd Wickman seven-week Smart workshop, received the leadership award and the Platinum Circle award -- and achieved six listings in six weeks.

Jeff Pettit, Artistic Memorials, relates that his son, Joshua, was recently awarded his Eagle Scout Award. Josh organized a ham dinner fundraiser, bake sale and silent auction (with several items donated by CNers) to raise funds to build a 24-ft. x 32-ft. shelter house at Fireside Park in Millbury. Josh and his volunteers had over 300 hours in the project. Joshua is a member of Troop 63 and a freshman at Lake High School.

At the fall CN graduation, **Barb Mullholand, USANA**, was reacquainted with guest, Barry Swartzberg, who had been her customer when she sold uniforms. Later, Barry introduced Barb to his wife, who recently became a USANA customer. Barb says, "You never know who you might meet at graduation!"

Linda Kilgus, ReMax Realtor continues to work with the senior population in her real estate business. She conducted a seminar called "Downsizing 101" at Otterbein Portage Valley Retirement Center on April 25. Linda also provides a free movie to seniors at the Maumee Movie Theatre every quarter. The next event is May 20. Also, at the BNI awards banquet, Linda was given the distinguished award of the most passed and qualified referrals in her chapter.

Michael Temple, Temple Development Company, delivered an Internet marketing seminar to a standing-room-only crowd in San Antonio, Texas. He presented to over 100 different businesses for the National Association of College Bookstores at their national convention. Michael spoke on the topics of Search Engine Optimization, e-mail marketing, strategies to increase eCommerce sales, and how to better manage online businesses. Go to www.web2gold.com to hear an audio presentation of the material.

Julie Higby, The Paper Coach, is proud of her new web site, which was designed and built by fellow CN grads Rebecca Booth, Imagine That, and Michael Temple, Temple Development. Julie, Rebecca and Michael work well together and help build each other's businesses. Visit www.thepapercoach.com.

Angie Weid, Organized Solutions, is so pumped! She made her third TV appearance with her recent segment on **WTOL's, Your Day program**. On the show, she helped a family make better use of a coat closet and created an exercise area in the basement for the whole family to use. A client recently described Angie as being like "Rachel Ray with a hammer drill."

Ellen Critchley, Critchley Creative, was elected to her second, two-year term as Secretary of the Lucas County Democratic Party.

Debby Peters, Certified Networker of Ohio, Ltd. reports that her blog has now passed the mark of having over 13,000 separate viewings. Read all about it at www.cnpofohio.blogspot.com.

Steve Cotner, Corporate Intelligence Consultants, attended the National Association of Professional Background Screeners Association national conference in New Orleans. Along with gaining knowledge and reconnecting with friends in the business, he also devoured most of the oyster supply in the Big Easy.

Arlene Gerig and Judy Gorun, both ReMax Preferred Associates, held an Expo for homeowners on April 26. The objective of the day was to help people who want to sell their home. There was information about how to spruce up their homes for desirable attractiveness. Arlene and Judy reached into their networks for vendors to support this educational endeavor.

A call for nominations from **Tami Norris, NSCC**, motivated **Leasa Maxx, Maxx GrafX**, to nominate Leasa's niece, Lindsey Jurski, for special recognition from the University of Toledo College of Education Alumni Affiliate. Lindsey, a Sylvania Northview Spanish teacher, was awarded the Young Alumna Educator of the Year on April 24.

Perrysburg High School head coach, Jeff LaCourse, Summerbreeze Travels, has taken on the coaching duties of a lifetime by agreeing to help his five-year-old son's team. Jeff reports that he and Matt are having a great time!

Networking Groups: Your Chamber of Commerce

In the CN course, we learn that there are six different types of networking groups. Each type has its advantages and disadvantages, but it's up to you to make each group work best for you.

A chamber is an example of a casual networking group. While it is a membership organization, there is no limit to the number of people who can join. This is an advantage because there are usually lots of members in a chamber. The disadvantage is exactly the same; the number of people can be overwhelming to the point where you don't use your

membership in the best way possible.

Years ago when I first joined a chamber, I called the president and asked to meet with him. I wanted to find out what ways I could get involved. He recommended that I join the membership committee because it would give me an opportunity to connect with new and long-term members. While in theory he was right, that chamber did not have a regular program in place to welcome new members. As a result, I did not meet many of those new members because of my position. However, if I knew then, what

I know now, I would have asked for a list of new members each month and would have become the unofficial welcoming committee.

The point I am making is that you can blame the chamber for not getting what you wanted from your membership – **or you can figure out how to use the connection to your advantage.** Currently, I am involved with the Findlay Chamber, and I am meeting members for coffee to get to know the business community better. **Knowing my goal, helps me to act!**

He recommended that I join the membership committee because it would give me an opportunity to connect with new and long-term members.

~Debby Peters

What Does 1st Base Have to do with Networking?

I am having a ball. Being the **Educational Coordinator** for my **BNI** chapter has opened my eyes to real relationships and serving for the sake of serving. For those of you who are not members of BNI, the Educational Coordinator gives a two- or three-minute training at weekly meetings. I really enjoy preparing messages that relate networking to some current event. Perhaps that comes from my training. In chiropractic school, we were always challenged to relate chiropractic to a topic chosen at random. It's something I enjoy doing to this day. My enjoyment may also come from my background as a teacher (which is my target market by the way). I love to turn people on and make them think. This may be why some call me "the centerfold."

It all started during Thanksgiving and Christmas when I could not help but see the potential for incorporating many of the festive gatherings into the educational moment. This

not only appealed to many of the members' excitement for the holidays, but also provided a good stage to discuss the importance of relationship development.

I didn't really know how deep I was until I found myself staying up one night to create a song mimicking the twelve days of Christmas.



The last verse reads: *In the twelfth way of systems, BNI taught to me, twelve announcers announcing, eleven shoppers shopping, ten horns a tooting, nine leaders recruiting, eight friends inviting, seven salesmen selling, six groups networking, five fold of GAINS. Recognition for awards, three referral partners to ask for introductions, and a referral is not a lead.*

Thankfully, I had help from

fellow CNER **Tracee Swank, True Compass Coaching**, who helped me with this responsibility every other month. February rolled around. Top of mind was Valentines Day and relationships. Ever since my CN class, a year and a half ago, I have been struck by how much networking is like dating. So began the four messages for February. "The bases of BNI – hitting a home run!" It provided a great analogy of getting to first base, second base and so on with others in networking. Of course, the bases had changed since I grew up so I decided to keep it family friendly for the purpose of the group!

I challenge you to describe your business in relation to an object totally foreign to it. Stretching your creativity in this way will help others to better understand what you do. Additionally, they will remember your message because it is not the same old marketing message they have heard you deliver every day.

*~Tom Baur
New Life Spine Center*

"I love to turn people on and make them think. This may be why some call me "the centerfold."

*~Tom Baur
New Life Spine
Center*

Networking Events May

_Must be an invited guest to attend this event.

May 6, Sylvania Chamber of Commerce, 11:45 AM, Franciscan Center. _

May 6, Greater Findlay Inc, Fresh Brewed, 7:30 AM Findlay Country Club,

May 7, WEN Bowling Green Meeting, noon, Frickers

May 8, Women in Communication, 11:30 AM, Navy Bistro _

May 12, WEN West, 11:30, Loma Linda's

May 13, WEN SEMI, 8:30 AM, Bedford Library, (MI)

May 13, Maumee Chamber, 11:45 AM, Brandywine Country Club _

May 14, WEN morning meeting, 7:30 AM, Clarion Hotel on Secor Road.

May 19, WEN lunch meeting, 11:30 AM, Clarion Hotel.

May 20, WEN Late afternoon meeting, 4:30 PM, Fort Meigs Museum.

May 22, 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. 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 groups in support of non-profit organizations. To list your information, please send to Sue Greene at jsgreene@roadrunner.com.

Prepare to Be Helped

Since I started my business, I've used almost all of the techniques that we learned as part of the **Certified Networker** training. Networking a mixer, picking a target market, finding new ways to contribute to members of my network – they've all helped out. There was one, though, that transformed my business. Without it, I don't think I



would be seeing the growth I'm experiencing – especially in these challenging economic times (and when *aren't* they challenging?). That technique? **Keeping Track**.

We've all used the **CN Networking Scorecard** in the past. If you haven't used it in a while, though, it's time to pull it out and blow off the dust. That which is measured gets improved. I've had people tell me that they are doing a lot of

It Doesn't Always Have To Be Lunch or Coffee

One-to-one meetings are a hallmark of relationship development. Sometimes, it seems that if I have another cup of coffee I am going to jump out of my skin. What are some other ways that we can do a GAINS profile with someone in our network?

This is the time of year when many charities are having walks. This is an event where the walkers solicit pledges from friends for the number of miles they plan to walk. Since most of us *can* walk and talk at the same time, you could encourage one of your referral sources to volunteer with you. Then you will have an extended time to share information with each other. Heck, you could even find out the favorite charity of a friend and choose to volunteer together

networking, yet they haven't been able to build their business. My question to them is, "Are you sure about that first part?" Before I started tracking, I thought I was doing a pretty good job. Looking at the hard numbers, though, I realized that I was only calling one or two members of my network per day and rarely adding anyone new. Let's not even talk about actually meeting with people one-to-one or doing any of the more "advanced" activities.

Guess what? It's not enough to record the information. You have to commit to doing something about it. Maybe you aren't ready to throw a party for your entire network. Try starting small. For me, at first I committed to calling at least three people from my network *every day*. I'm not talking about cold-calling. My goal was just to pick up the phone and connect with someone with whom I was already friendly. Maybe for you it will be to make more and better referrals or to start your board of action.

for that charity's walk. A side benefit is that you'll get some exercise and fresh air too.

Another way to connect may be to take someone to a sporting event. A summer evening at the Toledo Mud Hen's or Cincinnati Red's game provides plenty of entertainment with conversation sprinkled in between innings. If you are a Tiger's fan, the drive to Detroit gives you even more time to learn more about that person.

The month of May seems to signal the beginning of the charity golf event season. You don't have to be a very good golfer to participate, because usually the golfing is not that serious. Playing 18 holes while riding in the golf cart will give you much more

Whatever you choose, start and keep a record.

One quick note: If the Networking Scorecard didn't work for you, that's fine, just use *something*. Personally, I use the Scorecard in addition to some other tools that I've developed to track specific activities that work for me. No matter what tool you use, the act of tracking your networking progress matters most.

The trick to all of this is making the commitment to follow this practice. Make it a part of your daily planning process. Commit to doing it for three months, 30 days or one week. When you complete it, give yourself a little reward and commit again. The knowledge you gain from this process will not only save you time in the future, in the long run it will give you a stronger and (dare I say it?) more *profitable* network.

*~Greg Peters
Cyber Data Solutions*

time than the usual lunch meeting.

Habitat for Humanity is a charity that builds homes for people who otherwise would not be able to own a home. They do this with a corps of volunteers. You don't have to know anything about construction to help. In fact, some volunteers will provide food for those who are doing the building. Being on a siding crew with a referral partner will provide some talking time, although paying attention to measurements is required.

These are just a few ideas of how to get to know your referral sources better. What ideas do you have that you'd like to share with the community?

~Debby Peters

Member Spotlight: Theresa Emrick

As I was leaving the office of **Theresa Emrick, MA, director of admissions at Notre Dame Academy**, I noticed a lovely, floral patterned teacup and saucer sitting on her credenza. Not the usual office décor one expects, so I knew there had to be a story behind the setting.



Theresa explained that, as the story goes, an older couple found a teacup in an antique store. Attached to the cup was its story of how

the beautiful cup had once been just a lump of clay. Carefully and lovingly, the clay was molded into the tea cup. It is a reminder to her that she is like a lump of clay, and all of her experiences and folks she meets and helps along life's way continue to mold her into the person she is.

After visiting with Theresa, I must surmise that she too is a potter. Her lumps of clay are all the wonderful, young women she interacts with at Notre Dame. She helps to mold them into strong women with attributes of leadership, service and self-assurance. Theresa is amazed at the transformation she sees in the students over their four years at the academy as they develop "hearts for giving" as well as academic success. She "loves the idea of giving the girls more options and tools to do what they want to do – not to feel limited." Her goal for the students is "breaking

the glass ceiling."

When asked "Why do you do what you do?" Theresa responded that she loves the girls and the energy they bring. Their goals and dreams, and "the spirit of the girls" amaze her. She truly enjoys working in an environment that is so "caring, nurturing and empowering." The CN course helped her realize how she arrived at her passion and concern for the need for women to obtain an education. She attributes Debby Peters as one of the potters in her life.

Theresa holds both her undergraduate and master degrees in Communications from Bowling Green State University. She and her husband, Troy, and their children, Alyssa, nine, and Braden, six, reside in Toledo. And, yes, her daughter will one day grace the halls of Notre Dame.

*-Linda Kuns
State Farm Insurance*

SW Ohio Gains Strategic Partner

The **Certified Networker** program of **Southwest Ohio** has gained a valuable strategic partner with the University of Cincinnati, Clermont College, Business and Educational Outreach Center located in the Park50 TechneCenter in Milford.

Center instructors teach professional development courses in a variety of areas.

"We can also develop customized courses designed to meet a company's specific need," says CN student **Glenda Neff, director of business and educational outreach**. She adds, "Here, we try to create a very different educational atmosphere than that found in traditional schooling experiences."

Gregg MacMillan, TechneGraphics, has been teaching the CN training program at the Outreach Center since February.

Glenda also offers state-sponsored financial assistance. Targeted Industries Grants through the Enterprise Ohio Network cover half of the cost for qualified companies seeking instruction in manufacturing, healthcare and information technology. Although the Outreach Center is connected to UC, its course schedule is not bound to the school's quarterly calendar. This flexibility has made it easy for them to include CN's 12-week program.

The Center also holds a quarterly networking open house in conjunction with a

business topic presentation, which gives CN students opportunities to fine tune their networking skills by connecting with other business people at these events.

Because of her CN training, Glenda has already started to use new strategies to market the Center's services. "The CN program has introduced me to an entirely new way of generating business. We used to rely on traditional mailing pieces and our web site presence. While we still have this support, I expect CN techniques will expedite quality referrals for our courses and services."

Call the UC Clermont College Business and Educational Outreach Center at 513-248-5532. Or, visit the web site: www.ucclermont.edu/outreach.



"The CN program has introduced me to an entirely new way of generating business."

*-Glenda Neff
UC Clermont
College, Business
and Educational
Outreach Center*

Thanks to Leasa Maxx 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".
 A \$10 administrative fee will be charged for NSF checks and each time a credit card is declined.,
 All fees charged by the institution will be added to the student's financial responsibility.

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