

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

Dates to Remember

September

Preview Archbold	3
Findlay lunch	9
Cincinnati LinkedIn training	12
Toledo lunch	16

October

Findlay lunch	7
Toledo lunch	21
Toledo LinkedIn training	24

Number of members of the CN community

424

Where is CN Giving Networking Presentations?

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

- Aug 22, Findlay
- Aug 22, Toledo **class full**
- Sept 5, Cincinnati
- Sept 17, Archbold

Look here next month for the schedule of '09 courses.

Getting Members Linked(In)

From the North

On October 24, from 1 p.m. to 3 p.m., **Leasa Maxx, Maxx Grafx**, will lead a session about how to get the most out of the social networking website, LinkedIn.com. Because LinkedIn's philosophy is inline with the Certified Networker program, we feel that CN grads should have a good grasp of how to use this online tool.

Leasa will provide some basic to-do's to help you create a good first impression on LinkedIn, which she calls **Visibility 101**. You will also be educated in how to find people who can possibly help you grow and nurture your network relationships; what makes a good personal profile plus how to kick it up a notch; and how to get and give good recommendations on LinkedIn.

Stepping up to the computer are **Arlene Gerig** and **Judy Gorun, Re/Max Preferred** and **Jeff LaCourse**,

SummerBreeze Travels,



who have offered to co-sponsor this event. The best part of this offering is that it will be held at Davis College, and each participant will have use of a computer for a hands-on experience.

There is limited seating for this training. Through the end of September, it will be offered to members of the CN community exclusively, at an investment of \$10 per person. Registration must be accompanied with payment to reserve a seat in the class. After September 30, if there are seats available, we will open it to the general public at \$20 per seat. We are excited about this event and know that it will be a sell-out.

Toledo Lunches

What happening at the Toledo CN luncheons? **Sandy Pirwitz, Sandy's Stuff for Women, Jeff LaCourse, SummerBreeze Travels**, and **Nick Nigro, Davis College**, have been planning how to make our monthly events at Spaghetti Warehouse even better.

Currently, at the lunch, participants are asked to drop a business card into a

basket if they met with a CN member during the past month. A card is drawn and that person wins a certificate to attend a future CN luncheon for free.

A new plan encourages graduates to attend luncheons by presenting a contest that rewards participants who bring "lost but not forgotten" CNers to our monthly meetings.

To reserve your spot, send a check to Debby Peters, PO Box 1121, Perrysburg, OH 43552.

From the South

Cincinnati CNers are leading the way with LinkedIn training. They are partnering with UC Clermont @ Park 50 TechCenter to provide this training on September 12, from 10 a.m. to 11:30 a.m. Lunch will be provided after the training.

Gregg MacMillan, CN trainer and owner of **TechneGraphics Inc.** explains, "Jennifer McClure, vice president of Centennial and the founder of LinkedIn Cincinnati, will be presenting the program." McClure will discuss the transformation of networking in a technology-driven world. After the presentation, the UC Clermont computer lab will remain open with IT staff available to help people to start or modify their profile.

To sign up, go to www.ucclermont.edu/outreach or call 513-248-5530.

Those who bring these special guests will also have the opportunity to enter a drawing. The winner will have a short article about them and their business published in this very newsletter.

So, think back to your class. Who haven't you bumped into at lunch? Call them and ask them to meet you at the next one on September 16.

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

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

John Risner
Edward Jones

Jennifer Vaneckhoutte
Interior Design,
Davis College
student

Angie Weid
Organized Solutions

Tiffany Robinson, American Family Insurance, has accepted a position with American Family as Regional Instructor for the West Region and will move in mid October to Las Vegas, Nevada. This will be an exciting opportunity for her to position herself for her next move as a District Sales Manager in Nevada. As Tiffany gets settled in her career, she will welcome the opportunity to connect with the CN grads in Nevada.

John Risner, Edward Jones, will be opening his Whitehouse, Ohio office, near Weckerly Road in the Shoppes at Blue Creek, on September 5. He will have a grand opening in October, and all CN members will be invited to help him celebrate this milestone in his career.

Sasha Wright, OBS Financial Advisers, reports that CN grad **Laura Osborne, Laura's Framing**, did an outstanding job framing three certificates with absolutely beautiful quality! Sasha also reports that she obtained her insurance license last month.

Debra Gorman, The Chocolate Shoppe, and **Mary Nyitray, Optical Arts**, were featured in *The Toledo Business Review* recently. Writer, Gina Sares, produced the article about Mary. Check out this publication, which supports and celebrates local business owners.

Michael Temple, Temple Development Company, is proud to announce that he was recently nominated for the *20 Under 40 award*. This contest recognizes 20 dynamic leaders in the Toledo area every year, who are under the age of 40. This year's winners will be announced during a September 25 ceremony.

Proud papa, **Frank Smith, Re/Max Masters**, has recently announced the birth of his first son.

Dr. Tom Baur, New Life Spine Center, is proud to announce the premier of *Pro-adjuster* technology to Maumee and Toledo. This is a comfortable, computerized form of chiropractic care that is consistent and effective. As the only office in the Toledo area to offer this technology, his practice has almost tripled!

Judy Gorun and Arlene Gerig, RE/MAX Preferred Associates, collected 38 backpacks in their annual backpack drive and several supply items for Springfield Local Schools and Washington Local Schools. Judy and Arlene thank all who helped make this program so successful.

Jody Zink, Realtor with Loss Realty Group, received an Award of Achievement from the 2008 Toledo Board of REALTORS Million Dollar Club. She represented more than \$1,000,000 of real estate transactions for the past fiscal year.

Megan Coyle Stamos, Coyle Funeral Home, reports that **Debby Peters, CNP of Ohio, Ltd.**, was the keynote speaker for The Outlook Group, at their national conference in Chicago. The conference attracted over 100 professionals in the funeral preneed insurance industry. Debby spoke on the value of building relationships through word-of-mouth marketing, how to develop and nurture referrals sources, and how to increase business by "networking the right way."

Tami Norris, Northwest State Community College, was recently elected to the Board of Planned Pethood, Inc. She was made aware of this opportunity through fellow CNER **Debbie Papay**, attorney.

Sasha Wright, OBS Financial Advisers, tells us that **Kathy Stringham, Coffee News**, did an outstanding job lining up speakers for the Monroe Leadership Summit. The first speaker, Deb Duke, presented "Personal Mission and Values," which aided attendees in delving into their own personal characteristics and values. Morris Goodman's speaking topics included "Believe It Can Be Done" and "Road Blocks to Goal Setting." His positive outlook, determination and words of wisdom were tremendously motivating. Thanks to Kathy for her hard work!

National City has asked **Cheryl Engfer** to take on the role of Project Manager/Event Planner for a new project called *Energize Toledo!* National City is looking to help households become more energy efficient through energy saving light bulbs and digital thermostats. Look for her team to be out in the community helping households prepare to reduce their energy costs.

Peg Buda, Shaklee, recently joined thousands of social marketing entrepreneurs from the U.S. and around the world at the Shaklee Global Conference in New Orleans on August 6 -10. Peg learned of the new anti-aging tonic that Shaklee is bringing to market after years of research.

Two CN grads, **Phil Bollin, Bollin Wealth Management**, and **Nick Nigro, Davis College**, spoke on August 28 in Toledo about resources available to local members of the "Boomer" generation. At the event, you may have also seen **Angie Weid, Organized Solutions**, **Julie Kuney, Comfort Keepers**, and **Louise Kahle, Take the time: Image Matters!**. All are part of the newly formed *Boomers Resource Network*.

Not-so-terrible 2s!

Can you believe that WEN West will celebrate its second birthday during September? It sure doesn't seem that long ago that **Kelly Elton** and I met with our fearless WEN leaders, "the **Lindas**," to form a new chapter of WEN. It has been so exciting to watch us grow and evolve into a fun and rewarding networking opportunity, serving western Lucas County, Fulton and Henry counties.

Taking to heart the key value of networking—relationship building through one-to-ones—I feel the defining characteristic of WEN West is our *One-to-One Challenge*. Through the challenge, we have captured the spirit of networking in a fun and rewarding way.

After lunch, we invite everyone to stand, stretch their legs a bit and form a

large circle. At the outset, the trick is to know your right hand from your left and have two business cards, one for each hand. After a minute or two of good humor tucked within our directions, members pass business cards to the right until they are asked to stop. Then, we reverse and the second cards are passed to the left. If all goes well, each person holds two business cards belonging to those attending the meeting. What follows is a flurry of activity as attendees open appointment books and power up Blackberries to schedule their one-to-ones.

The challenge also extends beyond the meeting. Since each one-to-one held during the upcoming month becomes a chance to enter a drawing for a prize, members are encouraged to set as many one-to-ones as

possible. The more one-to-one slips each networker has in the drawing, the greater the chance to win the door prize. It is always fun to learn who the winner is and the prize awarded.

As I contemplate the astounding level of enthusiasm for WEN West and the overwhelming response to this young networking group, I am so proud to wish a very Happy Birthday to WEN West. I am equally proud of the WEN West Board of Action: **Johnnie Hatfield, Tami Norris, Tracee Swank, Sandy Booth, Sandy Blaser, John Risner and Suzie Greene**. Most especially, I am so very grateful to all of you who support WEN West. Without you, we would not be celebrating two wonderful years!

~Linda Kuns
State Farm Insurance

"Through the challenge, we have captured the spirit of networking in a fun and rewarding way.

~Linda Kuns
State Farm Insurance

Cincinnati just had a very successful preview on August 22, with 23 people attending and seven people who immediately registered for the upcoming class series. Gregg MacMillan reports that he hopes several more will be added to the class, which begins in September.

We have one more preview in Archbold on Sept 3. Who would you like to invite to this important event?

E-Myth Revisited – Again!

The **Women's Entrepreneurial Network (WEN)** has changed the format of their annual business conference to a more concentrated, daylong clinic on September 26.

WEN Co-executive Director **Linda Everhardt Kardux** explains, "We knew it was time to do something new. I am so excited about our presenter, Jeffrey Lawrence, who is an E-Myth certified instructor. It's really time for

those planning for 2009 to roll up their sleeves and get serious about registering for this event."

The clinic is titled **Peak Performance Clinic** and will have a three-hour morning block called *Getting Out of Your Way to Perform at Your Peak*. After an hour-long networking lunch, the afternoon session, *Action Session: Staging the Experience* will allow participants to get started on



their plans.

To register for this once-in-a-lifetime offering, go to www.wen-usa.com. Seating is limited to the first 100 people. Don't delay.

"We knew it was time to do something new."

~Linda Everhardt Kardux
WEN

Networking Events September

_Must be an invited guest

Sept 2, Sylvania Chamber of Commerce, 11:45 AM, lunch, Franciscan Center _

Sept 3, WEN Bowling Green Meeting, noon, Frickers

Sept 8, WEN West, 11:30 AM, Loma Linda's

Sept 9, WEN Semi, 8:30 AM, Bedford Library (MI)

Sept 9, GreaterFindlayInc, Fresh Brewed, 7:30 AM Findlay Country Club

Sept 9, Maumee Chamber of Commerce, 11:45 AM Carraba's Restaurant_

Sept 10, WEN morning meeting, 7:30 AM, Clarion Hotel, Secor Road.

Sept 16, WEN Late afternoon meeting, 4:30 PM, Fort Meigs Museum.

Sept 22, WEN lunch meeting, 11:30 AM, Clarion Hotel.

Sept 25, GreaterFindlayInc, Business2Business, Owens Community College Findlay Campus, 8:30 AM, \$15

Oct 1, GreaterFindlayInc, Women's Forum, Owens Community College Findlay Campus, 11:30 AM, \$20/25

CN Board of Action member **Sue Greene, DiSalle Real Estate**, coordinates the publishing of events reported to her monthly on Google Calendar.

View the calendar at www.cnpofohio.com. Select Classes and Events from the menu. From the drop-down listing, select CN and Community Events. Also, we would like to list special events of charitable groups in our continuing support of non-profit organizations. To list your information, please send to Sue Greene at jsgreene@roadrunner.com.

Invite to Score Points

If you've looked at the **CN networking scorecard recently**, I'm sure you've noticed that attending a networking event earns you five points. Interestingly, inviting a guest along also earns five points. That means bringing along that extra person is just as valuable as showing up at all. So, why is that? How can we capitalize on that value?

First of all, inviting a guest brings a host of benefits. We give that person an opportunity to extend their own network. They also get to experience a new group or association and may find it valuable to join at some point. You benefit by building a stronger relationship with your guest. They'll remember this kindness in the future. You also serve those who are running the event. The more people – especially new people – who attend their occasion make it more appealing to all involved.

Speaking of event organizers, please be sure to contact them about inviting a guest. It alerts them that you are the kind of member who is trying to build their organization. That makes you look good. It can also prevent you from looking bad. Groups often have members-only events. To invite a non-member guest could lead to some uncomfortable moments. On the other hand, you may also discover that the organization has free entry for guests. My local Chamber of Commerce gives out free passes for first-time attendees to their networking lunches and breakfasts.

Do keep in mind some protocols regarding invitations. The big one is that if you invite, you pay. If your guest demands to pay their own way, that's fine, but you should be prepared. If you've already attended this particular event, be sure to let your guest know what to expect. At our Chamber

"Networks!" lunch, each person stands and gives a ten-word "commercial." Giving your guest a chance to prepare makes the event a lot less stressful for them. Oh, and be sure to have an agreement between you and your guest regarding your mutual networking style. Will you hang out together for the entire time or will you split up at some point and then get back together to compare notes later? An agreement to that effect will help to avoid hard feelings.

Take a look at your upcoming networking calendar. Where will you be going? Do you know someone in your network who may benefit from tagging along (especially someone whom you might have just met)? Inviting a guest brings such good to so many that it should become a part of your process for deciding which events to attend in the first place.

*-Greg Peters
Cyber Data Solutions*

Volunteering to Get Connected

Our **Certified Networker** community continues to grow as our guru, Debby Peters, expands her mission and vision of CNP of Ohio, Ltd. The program is now offered in Toledo, Findlay, Archbold and Cincinnati along with the *for-credit* course at Davis College. Being a part of something as dynamic and energetic as what the CN community represents, we CN grads have so many opportunities to grow and enrich our businesses as well as ourselves. Part of the enrichment opportunity is to become **active** in the monthly CN lunches and the newsletter.

The lunches are a lively and entertaining 90 minutes of networking and sharing. As a CN community member,

you may volunteer for any of the activities involved in making each luncheon a success. The community emcee leads this event and is assisted by other members who share an educational minute, compose the ever-popular question of the month, and fulfill the very necessary job of money-taker.

Community members **Leasa Maxx, Nick Nigro, and Allison Atkins** edit the newsletter. These folks, along with Debby, are eager to present you informative articles on current business and networking topics and trends as well as spotlighting the achievements of individual members of our community. Do you like to write? If so, we would love to

have a short article from you about something connected to networking.

It's so easy to become more involved in our CN community -- just let Debby know of your interest! And as time goes on, you may wish to consider sharing your CN experience at an Educational Preview or helping out at a graduation.

So, come on CNers! Join in as we continue to grow and help others build their businesses through networking. The benefit to you is that your name and face become known and you gain credibility with a host of connected people.

*-Linda Kuns
State Farm Insurance*

Sometimes It's Good to Go Back

What do you do when a friend you haven't seen in 17 years calls you out of the blue – on a holiday weekend – to ask you to help coordinate your 20-year high school reunion – in less than 6 weeks?

If you're me, you end up saying, "Yes, of course!"

Honestly, my immediate reaction was, "Sounds like a lot of work!" Well, the whole experience did take some effort, but it was worth it.

I've known Lisa Crouse (Oberlin) since third grade. Over the course of the summer, we recounted many school memories as we diligently went about planning a somewhat impromptu get-together for as many of our 133 Swanton High School classmates as we could find.

During those very short weeks we were able to track down 37 alumni. They brought 25 spouses and other guests, so we completely filled the patio of Shucker's restaurant on August 23.

Here are some of the ways we got back in touch with our old friends:

Good, ol'fashioned (offline) sleuthing – perusing the phone book, tracking down parents who've stayed in the area, making calls and asking with whom people remained close. CN grad **Deb Keller, HMH Wellness**

Center, graduated from SHS in 1987. She helped connect me with at least a few classmates too.

Technology was key. The reunion site **classmates.com** paid off handsomely, since it provides a central location to find classmates associated with a particular graduation year and school. About 60 of our classmates signed up on this site over the years, so we were able to connect and keep folks informed about the event location, activities going on throughout reunion weekend, as well as who RSVPd to the event.

Other social networking websites, including LinkedIn and Facebook, also played a part in tracking down at least two more high school chums, who were not on the Classmates site.

Because I was one of the event coordinators, I was able to interact with many classmates over the last several weeks, instead of just for one evening. What I learned was how **some of my friends from 1988 are connected to my fellow CN grads in 2008.**

For instance, my event co-chair, Lisa Crouse, married Cliff Oberlin, who told me that the gentlemen who started Modern Portfolio Management (MPM) used to be associated with his investment firm, based in Bryan, Ohio. Our own **Phil Bollin, Bollin Wealth**

Management, has an affiliation with MPM as well.

Lori Fournier is the Creative Director at Root Learning. At one time, she worked with Phil Bollin when he was employed there. (They are also connected on LinkedIn.)

Eric Butler is Vice President of Business Development for the "north region" of **National City Bank**. I learned that he is acquainted with **Cheryl Engfer**, although her base branch is located in the "south region."

Sandy Patton Fetterman is the Marketing Manager for Mosser Construction. She knows CNet **Sheri Bokros**, who holds a similar position with engineering firm **Mannik & Smith Group**. Sheri is a client and a member of my R2R networking group, as well.

Small world, yes. My advice: think twice if someone asks you to help plan your next high school reunion. You may be surprised at the connections you make.

~Leasa Maxx
Maxx Grafx

Thanks to **Leasa Maxx, Maxx Grafx**, for giving to CN by editing this month's newsletter.



"The reunion site **classmates.com** paid off handsomely, since it provides a central location to find classmates associated with a particular graduation year and school."

~Leasa Maxx
Maxx Grafx

Help Others to Join Our Community

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