

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

Dates to Remember

October

Findlay lunch	7
Toledo lunch	21
Toledo LinkedIn training	24

November

Findlay lunch	4
Toledo lunch	18
Davis accredited class begins	20

Number of members of the Ohio CN community

431

Where is CN Giving Networking Presentations?

- Oct 1, Findlay Rotary
- Oct 7, Fresh Brewed, Findlay
- Oct 21, OBWAR, Defiance
- Oct 29, Enterprise Ohio Network, Columbus

CN Class

Start Dates 08-09

- Nov 20, Davis College Accredited Class, Toledo
- Mar 4, Findlay
- Feb 27, Toledo
- Cincinnati, *no date yet*
- Archbold, *no date yet*

What the Newbies are Saying

New CN classes have all kicked off the fall season, with 28 new members of our community including the seven in Cincinnati. Let's just listen to a couple participants in these classes.

Sharon Czarny, The Czarny Agency, is a member of the Toledo class. She says, "This is an amazing class. The biggest thing so far for me was to stop going in a hundred different directions and instead focus on what I do well and grow that part of my business." She adds, "When I really thought about it, I connect and do better with women and yet I am involved with several organizations that are very male-oriented. This course is making me sit back make decisions about what I can do better in the future. As a result I will be leaving some organizations and joining ones that better match my personality."

Randa Sweet, owner of **Sweet Louise Sauces**, specializes in great-tasting, multi-use toppings. She shares, "I am still really struggling with figuring out

my target market but even so, my classmates and trainer, **Jennifer Alford**, are helping me to say what I need. As a result I am providing sauces for some charitable groups. Of course, my hope is that I'll meet some people that will help me to take my business to the next level. And speaking of that, the CN course is forcing me to take the time to think about how I want to move my business focus. Sometimes I get so busy "doing," that I don't do any thinking time."

Judy Preston is a member of the Archbold class that meets at **Northwest State Community College** and she also is the training coordinator there. She says, "I am so excited because I came up with a mission statement that really rings true with me and impressed the other members of my department. It is: *I help companies get the training they need for the future they want.*"

Mark Allan, owner of **Assured Services**, cleans draperies and window

treatments in the home. He says, "I've realized that I have not paid attention to all the people I have around me. Going through the Module 2 exercises really made me think about all the resources I am connected to and how I can help others with these resources, too."

Melonie Dickey, owner of **Affinity Merchant Services**, says, "I am experiencing an adrenaline rush! Before, I had all the networking pieces, but now I know how to put it all together. It's so exciting to help others and I can say that I'm doing a lot more inviting than I did before."

From our Cincy region, **Thom Monahan**, owner and founder of **Life Purpose Center of Montgomery**, an executive coaching service, says, "The greatest impact on me so far was the statement that people buy from and refer to people they know, like and trust. It's like the elephant in middle of the room as it's not discussed openly, but it makes a huge impact."

We love your excitement!

BNI Goals Include CN

October 1 is when BNI Leadership Teams change and all these team go through training to help them lead their chapter's success in the coming twelve months. As with any business enterprise the teams are asked to set goals for what they want to achieve. This year the goals include a category called CEUs, which stands for *continuing education units*. With BNI being a strong

contact-networking group, much of the focus of goals is on referrals passed and received. Now, with the added emphasis on training, having a category about how members increase their networking education makes sense.

Some activities that can be counted for CEUs are listening to BNI networking CDs and reading networking books. Members can also

receive points for attending various trainings including CN. **For each CN module attended the BNI member can gain 5 points.** Those BNI members who have already graduated, can get the same amount of points for each class module they sit through for review.

CEUs, BNI and CN. Letters that go together.

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 Grafx

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

Sarah Wicks
AFLAC

Leasa Maxx, Maxx Grafx, along with business partner and hubby, Terry, are jazzed about their new, satellite office, located above Georgette's Grounds & Gifts in Uptown Maumee. Effective October 1, the new space will become Leasa's home base for account development and marketing planning services. Stay tuned: an open house is being planned for this fall.

Jeff Pettit, Artistic Memorials, recently celebrated 25 years in the monument business. He wants you to take him for granite...he has the experience and is a little more polished!

Darlene Robinson, The William Vaughan Company, got engaged recently while attending the Renaissance Festival in Clarkston, Michigan. The black diamond ring is stunning. The wedding date is sometime early summer 2009. She reports that she couldn't be happier!

Dee Appt, Nikken, is proud to announce that the Victory Center's Cancer Collaborative Group formed a committee to produce the first ever, "Toledo Community Cancer Support Service Guide" expected to be in the market by October 1, 2008. This free comprehensive guide of community resources for cancer support in the greater Toledo area will be available in locations that would be serving cancer patients and their caregivers. Several members of the CN community have participated in this project. This is another reason to be a part of the CN group; to make a difference in our society for others!

Happy Birthday to **Organized Solutions!** **Angie Weid** began her professional organizing business four years ago and

continues to help people feel better about their space.

Tracy Cox, BottomLine Bookkeeping, has accepted the responsibility of president of the Washington Local, Jefferson Jr. High School Parent Club. By using her networking skills learned from CN, she looks forward to the challenge of boosting parent involvement. They've already developed a tag line of "JPC ~ Encouraging Respect, Excellence and Perseverance!"

Peggy Mathews, Shaklee, reports that she has a new product to distribute. It is a cellular anti-aging tonic called Vivix. Peggy is also a physical therapist that keeps her from being active at CN events, but she feels lucky to be connected to the CN community.

Lisa Olvera, Corporate Intelligence Consultants, just acquired a new client with 25 locations. CIC will provide background checks for this company. She is also Co-chairing the Third Annual Northwest Ohio Hispanic Chamber of Commerce Expo on October 5 and has been named the treasurer of the NW Ohio Hispanic Chamber of Commerce. Additionally this busy woman has been named President-Elect for the Findlay Area Human Resource Association.

As of August 1st, 2008, **Melonie Dickey**, entrepreneur and owner of **Affinity Merchant Solutions**, celebrated her sixth year of successful business.

Phyllis Bartholomy, massage therapist, just started a new job at Dia's Spa and Salon. Also she reports that she is going to be a grandma for the first time.

Dr. Tom Baur, New Life Spine Center, will be one of the one hundred chiropractors statewide participating in "Chiropractic Cares," a charity initiative sponsored by the Ohio State Chiropractic Association on September 30 and October 2. Dr. Baur will treat patients on those two days for a minimum \$20 donation to the association's WellCare Foundation, which supports three statewide charities, including The Stephanie Spielman Fund for Breast Cancer Research, the Susan G. Komen Race for the Cure and the Butch Reynolds Care for Kids Foundation. Tom says that it is an honor to forgo his fee those two days to help with these organizations.

David Bodner, Seymour & Associates, Mass Mutual, has accepted a Board position with the Maumee Rotary club. David and his wife Beth also recently volunteered their time at the St. Paul's soup kitchen in downtown Toledo.

Tiffany Robinson, American Family Insurance, earned her Certification in Personal Fitness Training through the American College of Sports Medicine. She plans on using it in Las Vegas to train stay-at-home moms in the comfort of their own home.

Dave Achen, Brennen Financial Group, just donated his tenth GALLON of blood. Thanks Dave for helping to save the lives of many.

Allison Adkins, Knight Crockett Miller Insurance, represented CN at the Davis College Foundation Golf Outing and she received an award for being closest to the pin.

Nick Nigro, Davis College, is on TV. Ask him about this ongoing gig!

Targeting Trucking

I had an exceptional day today. I can vouch that it's due to being an active member of the Certified Networker community.

Earlier this month when Debby called on me at a CN class preview, I gave the example about target market. I shared that had chosen my focus to be trucking companies. When I first made this decision, I'll admit, I struggled with the concept of no longer reaching out to all businesses. I was trying to bring in more people, so... *why* was I only focusing on one industry? But *NOW*, honestly, I can say, "Thanks Debby, I finally GET IT!"

The day of the preview there was a gentleman in class that was well known in his community. I realized about half way through the introductions that he associated with the owner of one of our local trucking companies. This wasn't just

any company, this was one that I had been trying to get into for nearly two years, but was never able to get past the HR person. I got brave and asked this gentleman about this particular company.

From what I had mentioned in class, he knew I was successfully working with other trucking companies and with that knowledge alone his response surprised me. He noted that the company's 30th anniversary was that very weekend and he was invited! He, of course, realized it would be a good idea for me to attend, but thought I might be able to get an invitation from someone else. We left it at that.

Later that evening, I was checking my e-mail and noticed a letter from him. He had typed a personal invitation asking me to go as his guest. I would now be able to attend. I couldn't say no. I was psyched! Even

though I had free tickets to a local college game, I wasn't going to let this opportunity pass. Nope, not this girl, there was no turning back.

That evening at the event I was able to get my appointment. I believe the main reason for this success was the way I was represented by someone that business owner trusts.

Today was our meeting and one question in particular from the owner stuck out: He asked, "*How is it that you know trucking so well?*" Let me tell you, that question wasn't very hard to answer. As a result, I haven't been more excited about what I do. Having experienced single-handedly how easy a target market can work, I am reminded even more so why it is I stick to serving companies that have some of the best guys out there on the road. See my smile?

~Sarah Wicks
ARLAC

"I'll admit, I struggled with the concept of no longer reaching out to all businesses."

~Sarah Wicks
AFLAC

The special CN Google 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 our continuing support of non-profit organizations. To list your information, please send to Sue Greene at jsgreene@roadrunner.com.

"Both organizations realize that they need to actively welcome guests to their meetings."

~Debby Peters
CNP of Ohio, Ltd

Visitor Comfort

WEN and BNI have it figured out. Both organizations realize that they need to actively welcome guests to their meetings. Each does it well and each does it slightly differently. *But each does it!*

WEN has a cadre of volunteers at the door helping to direct visitors to the sign-in area and they also give out helpful visitor packets. They take time to

converse with the new person so that individual feels welcomed.

BNI chapters have official Visitor Hosts. Their job is to welcome both members and visitors each week. They introduce visitors to other members of the group, collect business cards from the guest to make it easy for the president to introduce them and then follow up after

the meeting to answer any questions or even schedule a one-to-one meeting. Visitors are not left on their own to figure things out.

Don't you wish all organizations would take a page from both of these organizations? I'll bet you can remember walking in to a group and NOT being welcomed. And more than likely you didn't go back.

~Debby Peters
CNP of Ohio, Ltd.

Networking Events October

Must be an invited guest to attend this event.

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

Oct 1, WEN Bowling Green Meeting, noon, Frickers

Oct 3, Women's Council of Realtors, Sandpiper, Noon – 2 PM, \$30, Call Amy at 419-517-5000.

Oct 7, GreaterFindlayInc, Fresh Brewed, 7:30 AM Findlay Country Club

Oct 7, Sylvania Chamber of Commerce, 11:45 AM, lunch, Franciscan Cntr

Oct 8, WEN morning meeting, 7:30 AM, Clarion Hotel on Secor Road.

Oct 13, WEN West, 11:30 AM, Loma Linda's

Oct 14, WEN Semi, 8:30 AM, Bedford Library (MI)

Oct 21, WEN Late afternoon meeting, 4:30 PM, Flying Bean Coffee Shop.

Oct 23, GreaterFindlayInc, Busienss2Business, Owens Community College Findlay Campus, 8:30 AM, \$15

Oct 27, WEN lunch meeting, 11:30 AM, Clarion Hotel.

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.

Being There

You know how it is. You've got a choice. You can either get a couple of hours of work in or you can go to that networking mixer. It's so easy to fall into that short-term trap of ignoring our in-person networking – remaining in our caves where it's safe and warm. That's not, however, how we grow as a networker or as a person. So, how can we make the most of our opportunities? Here are a few ideas that might motivate you to head out the door.

Show up on their radar. Email is not the same as a handshake. As much as those of us in the tech industry would like to believe otherwise, actually meeting face to face is almost always better than through some electronic intermediary. For building visibility and credibility, people need to see us. This is especially true when we have assumed some sort of responsibility. Whether you are the speaker, the host, or a member of a board, showing up is the only way that others

will know that they can count on you.

Tailgate and celebrate. Too often we think of networking events as tedious chores. For some reason, attending a function feels more like going to school – something to be done with as quickly as possible. What if we approached it as if it were a sporting event? In that case, you'd want to be there for the tailgate party beforehand and would probably stick around for the celebrations after. Look for the opportunities beyond the scheduled activity and you'll likely enjoy yourself and be a lot more successful in your networking efforts. Sometimes the best networking happens in the fifteen minutes *before* the formal event begins.

Sit with your friends – the ones you haven't met. Maybe you've been attending networking events for a while. When you walk in people turn to you to say hello and find out the latest in your life. Resist the temptation to spend all of

your time with them. Oh, to be sure, you should touch base, but the people with whom you want to talk are the ones who *didn't* light up as soon as they saw you. Remember, the fact that you know a lot of people gives you the opportunity to help out the newcomers and strangers. Introducing them to your circle helps them feel like they belong. Before you know it you've increased the size of your circle. That's great for all involved.

Because the return on our investment of time isn't immediately apparent, sometimes we have a hard time motivating ourselves to leave the cave. Just taking that step, though, can lead to re-energizing our work and our lives. After all, are you really going to get that much productive work done that you can afford to miss out on what might be the best connection of your life? Think about it.

*-Greg Peters
Cyber Data Solutions*

Considerate Networker

Recently I was at a networking event. Usually my goal is to meet one person in either my target market or my contact sphere. A second goal is to make at least two introductions that might prove helpful to someone else.

I achieved my first goal pretty quickly because I knew one person at this event and he also knew the types of people I wanted to meet. He almost immediately took me across the room to make a connection with a Realtor in his area.

I had taken a guest with me to this event and he also wanted to meet people in the real estate contact sphere.

Obviously it was fairly easy for me to reach my second goal with this person. Those people I had met were going to be good for him, too.

As the lunch meeting continued, another acquaintance, let's call him Sam, made his way to me to say hello. One of the people standing around in our clump of networkers was a good connection for Sam, so I made the intro.

As I drove on to my next appointment that day, I realized that Sam hadn't returned the favor. He was more into Sam. He talked a lot about his job and how wonderful he was at doing it. He didn't ask questions of his

new contact nor did he ask me if there was someone I'd like to meet. H-m-m-m-m-m!

I think Sam made a mistake and I don't think he is the only one to make this mistake. Networking at events can be nerve-racking. Those *wracked* nerves can make even the quietest person be the chattiest, chatterbox on the face of the earth! And when we're experiencing diarrhea of the mouth, we expound on what we know – ourselves!

Be sure to think about helping others and introducing folks at your next event. You want to be remembered for what you've done, not what you've said.

Member Spotlight – Fred Schmits, II

What's a butler, oil change and Fred Schmits II, have in common? Read on to find out.



Fred graduated from the Certified Networker course in 2008. He was a student of the very first class in Findlay.

He has been happily married for 11 years to Nina. They have two children, McKayla (9) and Jackson (7). It is easy to see that Fred married his true love because, every time I mentioned his wife's name his face lit up!

Fred's favorite movie is *Rudy*. Here is his reason why. He says, "It's about playing football as a very small guy - chasing a dream, never giving up, getting beat up every day and still coming back for more. As Rudy, one day you get just a brief shot at playing when nobody believed you would ever. For 24 seconds you're playing for Notre Dame and sack the Georgia Tech quarterback. Afterward, you're being

carried off the field by your teammates, with the fans cheering "Rudy, Rudy, Rudy!"

Fred is not just someone who will come to your office or place of work to change your oil. He is much more than that. He wanted to build an honest business where he could control his own destiny and help people save time.

He started his oil change business in December 2006 after he lost his job. He currently averages about 4-5 oil changes a day with his goal being to do 6 - 8 oil changes a day. What's unique about Fred's business is that he goes to his clients, either at work or home. It is such a helpful business that I know the CN community can help Fred get to that goal!



Thinking outside the box, sometimes Fred goes to networking events dressed in a tuxedo. He wants us to remember that **he's the**

butler for our car. It's the blue rubber gloves that really make the outfit! Another way he stands out is to don the red blazer that he wears as an ambassador for GreaterFindlayInc (chamber) events. What makes him memorable is that he wears the pants that he will be wearing later when doing an oil change. When you think of unique, Fred Schmits should come to mind.

Some of his other services include, detailing and tire rotating. I referred Fred to come to my office for our employees. Everyone loved him and he did a great job. He now sends us an e-mail when he will be coming back. The women in my office trust Fred completely. I don't have to go to a drive-in oil change place and end up spending \$200.00. I think every woman (and man) reading this will understand that!

To paraphrase his favorite movie, "Thanks Fred, Fred, Fred!"

~ Jennifer Alford
Creative Financial Partners

Thanks to Allison Adkins, Knight Crockett Miller Insurance, for giving to CN by editing this month's newsletter.

Late Breaking News

Just in! We want to congratulate three members of our community for their selection as winners of the NW Ohio 20 Under 40 Award. David Bodner, Seymour & Associates, Mass Mutual; Michael Temple, Temple Development Company and Angie Weid, Organized Solutions were announced at the award ceremony Thursday evening, September 25. All three give back to the community in ways that the selection committee felt set them apart from the several hundred people nominated for this annual award. We are proud that 15 percent of the awards were given to Certified Networker grads. With our giving attitude and the caliber of our grads, we can raise that to an even higher percent next year by making sure to nominate others.

"It's about playing football as a very small guy - chasing a dream, never giving up, getting beat up every day and still coming back for more."

~Fred Schmits, II
Mobile Lube

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