

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

Dates to Remember

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of members in the
Ohio CN community
509

Where is CN Giving Networking Presentations?

*Debby welcomes
opportunities to speak to
all groups.*

CN Class

Start Dates '09

- Feb 19, '10 Columbus
- Feb 26, '10 Toledo
- Mar 3, '10 Findlay

We'd like to thank
Julie Cantu, 360
Graphics, who
provided the door
prize for the
Toledo October
guest lunch.

Toledo Lunch Day Changed Starting in November

Time for a change?

That's what your Board of Action suggested at a recent meeting. As a result of this conversation:

THE TOLEDO MONTHLY LUNCH WILL NOW BE CHANGING TO THE THIRD **MONDAY. It will be November 16 for this month.**

We've had several requests to adjust the day and we decided that change is good and that we would try this new day to bring old faces to the lunch – ones that we've not seen in awhile.

We've also had requests for some varied entres at Spaghetti Warehouse. Manager Russell is very cooperative. At the October lunch there was a new chicken pasta offering.

Perhaps in the future we can get him to have a special of the month to add even more variety.

Another policy implemented with recent lunches is that all attendees have been issued a number when signing in. That number corresponded to a number of a chair. This helped all of us to get out of the rut of sitting in the same location and with the same people all the time. After all, one reason for the lunches to have a forum for our community members to cross-class network.

Each lunch you will experience a different networking activity. To have time for this, we dispensed with the question of the day.

*~Debby Peters
CNP of Ohio, Ltd*

Convention: To Go or Not

When times are good and the real estate commissions are coming in fast and furious, going to convention is an easy decision. When times are tougher in the real estate market, the decision becomes a little more difficult. However, that is when the decision should become a no-brainer.

I attended the RE/MAX International Convention again this year and as always I am glad that I did. This is an excellent time to get recharged and a good time to refresh your attitude. The RE/MAX Convention offers fabulous speakers, wonderful networking opportunities, a great variety of classes and many panel

discussions covering various topics.



This year the convention was a bit more subdued and there was a lot of discussion and learning opportunities in the area of short sales and foreclosures. It offers opportunities that one does not experience at the state or national real estate conventions. I have always come away with new ideas to share with clients and a new list of must read books and articles.

Fellow CN grad and a first-time convention attendee,

Toledo/Findlay Graduation

November 12, 2009

5:30 – 7:30 PM

Maumee Indoor Theater

601 Conant Street

Maumee, OH 43537

Email Debby to register for this event. Guests are welcomed AND wanted! Send email to debby@certifiednetworker.com.

Graduations are networking events, too. Of course, it is our first priority to honor our grads. A second priority is to help people connect. Bring a friend and make it your job to help them be more successful by introducing them to one helpful person.

Frank Smith, Re/Max Masters, shared that he liked the opportunity to network with agents outside our local market, share ideas he picked up with his clients and most of all getting to know his fellow agents outside the office setting.

If you are budgeting for next year and are considering eliminating going to your professional conference, I would recommend that you re-think that decision. You may get the one idea that will help you to financially have the most successful year ever.

*~Arlene Gerig
Re/Max Preferred*

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

Melonie Dickey
Affinity Merchant
Services

Sharon Czarny
Czarny Insurance

Arlene Gerig*
Re/max Preferred

Jeff LaCourse
Electronic Merchant
Systems

Jason Madasz
United First
Financial

Nick Nigro*
Davis College

Tami Norris
Northwest State
Community College

Jennifer Olsen
Clair David Interiors

Sandy Pirwitz*
BNI

Jennifer Vaneeckhoutte
SpaceMatters

Bob Werner
Re/Max Masters

Sarah Wicks
AFLAC

* Advisor

Angie Weid, owner and rocket scientist of **Organized Solutions**, is celebrating the fifth year of her successful business. Additionally, she has been asked to be a speaker at the National Association of Professional Organizers (NAPO) 2010 national conference in Columbus, OH. She will be on the "Ask the Organizer" panel discussion which is attended by over 1,000 people.

On November 7 **hypnotherapist Joy MacLeod** will be leading an eight week quit smoking program for the American Lung Association's Freedom From Smoking from her office on South Boundary in Perrysburg.

Andrew Kistner, Assistant Director, BNI, chartered Northern Neighbors Chapter of BNI in Bedford Michigan. They also have their visitor day scheduled for November 17.

Susan Milliron has received her LEVEL 1 Raw Food Chef certification.

Phyllis Bartholomy, Bartholomy Massage Therapy LLC, just finished an informative cancer massage class. She has also been in a commercial for thin and healthy total solutions for her weight loss.

Michael Bankey, Ph.D., Owens Community College, would like to share that he has provided leadership to a team that has recently received over 2 million stimulus training dollars for OCC. The funds are being used to provide short-term training for those who are unemployed.

Alan Stephan, Flag City Water, and his wife Stephanie had their first child Lily Mae Stephan at 11:35 pm on Aug. 5 2009. She weighed 7lbs 12 oz. and was 21 1/2 inches. She is now 10lbs 13 oz and 22 3/4 inches. Alan was also elected President of the Blanchard Valley Chapter of BNI.

Darlene Knapp, shares that **Knapp & Zieman** will be featured in the November issue of **Abec's Small Business Review**. She wants to thank CNER **Patrick Abec** for the

opportunity to showcase their business.

Cathy Skiver, Yoga with Cathy, reports that one of her yoga students from her Wednesday night class at W.W. Knight Nature Preserve in Perrysburg, set up a new yoga class for her to teach at her school. At the first class and there were five students with more promising to come in the future. After class they were very surprised by the difference in how comfortable they felt in their body.

Leasa Maxx, Maxx Marketing & Design, along with Christine Senack and Allen Mireles, presented Social Impact: The Rise of Social Media to a crowd of 75 people on October 14 at Funny Bones/Levis Commons. Naturally, the event had been publicized widely on Facebook, LinkedIn, Twitter, Youtube, as well as in the Toledo Free Press. Afterward, Leasa was interviewed by NBC 24 and the segment aired at 6 p.m. that evening. Proceeds from the event benefited our local Make-A-Wish.

Louise Kahle, Take The Time: Image Matters! Proudly says that she and **Karen Kiemnec, The Journey practitioner**, hosted for Chicks for Charity fundraiser which netted \$270.00 for the Victory Center.

October 1 marked the five year anniversary of current Findlay CN student, **David Trisel's** graphic design and marketing business, **graf-X-cape**.

CNers **Jennifer Alford, Creative Financial Partners, Angela Crosby, Occupational Care Consultants** and **Lori Powe, NBS** were selected for the 20 under 40 award on September 30. Again this year those three rCN grads represented 15% of the winning group of twenty.

Findlay CNers, **Karla Lewis, Flag City Online** and **Kendra Saldana, Smart Sites Imaging LLC** were both chosen for Small Business Awards at the October 15

ceremony.

Jason Madasz, United First Financial, has been traveling quite a bit recently to parts south. He has returned from a family trip to Orlando's Disney World and then he and his wife enjoyed the three-day BNI cruise that he won as a result of the Membership Extravaganza.

As a design student at Davis College, CN Board of Action member, **Jennifer Vaneeckhoutte, SpaceMatters!**, has volunteered to decorate a store window in Maumee as part of the Maumee Uptown holiday festival.

We need your horn-tooting!

Also be sure to read page six for the question of the month.

Social Media - Facebook

We have talked before about Facebook, but today we look at a specific component of Facebook called *pages*.



Facebook pages are a great tool for businesses to connect with current and potential customers on Facebook. You must have a personal profile to set up a page, but one of the things people like about pages over groups on Facebook is that the name of the person who set up the page does not show on the page. Also, pages have a component where you can track the activity on your page, in other words, measure its effectiveness. Once you set up a page for your business, people become fans. You may invite them to be a fan and your fans can invite more. On a page a business can post

events, link to a blog, post photos and share information with their fans. In fact when a business puts a post on their "wall" it will show up in the feed of all their fans' pages. Therefore, practice good networking. Your posts should not just be about selling you, but should share information and generate discussion. For example, on my business's page I have links to videos from **Social Media Breakfast Toledo**, information on upcoming networking events as well as information on our programs.

~Tami Norris
Custom Training Solutions

Tami Norris and marketing sidekick, Leasa Maxx will be back this month leading an intermediate hands-on training on **November 13, from 1 – 3 PM at Davis College**. Cost is \$15 for CNers, and \$20 for guests. Advance registration is required. Payment can be sent to Debby Peters, PO Box 1121, Perrysburg, OH 43552

Check out the cnpofohio.com website. On the front page near the bottom, you will see a CN member's picture, testimonial and logo. This information changes each time you enter the site or hit the refresh button. You can be there too.

Send a business photo, your logo file and contact info along with a statement of what the CN class has done to help your business to [debby@certifiednet worker.com](mailto:debby@certifiednetworker.com).



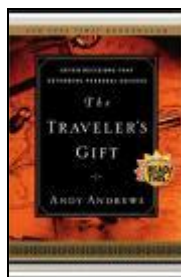
"Facebook pages are a great tool for businesses to connect with current and potential customers on Facebook."
~Tami Norris
Custom Training

Great Reading for Tough Times

Dave Ponder is a man at the end of his rope and completely without hope. As a result of a hostile take-over at his company David has lost his executive job of twenty years. He has exhausted all his savings; he has no medical coverage and his daughter is in the hospital in need of an operation which he cannot afford. Finally, things go from bad to worse. He is fired unfairly from his minimum wage job as a clerk at the local hardware store.

As he drives home that evening he feels like a complete failure as a husband and father. He is forty seven years old and he can't imagine starting over with a new company willing to hire this "old" guy. He thinks about suicide and how his family would be better off without him and his life

insurance policy will carry his family through the tough times to a brighter day.



Instead of suicide, David learns to refocus his life and change his attitude and perspective with a little help from his friends. Those friends include Harry Truman, King Solomon, Colonel Joshua Chamberlain, Christopher Columbus, Anne Frank, Abraham Lincoln, and Gabriel. These friends teach David about the seven life

decisions that we can make, use and reinforce every day of our lives to insure personal success and happiness in all we do.

This great book, **The Traveler's Gift** by **Andy Andrews**, is only two hundred and seven pages long containing a wealth of wisdom and a feast of hope for the soul. You can read it in one sitting and the author hits a home run with every chapter. If you read one book this fall, make it this one.

~Paul Davis
Attorney

Now that the 20 Under 40 Awards and GreaterFindlayInc.'s Small Business Awards have been announced, what's next? Please let us know about awards in your community (including Columbus) so that everyone can use the "nominating" tactic to continue to develop referral relationships or even friendships in the CN community.

Networking
Events
November



Nov 3, GreaterFindlayInc, Fresh Brewed, Findlay Country Club, 7:15 AM

Nov 3, Sylvania Chamber Franciscan Center, 11:45, AM, \$10

Nov4, WEN Bowling Green Meeting, Stone Ridge Country Club, noon

Nov 5, WEN, Marketing Roundtable, Nedley's Ice Cream and Café, 9:30 AM.

Nov 7, WEN Sadie Hawkins Dance, Olander Park, Neiderhouse Community Hall, Sylvania, 7-70 PM, \$15

Nov 9, WEN West, 11:30 AM, Loma Linda's, \$10

Nov 17, GreaterFindlayInc, Business2Business, Findlay Country Club, 8:30 – 10 AM. \$15/20.

Nov 11, WEN morning meeting, Clair David Office Furniture & Design, 6540 W. Central Avenue, 7:30 AM,

Nov 11, Women's Council of Realtors, Holiday Gala, The Toledo Club, 5:30 – 8 PM

Nov 17, WEN Late afternoon meeting, 4:30 PM, Flying Joe Coffee Shop.

Nov 19, WEN Findlay, The Greek Garden Restaurant, 11:30 AM – 1 PM.

Nov 23, WEN lunch meeting (Toledo), Ramada Hotel, Secor Rd. 11:30 AM

Member Spotlight – Ernie Lewis

We normally spotlight graduate members of our community, but this month we are making an exception for an exceptional man. Current class member, **Ernie Lewis**, owner of **E. A. Lewis Consulting**, recently completed *a hundred mile run*. Yes, not a marathon (26.2 miles) but almost four times that. He managed to do it in 30 hours and 18 minutes. Yes, at one time. The Pennsylvania course was hilly, very slippery because of being wet and also dark much of his running time. Think about that. If you've ever been in the woods even with a flashlight, think about how difficult it was to navigate. Now think about running that same path. You probably are beginning to get the idea!

Until seven years ago, Ernie did not consider himself a runner. "I hadn't even run a 5K. My brother, John, called and said, "Guess what I did." He told me that he had run a marathon. Ernie continues. "But John was a lifetime runner. I thought it was cool that he had done that. We talked for about twenty minutes and then he surprised me by asking me if I would run with him next year." Later after the conversation ended, Ernie briefly thought about it, realizing that he wasn't a runner. But John was not to be deterred. He called in the spring and gave a gentle push to get Ernie training for his first marathon. In October that year Ernie ran the distance in 4 hours and 28 minutes. The next year, John repeated the process, but Ernie thought that he knew what he was doing and that the race was really a mental race, so he didn't train so much. Ernie found out he was wrong! The pace of this next race was slower by 7 minutes. Ernie says, "I didn't feel so good about that so I began to train more seriously. I learned running form and techniques. And guess what? It worked at the



next marathon where I ended at 4 hours and 14 minutes, shaving a good 14 minutes off my best time." "John and I continued helping each other and I was so gung-ho, that the very next month I ran another marathon and again cut 4 minutes off my time." Still wanting more he ran another long race in Virginia Beach where many family members live. This race was a breakthrough, as he finished in less than four hours, at 3:57. Again a month later he ran the Glass City Marathon at 3:45. He asked himself, "Could he get better?" Soon he ran the hilly course of the Cincinnati Marathon and while he was a little slower, he still felt that he did really well because of the more difficult course. "So the thought came to me that I wanted to qualify for the Boston Marathon. I was signed up to do that at the Columbus Marathon, but just a month before I ran Akron just for kicks. I came in at 3:38. In order to qualify for Boston, I would need to pare 18 minutes off that time when I ran Columbus. I wasn't sure I could do it, but John was there helping me. Talk about close, I qualified with ten seconds to spare. I learned that I can do a lot more than I thought I could! So many people told me that I couldn't do this; that it was bad for me; that I'd get hurt, but I didn't listen to them. It's a good lesson for me to surround myself with positive people."

Ernie grew up in Toledo, but vacationed in Virginia Beach a lot. He remembers having fun swimming and fishing and hanging out with friends. He still likes to do the same

although he says that fishing has changed so much because many places have been over-fished. With Ernie's consulting business he likes to be the catalyst that changes people's lives for the better. There were several important people that did that for Ernie. Back when he as in his late teens he explains that he was doing things that he shouldn't have been doing - nothing bad, just the usual rebellious stuff. A professor at University of Toledo gave him an extra chance. Ernie shares, "Nagi Naganathan, now the Dean of the Engineering College, allowed me extra time to turn in a paper. I think he saw something he liked in me. His interest helped me to change my ways."

Twelve years ago when Ernie formed his consulting business, his dad suggested that Leadership Toledo would be a good place for him to network. When Ernie talked with the director, Karen Landis, he told her that he was interested but that he didn't have the money. She allowed him to make monthly payments. Ernie says, "As I look at my client list, 80% of my business has come from Leadership Toledo connections." Dad had some good advice.

Today Ernie's goal is to be a great father to his two sons and one baby yet to arrive. He says that he wants to continue to make a difference every day. He continues to cross off items from his life list of things he wants to do. One entry still remaining is that he wants to start an entrepreneurial foundation to help Vietnamese Americans to start businesses. With his track record (or is it road record) we are sure that the foundation will happen sooner than later.

~Debby Peters
Certified Networker of Ohio

Read Ernie's race blog at <http://ernestlewis.wordpress.com>

The Best Referral Ever – Continuing Series

Full of energy, **Lisa Olvera, Sales Professional**, met with me to see what my article was all about. As we started with her associations for her business, I found out how she uses all that energy. Here is the list: CN Grad, WEN Board, Findlay Area Human Resource Assoc. (FAHRA) President, Great Lakes Credit Union Board, Adelante (Latino Resource Center) Board, Stautzenberger College Legal Advisory Board, Diversity Committee for Toledo Area Human Resource Association (TAHRA), MBS Committee for Toledo Chamber of Commerce. We stopped here because I won't have any article left!

This story will support why she believes in networking and relationship approach to business. Merri Bame was a first time attendee at the R2R Group, a networking group that Lisa is a member. In the "asking" portion of the meeting, Lisa requested the name of the human resource manager for OI in Toledo.

After the meeting, Merri and Lisa had a one-to-one where Merri immediately asked how she could help Lisa. The discussions lead to the discovery of Merri's connection, through her partner Kim, with a neighbor that was the human resources contact for Owens Illinois. Merri arranged for Lisa and Kim to meet. Kim

arranged a lunch for the three of them to meet.

Nine months later, Lisa was awarded the work she sought from OI. This happened only through the relationship she was able to build with them.

Lisa wants readers to know that Merri's first priority was to give to Lisa, without asking for anything in return. She was willing to use her personal relationships to fulfill the referral. And how do you give back at that magnitude? Lisa says, "You keep that person in your mind every day to do whatever you can to help them in return with referrals." She is still doing just that!

~Dee Appt
Five Wellness

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

"Lisa wants readers to know that Merri's first priority was to give to Lisa, without asking for anything in return."

~Dee Appt
Five Wellness, LLC

It's So Easy, It's Difficult

Ed note: Aly Sterling, owner of Architectual Philanthropy, sent me this article. I thought it was fitting for both non-profit and for profit organizations! Change the word *donors* to *clients* if you are a for profit business.

Debby, I have to tell you about something that happened last Friday. At just around 6:00pm, following the tail-end of a whirlwind week, my home phone rang. My caller ID said, "[AAA Northwest Ohio](#)". I hesitated, but then thought this one was OK to answer (yes, I too screen calls, especially on Fridays).



The woman on the other end asked who she was speaking to and then proceeded ... yes, hold on to your seat ... to ... **THANK ME FOR BEING A MEMBER.**

That's it. She just wanted to let me know how much they appreciated my loyalty, and that if we're receiving their monthly magazine (think newsletter!) there's an entire page of benefits listed that I should be sure to read (think outcomes! stories of impact! testimonies!).

She thanked me again and told me to have a great weekend, and then she hung up. Again, that's it! Eureka! What if every non-profit took five (5) key donors a week and made a call like this?

I know I'll be renewing next time ...

Have a great weekend,
Aly

Why Do You Do What You Do?

Have you practiced your emotionally based “Why” Statement recently?

In Certified Networker, we all learned that people want to do business with those they feel connected to or those who are open enough that prospects trust them. Having an **E**motionally **B**ased **M**arketing theme is the best way to make this happen.

Some aspects of a great EBM are:

1. It's a story that creates a vivid picture.
2. It is so stirring, that it takes the audience back to the event with you.
3. It catches the heart strings.
4. It is short and to the point.

We've all heard a wonderfully delivered “Why” statement, which is really the EBM of that person.

With that person's permission, send us the why statement. It can be your statement or someone else's statement, but do get their permission. We can showcase both of you with inclusion on the CN Website. It will be great marketing for you or someone you feel strongly about. Send these to debby@certifiednetworker.com.

We're on the Web!

See us at:

www.cnpofohio.com

and comment on our blog at

www.cnpofohio.blogspot.com