

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

Dates to Remember

December

Findlay Lunch	8
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of members in the
Ohio CN community
512

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 Tracy Cox, Bottomline Bookkeeping, who provided the door prize for the Toledo lunch for November.

Two Largest Classes Graduate

It would seem that all our graduations are pretty much the same. Admittedly, they do have a similar feel to each one and in most ways the agenda stays the same. We do so because it works! What was unique this time was that the two largest classes in CN history were honored. In all we welcomed 20 from two classes.

With that in mind, graduation networking events are held for important reasons. First, because we want to spotlight our newest community members. They have hung in there through twelve weeks of class and they deserve a little attention!

Second, we want the grads to be able to celebrate with their family, friends and future referral partners. It is fun to see all the smiling faces and to meet wives, husbands and parents. At our most recent graduation, Toledo CNER **Patrick Abec, Abec's Small Business Review** and Findlay

294 , What Does That Number Mean?

A day after graduation I received a call from Richard Chamberlain, Toledo CN class MVP to thank us for giving a check to his church in his honor. Here is what he said to me, "Living Hope Church holds a special Thanksgiving service every year right before Thanksgiving, and as a part of that service, we have a special offering for different international and local ministries. This year's service will be on November 22 and the entire offering will be going to an



organization called Samaritan's Purse, which is a Christian International Relief agency. Our Church's donation will be designated to aid the Sudanese refugees, and the money that is donated will buy food for those refugees. Unbelievably, they are able to provide a meal for a person for 17 cents so your donation of \$50.00 is going to provide **294 people** with a meal."

Many times I have felt that our charity checks are ONLY fifty dollars. It seems so little. But getting feedback like this from Richard reaffirms that every little bit helps.

My challenge is for all of us to figure out how to stretch our dollars to do the best possible good.

~Debby Peters
CNP of Ohio, Ltd.

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
Send Out Cards

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

Jeremy "Bud" Haselman, Northwestern Mutual, married Cheryl Moorhead Saturday, November 14. Jeremy proposed in a hot air balloon ride. We can't wait to hear the wedding story.

Lori Cannon, Edward Jones, reports that a very successful Girl Scout Leadership Breakfast was organized by a committee of committed CN grads, including, **Darlene Knapp, Knapp & Ziemann, LLC, Debby Peters, CNP of Ohio, Ltd., Dana Zanville, Corporate Splash, Zo Redman, State Farm** and **Sandy Pirwitz, BNI**. This event acknowledged the leaders in the community and also asked for mentors for the Camp CEO program.

Marcia Russell, St. Lawrence Carpet Cleaning, just became a certified woman-owned business for the City of Toledo.

Danielle Hubbard, Interior Design student at Davis College and **Jennifer Vaneeckhoutte, SpaceMatters**, have both volunteered and decorated a storefront window in Uptown Maumee for the parade and holiday season.

Dave Bodner, Seymour & Associates, Mass Mutual, has completed his first 10K (6.2 miles) road race by participating in the Race to Recovery on October 25, 2009. All proceeds support Race to Recovery, a local not-for-profit organization. Its goal is to prevent substance abuse in adolescents and offer a positive alternative to those currently battling addictions. Dave's goal was to complete the race in less than 45 minutes. He finished in 43:55!

On November 4, **Becky Pegorsch, Lee Winters Florist**, received an Outstanding Alumni Award from Penta County Vocational School. This is a wonderful honor for Becky, a 1977 graduate who majored in horticulture.

Cathy Skiver, Try Yoga With Cathy, shares that thanks to **CNer Kim Sloan** she is teaching yoga classes in the new fitness center at Stone Oak

Country Club. Cathy is getting the opportunity to bring a little island of calm into more people's lives. Cathy says that Kim has done a great job getting all kinds of classes started.

Lisa Olvera, President of the FAHRA (Findlay Area Human Resource Association) would like to announce that membership has increased from 33 in January 2009 to now 103 in November. Additionally, Lisa was the winner of the 2009 Northwest Ohio Hispanic Chamber of Commerce Business Person of the Year. She was nominated by clients, business partners for her outstanding customer care, community outreach and networking abilities.

Amanda Ballard, reports that daughter, Abigail Elise Ballard was born November 4 at 11:36 AM. She weighed 9 lbs 2 oz and was 20.75 inches with a full head of dark hair. Big bro, Gavin is doing great with her!

Karla Lewis, Flag City Online, has been asked to join a Master Mind group. It has helped her to reorganize her business and prepare properly for next year. She is really excited to be a part of such a dynamic group of business people.

Matt Lee, Accessible Renovations Inc, reports that his 7.0 Mixed Doubles tennis team qualified for Nationals in Las Vegas last month by winning the Midwest Sectional. They knocked off the state champs from Illinois, Wisconsin, Indiana and Michigan for the right to go to Vegas. The tournament was November 20-22 and there were seventeen teams qualified from around the country. Results later!

Michael Temple, Temple Development Company, is pleased with the launch of long anticipated eCommerce project for Carruth Studio that he and his team have been developing. George Carruth is a celebrated American sculptor in Waterville. George's

sculptures are sold all over the U.S. and even abroad. The new site contains many new management and marketing functions and will allow them to expand their business even faster online. The new site can be viewed at www.carruthstudio.com.

Jody Zink, voice talent and Realtor with **Loss Realty Group**, received her Ham Radio License from the FCC. Her new call sign is KD8MFX. She doesn't plan to build antennas in her backyard, but did get the license to be more useful in her volunteer efforts at the New York City marathon on November 1--something she's been part of since the mid-1990's.

Sandy Pirwitz has just launched a new **BNI** chapter, called Masters of Networking which meets in Perrysburg on Tuesdays at noon. CN grads who are in this new chapter include Jason Madasz, United First Financial (who is the chapter's BNI Ambassador), Bob Werner, Re/Max Masters, Sharon Czarny, Sendoutcards and Andrew Kistner, Williams Insurance Agency. She now advises seven BNI chapters, so she never knows how to answer a question she gets all the time, "Sandy, how do you like retirement?"

Susan Milliron was a guest speaker at the Vegan-Gal Fall Retreat in South Haven, MI, November 6-8. Susan gave two seminars. They were titled *Green Smoothies* and *Baby Steps to Raw Foods*.

Eric Tomaszewski, Toledo Mud Hens, is proud to announce that the Mud Hens are currently taking reservations for season tickets and group outings for the upcoming 2010 season. Eric can be reached at etomaszewski@Mudhens.com.

Social Media – Ping.fm

Twitter, Facebook, MySpace, LinkedIn. How are you supposed to remember to update your status on each of these sites? Would it be helpful to have a central point from which to do all your updates? Ping.fm may be the place for you.



In order to be effective at social networking you need up to date content that is going to engage the reader. If you maintain multiple sites, it can be difficult to remember or to find the time to go to each site and do the updates so Ping.fm gives you an opportunity to create a profile and bring together all your sites. Once you have linked your social networking sites to your Ping profile you will be able to update all or selected sites from a central location. Ping also includes tools that allow you to update

your status from your cell phone, email, skype or via text messaging. Online social networking will only work if you post regular, insightful updates so go to www.ping.fm and see if this is the tool that could help you.

~Tami Norris
Custom Training Solutions

If you weren't at the Toledo Facebook training, you missed a lot of fun and also great information. Leasa Maxx and Tami Norris taught us how to make pages, how they are different than groups and how we can effectively use that information to promote our businesses. At the end, again students said, "We want more." We will be asking Leasa and Tami to lead more of these hands-on sessions. While no dates have been set, we would hope to offer something at the beginning of 2010. Stay tuned for more information.

Networking Groups – Goddess Night Out

What originally started out as an idea for a festival has turned into a once a month networking gathering, known as Goddess Night Out. The original marketing strategy behind the concept for a festival was to promote awareness of the Vistula Historic District north of downtown Toledo while attracting and promoting women owned businesses to the area. The festival never happened; but the start of a fabulous gathering of women was created and the goal of promoting the Vistula Historic District and women-owned businesses was met!

Goddess Night Out is described as a more natural way of networking. At this event women come together to celebrate their health,

businesses and simply relax together. "Through this, networking comes naturally outside of who we are professionally," described Toni Gaines. The event is typically held at the beautifully renovated Casey-Pomeroy House, a Bed & Breakfast ran by owner, Sue Burkett. Each month the event has a sponsor who brings wine and finger foods for the attendees to enjoy while their business is the highlight of the event. They may have a demo, display their goods or even belly dance as I had the pleasure of seeing at one of the events!

There is no official mission statement or by-laws, no board of action, but there is a core group of women that

Recent Graduates of the Toledo and Findlay classes are:

- Rachel Hobson, Rise Tyme Coaching
- Kathy Kreuchauf, Findlay Hancock Co. Community Foundation
- Ernie Lewis, E. A. Lewis Consulting
- Tim Pierce, Brenda's Tax and Consulting Service
- Lesley Postle, State Farm
- Pat Sylvester, Voices for Children, CASA
- David Trisel, Graf-x-cape and Grab Bag Marketer
- Sue VanSant, Sylvan Learning Center
- Patrick Abec, Abec's Small Business Review
- Susan Carr, Private Wealth Consultants, LLC
- Richard Chamberlain, Law Office of Richard Chamberlain
- Julie Emmenecker, HobNobToledo.com
- Jim Hunt, John Hancock
- Brenda Michalski, PerDiem Nurse Staffing
- A.J. Motter, AFLAC
- Barb Rains, The Employer's Association
- Rick Reichow, Famer's Insurance
- Nathan Vandenbroek, A Dramatic Change
- Nathan Young, American Family Insurance

make this event happen! The foundation of the group is to celebrate the gifts of the Goddesses we call women. To promote and celebrate when we are at our peak, not when we are down and out or after we have passed on.

The next gathering of "Goddesses" will be on December 2 from 5-7pm which marks the one year anniversary of the event and held at the Casey-Pomeroy House at 802 N. Huron Street, Toledo, OH. The event is free to attend.

~Melonie Dickey
Affinity Merchant Solutions

"If you maintain multiple sites, it can be difficult to remember or to find the time to go to each site and do the updates..."
~Tami Norris
Custom Training Solutions

Awards: nominate A CNER or a referral partner

YWCA Milestones Award, nomination due **December 14**. Go to www.ywcatoledo.org for nomination form.

Athena Award – Toledo, nomination due **January 15, 2010**. Application can be downloaded at the Toledo Chamber Website.



Dec 1, Sylvania Chamber
Franciscan Center, 11:45,
AM, \$10

**Dec 2, WEN Bowling
Green Meeting,** Stone
Ridge Country Club, noon

**Dec 2. GreaterFindlayInc.
Women's Leadership
Forum,** 11:30 AM. Findlay
Country Club. \$25

**Dec 8, GreaterFindlayInc,
Fresh Brewed,** Findlay
Country Club, 7:15 AM

**Dec 9, WEN morning
meeting,** Clair David Office
Furniture & Design, 6540
W. Central Avenue, 7:30
AM,

**Dec 10, WEN, Marketing
Roundtable,** Nedley's Ice
Cream and Café, 9:30 AM.

**Dec 12, Women's Council
of Realtors,** Monthly
general meeting, 11:30 AM,
Toledo Board of Realtors,
pot lot lunch. No fee

Dec 14, WEN West, 11:30
AM, Loma Linda's, \$10

**Dec 15, WEN Late
afternoon meeting,** 4:30
PM, Flying Joe Coffee
Shop.

**Dec 17,
GreaterFindlayInc,
Business2Business,**
Drury Inn & Suites, 8:30 –
10 AM. \$15/20.

Dec 17, WEN Findlay, The
Greek Garden Restaurant,
11:30 AM – 1 PM.

**Dec 28, WEN lunch
meeting (Toledo),**
Ramada Hotel, Secor Rd.
11:30 AM

Matters

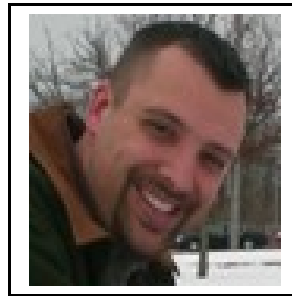
Member Spotlight – Jason Madasz

I first encountered Jason Madasz almost two years ago when I became his BNI chapter's Assistant Director. He was then owner/manager of a local cell phone provider. I didn't know until much later that he wasn't at all happy with the life that occupation was creating for him. So he worked very hard to bring on the changes that were necessary to both his and his family's health and happiness.

Jason is now the branch manager for United First Financial, a business that



helps people pay off their debts, including their mortgage or home equity loan, in much less time than planned, without creating additional financial difficulties. For some time, he had difficulty getting potential clients to understand how his business works. He had a one-to-one with Debby Peters and she had him create a "visual" by drawing on paper how the money flow operates. He not only now uses this same visual to explain it to others, but he was so inspired by Debby's ability to help him that he took the CN course to pick her brain some more.



Out of all the concepts we learned in CN, the "EBM" (the emotion-based marketing message) had the biggest impact on Jason and it continually drives his every move.

In addition to Debby Peters, another source of inspiration is Jim Rohn whose message is, "Those who are successful find the Opportunities when presented with Difficulties, those who are unsuccessful recognize the Difficulties in every Opportunity." Those are some mighty powerful words.

Jason is the consummate networker. He is a member of the Perrysburg chapter of BNI and during the past year as chapter president, he helped the chapter almost double in size. He now also serves as a BNI Ambassador, helping me advise other chapters.

He wanted to get more involved with the CN community, also, and now has served as a Graduate Assistant in the most recent class and also serves on the CN Board of Action.

He knows so many people that when I find myself frequently asking him, "How do you know him/her?", His answer is usually "WEN" (Women's Entrepreneurial Network). He truly is a "helping/connecting/networking giant."

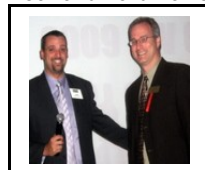
Jason's first priority is his family. He won a Caribbean cruise in October as a result of his involvement with growing his BNI chapter. My husband and I had the pleasure of spending a lot of time with Jason and his beautiful wife Jennifer. (And talk about a busy family, Jennifer is a nurse with two jobs and is soon to become a Nurse Practitioner. Combine that with having two small children, Braeden and Samantha, you can't help but wonder how they have time for anything else.)

I am very proud to call Jason Madasz a good friend of mine.

~Sandy Pirwitz
BNI



Toledo class, Jennifer Alford, trainer, Jason Madasz, Graduate Assistant, Nathan Vandenbroek, Rick Reichow, A.J. Motter, Sue Carr, Brenda Michalski, Julie Emmenecker, Jim Hunt, Richard Chamberlain, Patrick Abec. Missing: Rebecca Booth, Grad Assistant, Leah Beck and Barb Rains.



Left: Jason with MVP Richard Chamberlain.



Right: Debby and Jennifer with Sharon Cazrny and Bob Nowak who repeated the class using the CN guarantee of once a student, always a student.

Graduation Photos



Findlay class: Debby Peters, trainer, Josette Brinkman, Lynne Calvelage, grad assistants, Sue VanSant, David Trisel and Tim Pierce. Missing: Rachel Hobson, Kathy Kreuchauf, Ernie Lewis, Lesley Postle & Pat Sylvester.



Josette and Lynne with MVP Sue VanSant

The Best Referral Ever – Continuing Series

It was fun to meet **Melonie Dickey** from **Affinity Merchant Solutions**. She is an independent merchant consultant, but more than that; she is very nice, knowledgeable and really enjoys life. It shines in her eyes! She is also a 2008 graduate of the Certified Networker course.



Preston Gardens at Levis Commons. Several businesses were invited to promote their products and services. It was a successful event and referrals were given and received.

Then on August 20, Jennifer Brouwer received a call from a lady who said she had attended the Valentine's Day event in February. She wanted to make a contribution to the Janet Phleger Foundation! They met and "Jen received a

check for \$500 whopping dollars!" as Melonie put it. Over 6 months had gone by and that one event was still giving back. Melonie was more than overjoyed to know that she had helped to facilitate this donation and to have spread the word about the good work that Jen has been doing.

Best Referrals Ever can even be a memorable event like this! Something that you may have learned in Certified Networker training, like techniques from Module 4, that Melonie was using, can lead to a new business relationship and a spectacular result!

~Dee Appt
Five Wellness

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

"Jen received a check for \$500 whopping dollars!" as Melonie put it."

~Dee Appt
Five Wellness, LLC

CN Translated to Real Life

Ed. Note: This is the beginning of a new series called CN in Real Life, where we find examples of CN techniques being used out there in the real world. If you would like to submit an idea, send an email to debby@certifiednetworker.com.

Probably many of us have heard the name Warren Buffett. He is the man behind the Berkshire Hathaway, a conglomerate that buys other companies for investment purposes. Berkshire Hathaway has been so successful that many people consider Buffet to be an investment guru. But enough about investing. This story is about a little known fact concerning his recent acquisition of the railroad, Burlington Northern.

As I skimmed the article that detailed this purchase, the reporter detailed how Buffet followed his own rules. Rule 3 was to act quickly. And here's what caught my eye. Buffet had met with Matthew K. Rose, the chairman and chief executive of Burlington Northern, **who practiced an investor presentation with Buffet**. Immediately after this practice session, Buffet said to Rose, "If you ever want a good home for Burlington, think of Berkshire." And the rest is history. You can read this report at <http://dealbook.blogs.nytimes.com/2009/11/04/buffett-bets-big-on-railroads-future/> if you want more details.

This bit of the story ties us right back to Module 4, 18 Tactics to Motivate Your Referral Sources. The technique is #3, **researching**. One example we give in class for this technique is for the new real estate agent to practice her listing presentation with 8-10 possible referral sources. The immediate objective is to receive feedback about the presentation. The long range goal is to develop the relationship with these sources in this indirect manner by asking them for help. Rose may have wanted only to practice his presentation, but in the end, the "investors he was prepping for" became one, Warren Buffet himself.

Just think, the techniques we learn in CN are used out there in the real world and with real people, very *successful* real people. Review of Module 4's techniques wouldn't be such a bad idea. An even better idea is to choose several to use in the new few weeks. After all, following Warren Buffet's lead seems like a good idea.

CN has new name tags! They will be given to each new graduate. They are large and easy to read with the CN logo and just the first name of each person in black letters on white background. They have a "super" magnetic clasp. *They won't come off when you least expect it.* These can be ordered for \$10 from Dana Zanville at corporatesplash@sbcgllobal.net. She needs to have a group of twelve to order. Talk to your former classmates and see if they would like to be part of the new CN look. These can be worn at lunches, graduations and other CN events, which will certainly help you to cross-class network.

