

TEN YEARS of ConnexNation
*Connecting you to your **Next** referral*

Dates to Remember

January

Findlay Lunch	10
Toledo Lunch	16
Findlay preview	19
Toledo preview	20
February	
Findlay Lunch	7
Toledo class starts	3
Findlay class starts	15
Toledo Lunch	20

of members in the Ohio CN community
602

Thanks to **Jennifer Vaneckhoutte, Space Matters**, for donating a gift bag of wonderful chai tea, a scented candle and a warm mink-like throw for the door prize at the Toledo December lunch. Our money taker, **Bob Werner, Re/Max Masters**, was the lucky winner.

For those attending the Toledo lunch in January, the door prize will be a punch card for "smoothies" at **St. Julian Fitness**, thanks to **Shirley St. Julian**.

What can we learn from Mark Zuckerberg?

I read a *Wall Street Journal* article about Facebook's Mark Zuckerberg. The founder and CEO of the social-networking giant has spent the last 18 months methodically preparing Facebook to go public and also to look and act more like a blue-chip business. When Facebook does go public, he wants it to be there for the long run.

What's that got to do with networking you ask?

Whatever your feelings about Zuckerberg, he demonstrates what we can do to ensure our future success, no matter whether it be going to school, reading a book or having a strategic approach to networking.

If at the end of 2012 you want to have added two more quality referral sources to the mix, then it has to begin right now. Zuckerman did the same thing 1 1/2 years ago when he set his vision into action. He began replacing team members and recruiting new ones so that he could have top performing players in place already acting as a blue chip



company before they went public. If he waited until after the IPO, he probably would be faced with many problems that would need attention immediately. Without the right people in place, those small problems could become huge barricades in

his way to blue chip status.

It's the same for us. We need to assess what is in place right now to determine if it is working. We also can benefit from adding new faces if current referral sources are not up to snuff. But we all know that a good



referral relationship doesn't happen overnight. Planning like Zuckerberg, starting now to meet with **potential teammates**, is a good plan for the beginning of the year. It may take a couple months to find that right person.

Then you have to spend the time necessary to develop a *blue chip* relationship. Getting a fast start at the beginning of the year can mean that the third and fourth quarters are referral heaven for you.

What else has Zuckerberg done?

The Facebook leader has not changed his values, but from time to time he has changed his attire. It is rumored that he gave up his hoodie for a blue tie when President Obama visited. He knows that flip-flops will not be the shoes he wears when he visits with the Wall Street bankers, but instead he'll don his new Adidas.

While most CNers already dress professionally, what could you change about the

way you do business now? Will you add technology? Will you launch or change your website? Does your car play a starring role in your business life? Is it the right one? Like Zuckerberg, we don't have to change a lot, but editing a few small details may make all the difference.

Is there anything else we can learn from all this?

Yes, in order for Facebook to become a stock that lands in the investment portfolios of widows and orphans, it must demonstrate that it has a handle on the security and privacy issue with all the information of 80 million users. While that is yet to come, I am sure that Zuckerberg has someone on his team currently working on that challenge.

Learning from this, what hindrances do you see that could block you from becoming even more successful in the future? Identifying them is the first step in neutralizing them.

If you complete a **SWOT** (strengths, weaknesses, opportunities and threats) analysis at the beginning of the year, it can help you to become aware. Knowing your weaknesses or threats will mean that you can put a plan into action right now that will play out as the year unfolds.

Being a blue chip business person is not a bad plan for this year. What will you do to get to that status?

~Debbly Peters
Connex Nation

It's Horntootin' Time!

Your Board of Action helps to manage our growing CN community. Tell them "thanks" by meeting with them to find out how you can help them.

Tony Burek (new)
Regal Financial Group
419-351-7693

Amy Cameron
Custom Floors with
Amy
419 944-9696

Melonie Dickey
Affinity Merchant
Solutions
419-343-0017

**Linda Everhardt
Kardux**
Business Navigators
419-578-2661

Arlene Gerig*
Re/Max Preferred
419-283-9654

Jason Madasz
DebtTech
419-266-5466

Nick Nigro*
Davis College
419-473-2700

Tami Norris*
Northwest State
Community College
419-574-2699

Colleen Robinson
Re/Max Findlay
419-423-8004

John Mark Valo (new)
AFLAC
419-509-0295

**Jennifer
Vaneckhoutte**
SpaceMatters
419-279-3944

Jennifer Wenzke
Mary Kay
419-290-0309

Bob Werner
Re/Max Masters
419-654-0504

Dana Zanville
Corporate Splash
419-265-2233

*Advisers

Angela Crosby is pleased to announce that **Occupational Care Consultants** recently won the Better Business Bureau's Torch Award for ethics in the marketplace.

Cathy Skiver announces the NEW Local Health and Wellness Guide, in print and online at www.localhealthandwellness.com. The guide will provide the alternative healthcare professionals an opportunity to explain their practices and benefits.

Dana Zanville, Corporate Splash, was named Vice Chair of Compass Recovery Services Board of Directors.

David Trisel, Graf-X-cape, and **Grab Bag Marketer** just completed the third year of the "Grab Bags of Holiday Cheer". Local merchants sponsor a \$15 bag and that bag is turned into a gift bag valued at \$60-120! These bags were distributed to families in the Findlay area via Friends of Santa.

Congratulations to the Platinum Partners BNI Chapter for inducting six new members in December after their Visitor Day. CN Grads **Judy Gorun ReMax Preferred** and **Jenn Wenzke, Mary Kay** are members of this chapter

Congratulations to **Sandy Pirwitz** for winning **BNI Director of the Year**, which was announced at the annual Team Ohio meeting in Columbus on December 2.

Debby Peters, Connex Nation and **Jenn Wenzke, Mary Kay**, announce that they will be collaborating at a workshop on January 25 entitled "New Tactics in the New Year to Gain New-Found Success."

Joy MacLeod has recently made some branding and marketing changes in her business. Her advisers suggested a shorter, easier to remember name which will be better to access online. The

new business name is **Hypnosis Transforms, LLC**.

Louise Kahle, Take The Time: Image Matters!, was asked by the Area Office on Aging of Northwest Ohio to do a makeover for two caregivers for their annual Caregiver Expo, held on November 6 at the Seagate Center.

On January 14, 2012, **Randy Raymond** and **Teresa Raymond** will celebrate 20 years of ownership of **Marbee Printing and Graphic Art** in Findlay. Company sales have grown over 700% in the past 20 years. With the help of their networks, they have been able to acquire a location in Bluffton, **Boehr Print**, and open a new office in Tiffin, **Seneca Design and Print**.

Mary Ann Mills, ReMax Masters, has officially received her PMN Performance Management Network designation and was given national recognition while in Anaheim, California for the NAR (National Association of Realtors) and WCR (Women's Council of Realtors) conferences.

Michael Temple, Temple Development Company, has been awarded a new contract to develop a large web-based grading and reporting system for a local charter school, with possible rollout for charter schools nationally.

Tiffany Robinson, American Family Insurance, announces her engagement to fiance, Billy, whom she met on a Christian Dating website. The wedding date is set for September 29 in Las Vegas.

Stas Krukowski, Yark Automotive, is seven cars ahead of the next closest salesman to be the "2011 Yark New Car Salesperson of the Year". That may change over the last few days of the year, but he is doing his best to keep the top spot.

Megan Coyle Stamos, Coyle Funeral Home, qualified for the Homesteaders Preneed funeral insurance National Leaders

Conference to be held at Atlantis Bahamas in March.

Joani Donovan, Ultimate Body, Mind & Spirit, completed an advanced massage therapy training in Costa Rica.

Fred Schmitts announces that **Mobile Lube** is celebrating five years of being in business. He is giving his customers 10% off as part of the historic mark.

Tim Saddoris, Infostream, and **Maja Reed, Maja Reed Consulting** have teamed up to assist **Bill Steele, HIREarchi**.

Rick Reichow, Farmers Insurance, has qualified for Topper Club which will be held in Hollywood, FL at the end of July 2012. Topper Club is an achievement club that places him in the top 10% of Farmers agents in the United States.

Hallie Nagel announces that the Perrysburg branch of the **Farmers & Merchants State Bank** is collecting new and gently used coats, hats, scarves and gloves for homeless veterans in northwest Ohio.

Linda Wilson announces that **Goodremont's Incorporated** earned the digital printer/copier business at The Hollywood Casino! Team Goodremont's looks forward to servicing the Hollywood Casino for many years.

Tim Pierce announces that **Brenda's Tax Consulting LLC.**, won 1st place in Napoleon's Christmas Parade. The float featured Uncle Sam relaxing in a hammock with all his merry elves passing out flip flops.

Greg Peters of The Reluctant Networker LLC., will be presenting two courses in good networking practice through the Ann Arbor Public School's continuing education program.

Networking Group – Review Time

OK, it's the beginning of the year and it is time to make a decision about renewing your networking group memberships. What are the criteria you will use to make a valid decision.

In Chapter 6 of the manual that supports the Connex Nation class, we ask you to set goals at the beginning of each year for every group you belong to. And along with dollar goals we also ask you to track time and money spent. In this way at the end of the year, you can easily review your expectations and see if the results fall approximately where you

want. If so, then it is a no-brainer; write the darn check! If not, then you have a few questions to ask yourself.

1. If this group fits what you are trying to achieve, then have you really truly made the effort needed to be successful?
2. Is there something you need to change?
3. Is there something about the group that is keeping you

- from meeting you goals?
4. What steps can you take to either change the dynamics of the group or your approach in order to gain new success?

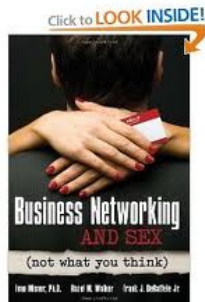
Remember; if you blame the group, make sure your assessment is accurate.

~Debby Peters
Connex Nation

Book Report – Business Networking And Sex (not what you think)- Misner, De Raffe and Walker

Ok, I admit it, the title of this book obviously caught my attention and really peaked my curiosity. However, what I found inside turned out to be much more than a just a catchy title. In reality, the book has nothing to do with sex; it is really about gender. But let's be real, *Business Networking And Gender* wouldn't sell nearly as many books! The authors do use plenty of humor to bring into light some of the typical networking issues experienced by both male and female business professionals.

Whether you are male or female, there are bound to be sections throughout this book that will get your blood boiling! As a man, I can honestly say that there were times I was embarrassed to be a member of the male population! One thing that was discussed in detail was the fact that the exception often becomes the perception. This became very obvious as the authors spent almost 4 years



interviewing over 12,000 business professionals. They then compiled this statistical data using it to supplement both of their opinions. Interestingly, I found that there were very minor differences in the ways men and women seem to approach business networking. At least this was true based on the data collected. The most controversial portions of the book came from the 1000 comments also collected over those four years. These comments illustrate some of the largest networking mistakes committed by members of both sexes. Although these mistakes are statistically the exception, they

have become the perception in many cases.

I especially liked the structure of this book, which made it a very easy read. The authors are careful to share both the issues from *His* point of view and *Her* point of view. The statistical analysis wasn't overdone. Instead it was splashed into the mix providing an unbiased point of view simply based on the data collected. It often provided important insights on how to better navigate the maze of communication glitches experienced when networking with the opposite sex.

Whether you are the exception or not, *Business Networking And Sex* is likely to push some buttons and may make you a little angry at times. But pay attention to some of the perceptions of the opposite sex; there is a little something for each gender in this book that will ultimately make us all better business networkers.

~Jason Madasz
Debt Tech

Stayed tuned for exciting news about how we are going to celebrate our 10th anniversary in 2012!



Think about breakfast!

Networking Events



Jan 3, Sylvania Chamber,
Luncheon, Franciscan Center,
11:45 am- 1:00pm

Jan 4, WEN BG, Stone Ridge
Country Club, 11:30 am-
1:00pm

**Jan 5, WEN Marketing
Roundtable,** Nedley's Ice
Cream, Perrysburg, 9:30am

Jan 5, WEN East, Cousino's
Steakhouse, Woodville Rd,
11:30am -1:00pm

**Jan, Greater Findlay Inc.,
Fresh Brewed Business,**
Findlay Country Club, **NO
meeting**

Jan 9, WEN West, Loma
Linda's, Airport Hwy,
11:30am - 1:00pm

**Jan 11, Easter Maumee
Chamber of Commerce,**
Strictly Social, 11:30 AM,
Luckies Bar & Grill

Jan 11, WEN AM Coffee,
Clair David, W. Central Ave.,
7:30am -9:00am

**Jan 17 , Holland Springfield
Chamber "Connections",**
IHOP, 8-9 AM

Jan, SO NOW, Stone Oak
Country Club, **NO meeting**

**Jan, Greater Findlay Inc.,
Business2Business
Networking,** Holiday Inn
Express Hotel, 8:30 am -
10:00am, **NO meeting**

Jan 16, WEN Bluffton,
Jeanne's Kitchen, Vine Street,
11:30am - 1:00pm

Jan 17, WEN, IDDM, Flying
Joe, Levis Commons, 4:30pm
- 6:00pm

Jan 19, WEN Napoleon,
Azul Tequila, 11:30 am -
1:00pm

Jan 24, WEN OGINAD,
5:30pm - 7:30 pm, Location
TBD, information at
www.wen-usa.com

Jan 26, WEN Findlay, Greek
Garden, S. Main Street,
11:30am -1:00pm

Member Spotlight – Joy MacLeod

Joy MacLeod has a storied past. She now finds herself using those experiences, to assist and give back to others. Talking with her, it became very evident early on, that she has a great passion for her work, as her enthusiasm shined through.

Joy is a Maumee native, where she was born and raised and finds herself still residing today, with her husband Brian. She is a mother of two daughters, Shayna and Ashley, and a proud grandmother of four "grandbabies." She attended Maumee High School, and furthered her education at Owens Tech. She began to focus her studies at Tiffin University where she concentrated in Ophthalmology and went on to work in the retina department at St. Vincent's in Toledo.

Her life was presented with some major adversities when she was diagnosed with cancer in the late 90's. Joy is now a three time cancer survivor and has been cancer free for more than 10 years! Since her recovery, she has focused her life around helping people with the same tragic hardships she herself had to experience. She still vividly remembers those thoughts and feelings she had experienced throughout the duration and desires to help others going through the same diagnosis.

As a result, Joy is the owner of Cancer Care Advocates, "a non-profit where I offer spiritual and emotional support for cancer patients and their caregivers."

She also finds herself volunteering at a few other cancer organizations. The Victory Center is a cancer facility that offers free care for those in the Toledo Area and also, the American Cancer Society in



Perrysburg.

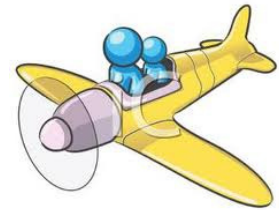
A CN graduate of 2006, Joy said the class has been very beneficial to her. She stated she feels "ahead of the game," especially since she is unveiling a new venture of hers called "**Hypnosis Transforms LLC**," where she is a general practitioner specializing in behavior modification, stress, and pain management. The knowledge gained in CN training has been particularly helpful for her in obtaining a defined focus for her target market.

In addition to volunteering, Joy is also involved in WEN where she is very excited to start introducing her new business.

Joy shared with me a number of her success stories, as she has worked with people and encouraged them with the use of the "power of the mind." One particular story that really impacted Joy happened within her family. Recently, Joy's mother suffered a major stroke, and was told she'd probably lose the use of her right leg. With the help of Joy's persistent attitude and the use of positive thinking, her mother was able leave the hospital within four days!

When asked some of the things she likes to do, Joy said her husband Brian, is a "private pilot who owns his own airplane so we fly the friendly skies frequently." When not in the air, Joy can be found reading. An avid

reader, she reads 3-4 books usually over the course of one week! She also relishes her time spent with her four beautiful grandchildren, since they live out of town. One of their favorite things to do is when they are together is "ride around in the car and sing-a-long to loud music, with the windows rolled down."



In the next year, Joy's goals are "To be healthy and fit, happy and joyful each and every day, help as many people as I can either on their cancer journey or through hypnosis, changing behaviors and living full, wonderful lives."

If you have yet to meet Joy, or if you have known her for years, I encourage you to meet with her to learn more about the exciting new things she is doing! And of course, in true CN fashion, see how you can be of help to each other.

~John Mark Valo
Aflac

Networking in Real Life

Have you ever been at a networking lunch, deep into your conversation, only to be interrupted by the service person again and again? It seems that some restaurants train the staff to ask every five minutes or so if you need anything or would like to give a report on the first bite of your food.

My daughter-in-law, Elizabeth Peters, and I were talking about this phenomenon. She had been at just such a restaurant and the service person not only kept coming back, but also would interrupt the conversation

instead of waiting for a break. Both of us agreed that we don't want that kind of service and would prefer the waiter or waitress who sees a need and fills it. Just like that. Of course, we realized that our minds cannot be read, so once or twice during a meal, we don't mind a verbal communication.

What is your take on this issue? Will you patronize a restaurant where employees use frequent interruption as part of their method of service? If you don't like it, would you talk with the manager, even if that person was one of the offenders?



Thanks to **Sandy Pirwitz** of BNI for giving to CN by editing this month's newsletter.

December Toledo Lunch Photos



Mary Lou Vargo and Nick "Ho-ho-ho!" Nigro.



Jennifer Vaneckhoutte laughing at one of Dave Achen's sick jokes.



Sandy Pirwitz trying to find something in her purse.



Arlene Gerig and Doug Clark, plotting to take over the world.



Santa, Bob Werner, our money taker, and Melonie Dickey. What does she want for Christmas?



Rachel Hobson saying "Cheese!"



Jacqueline Koepfer and Jessica Smith will take the course in February.



Joe Francis figuring out who to talk to.

CN member offers

Linda Fayerweather of **Changing Lanes LLC** will be teaching two workshops in January. **One Year Action Plan for Success** starting January 11 at 8:30AM. You will create a plan that works for you and your team. Cost is \$249 with online registration.

Building a Thriving Business for Your Future is January 25 at 1:30PM. Learn the 7 Tips to build a business that will THRIVE! with or without you. Cost is \$69. Both workshops will be at Bowling Green State University at Levis Commons in Perrysburg. Details are available at www.ChangingLanes.biz or call 419-897-0528.

Jennifer Wenzke, Mark Kay and **Debby Peters, Connex Nation**, are offering **NEW Tactics in the NEW Year to Gain NEW-found Success**, January 25, 6 – 8 PM, at Key Bank in Sylvania. The cost is \$29. Register by sending an email to jennwenzke@hotmail.com.



Networking Events

January 26, 2012, quarterly networking meeting, Eastern Maumee Bay Chamber of Commerce, Location TBD, www.embchamber.org or check Facebook

January 27, 2012, Third Annual "Meet me at Lenny's" benefitting the MODEL Autism School. 4-9 PM. Becky Knapp, 419-654-4076.

January 27, 2012, Fort Meigs and Wolf Creek YMCA, For Your Y Community Benefit, Belmont Country Club, \$95, foryourymcatoledo.org

January 30 – February 5, 2012, The Toledo Rotary is hoping to break an all-time goal with the American Red Cross. They are looking for blood donors for that week. To schedule an appointment go to redcrossblood.org or call 1-800-RED CROSS.

February 3, 2012

The Victory Center Luncheon/Style Show, \$36. For information call Jennifer Wenzke at 419-290-0309.

Volunteer For a Board

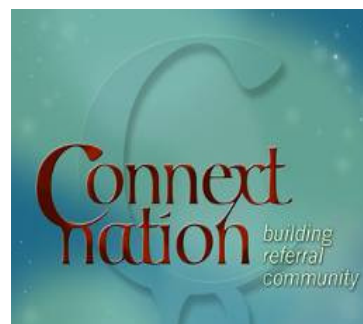
The Daughter Project is a non-profit organization in northwest Ohio that is preparing to operate a recovery home - trafficking shelter for girls who have been rescued from sex traffickers. This is an all-volunteer organization, except for the House Moms and Case Manager. This charity was founded on Christian principles and therefore they are looking for faith-based board members. Currently they are recruiting someone who is able and willing to serve as the board treasurer and another person to serve as the board secretary. If you have interest in this organization, please contact Jeff Wilbarger at jwilbarger@ecstoledo.org or 419-973-9831.

Why should you volunteer for a board of a local non-profit? The reasons can be as many and as varied as there are people! Some of those might be: **to give back to the community that you live and work in**; to make a difference in the world, **to help a group or topic that you are passionate about**; to pay back the help you received in the past or **just to make the world a better place**. This year as you set your goals, include one or two that allow you to give back in some way.

We're on the Web!

See us at:

www.connexnation.com
and comment on our blog at
www.cnpofohio.blogspot.com



Get it on your Calendar now!

The next CN previews:

Findlay, January 19, 11 am–1 pm,
Findlay Chamber of Commerce Boardroom

Toledo, January 20, 9–11 am
Direction Credit Union