

FEBRUARY 2020

# IN THE CONNECTION



Must Love Networking...



## WELCOME NEW MEMBERS

### Thoughts From Brian J. Roush

I recently ran across this quote... "The Purpose of a business is to create a customer who creates customers" - and it got me thinking. Placing our industry's features, benefits of our products/services aside, we are all in the same business - **Customer Service!** I look back to see when it changed and ask myself where is the experience? I think in the 90's AOL internet was in our faces, or at least in our ears (that noise was unbearable). A new segment of customers blossomed. Customer service changed with the new demand eruptions from this set of customers. This means our approach to them was going to change? I ask you, how has your engagement changed in the past 3 years? Is it much more digital? Is it easier to gain a follower by "influential marketing", more like brand ambassadors? We can speak forever on these subjects. I do suggest asking yourself what your digital footprint is? If you would like to network with other like minded people - with coffee - join us at any of our monthly events!!

-Brian J. Roush, [brian@c2andmore.com](mailto:brian@c2andmore.com)

Biz Tech | *Kyle Rublaitus*  
Danberry | *Mathew Fornwald*  
Essential Therapies | *Enoch Moore*  
Grass Groomers | *LaShawn Hill*  
Majors Mortgage Team | *Garold Decker*  
Memorable Lights | *Nick Latt*  
Monat with Chelsea | *Chelsea Enriquez*  
Perkins-Tech | *Dustin Perkins*  
Primerica | *David Dittman*  
Thon | *David Zubenko*  
Western & Southern Life | *Adam Snyder*  
Routines | *Cynthia Wilkes*  
Jinni Vacations | *Dustin Perkins*

## 1st Quarter Speed Networking

Our 1st quarter Speed Networking Event was full of excitement, laughter and conversations!!

- ✓ Engaging Topics
- ✓ A drawing for several prizes
- ✓ Forging FABULOUS relationships

This session focused on 4 to 5 minute sessions for attendees to get to know the person across the table! To encourage additional conversation, each round had a generally specific topic of discussion, like...

- What would your talent be if you were Ms. or Mr. World
- What do you do, and how can I help?
- Describe yourself in 3 words? - the toughest for most to answer!
- What's your reality-TV guilty pleasure?
- What Siblings do you like the LEAST - this brought on some interesting facts!!

Fun times! Be sure you make the next event!



## Podcast Coming! Launching Spring 2020

Our Podcast is underway and specifics are falling in place. We will be covering 8 to 10 segments weekly on a variety of Topics and Conversations!

Interested in becoming a Sponsor of a Segment? Want to know more details? Contact Brian! Here's your chance to listen in on topics like

- Business Best Bets
- Craft Corner
- Healthy Habits
- Hot Topics
- Money Management
- Music of the Moment
- Parent's Place
- Pet Peeves!
- Political Point
- Talent in Toledo

## Mini Expo... Protect Yourself

Presented by New York Life, Personal growth workshops are designed to help you understand your own needs, desires, emotions, habits, and everything else that makes you who you are. The more you know about yourself, the better equipped you are to engage in healthy relationships and have an improved sense of self. Companies presenting...

- AllStateHome/Auto Insurance
- Elite BookKeeping | BookKeeping
- Memory Lane Care Services | Brain
- New York Life | Financial Insurance
- Perkins Tech | Cyber Security
- UFORIA | Personalized Nutrition

[Register Here](#)

## Rebranding In Progress...

Stay Connected with these members as they go through rebranding...

- Artist Afreen | Afreen Alvi
- Otterson Contracting | Jake Otterson
- Mathew Abel
- Russel Jackson
- Tonya Arce-Kulakowski

## Member Spotlight Great Lakes Tae Kwon - Do

### TRAINING BODY AND MIND THROUGH MARTIAL ARTS

TaeKwon-Do offers training in mental discipline and is excellent for building confidence, self-esteem, as well as improving concentration. You will also find that TaeKwon-Do helps improve coordination, muscle tone and flexibility. TaeKwon-Do also emphasizes respect, discipline, and responsibility.

TaeKwon-Do is an activity for the whole family, regardless of age or gender. It is a wonderful source of fun, togetherness, and family spirit, while you develop flexibility, muscle tone, and lose weight.

Contact: Master Carol Van Zile  
Phone (419) 882-9934  
E-mail GLGTKD@GMAIL.COM

 @GreatLakesGlobalTaekwondo



# Giving That Fills Your Soul...And Appetite

We are still looking for participating restaurants. If you are a local establishment (Findlay or Toledo) please reach out to me!

This program acts as a dine to donate initiative. It was developed to help raise money for the community. It's an easy way to raise a lot of money for great causes. You simply pick a date with the restaurant and you get as many people to come dine that night. The Restaurant would then give a percentage back to the organization/cause from the sales they bring in.

## We've Got Discounts!!

Enjoy all the LOCAL restaurants and other services discounts. Whether it's pizza or sweets you're craving, save big with a variety of discounts. The organization sells this card (offered digitally, too) and keeps 70%! We are adding more business every day! Would you like to participate for FREE? We are still looking for more participants!! Contact Brian for more details!



## Upcoming Events

### March 2020

19 ---Mini Expo - How to Protect Yourself  
31 --- NetworkNite Speed Networking (Toledo)

### April 2020

1 --- NetworkNite Speed Networking (Findlay)

Also, catch us each week for

- Mid Day Minglers
- Concktails & Conversations
- Morning Meeters

## Small Business Facts: The SBA

In 1953, the Small Business Administration (SBA) was founded and established by Congress under the Small Business Act. The function was to "aid, counsel, assist and protect, insofar as is possible, the interests of small business concerns."

In 1976, the Office of Advocacy was created to protect SBA programs and small businesses within the Federal Government.

In 2011, Obama announced that the SBA will double its current rate in rural small businesses to \$350 million in the next 5 years.

For more information on how the SBA can help your business, please visit [sba.gov](http://sba.gov).



## Small Business Package

# \$150

(estimated value of \$399.99)

for *Connecting Connections...* Members  
Includes...

\*6 hours of Consulting and Administration Assistance from [The PaxRat Concierge](#)

\*Bookkeeping Service for 1 account from [Elite Bookkeeping Plus](#)

**For more information call 419.664.0500**