

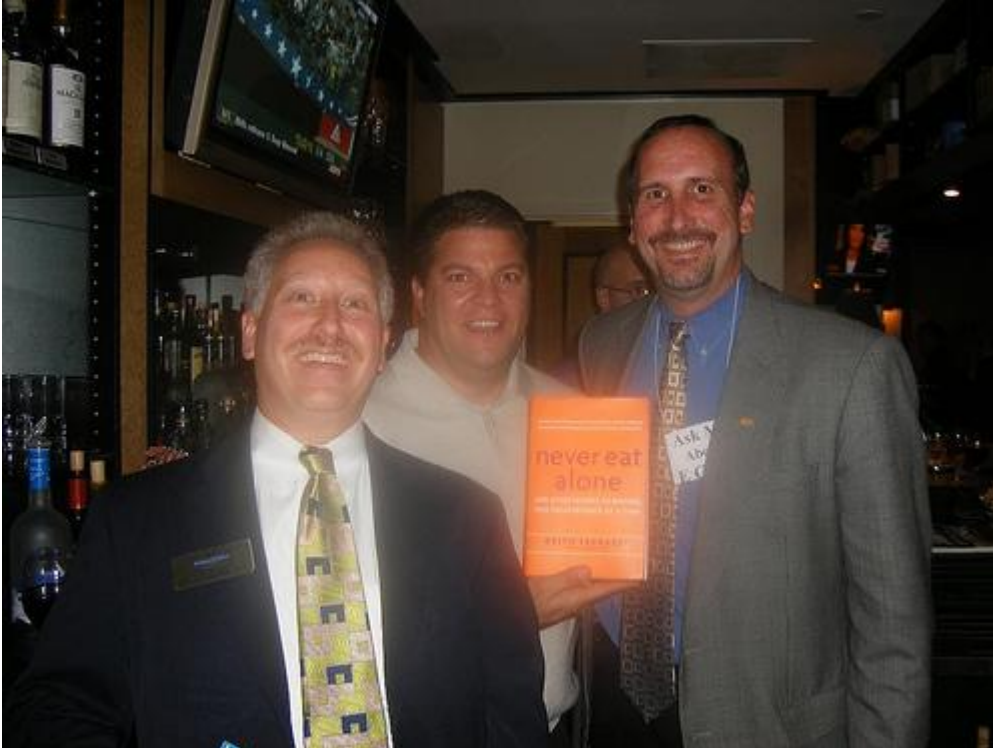
# KEITH FERRAZZI

BUSINESS IS HUMAN. RELATIONSHIPS POWER GROWTH.

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## Ferrazzi Friends in Cleveland

Posted on November 1st, 2006 by Ian Ybarra



Just like Keith describes in *Never Eat Alone* Chapter 16 "Expanding Your Circle"...Rob Felber ([Felber & Felber Marketing](#)), Roger Balsler (Balsler Wealth Management), and Jeff Nischwitz ([CBIZ](#)) put their networks together for an evening at The Club at Key Center in Cleveland. Rob and Jeff served as guest bartenders for their "thirsty and generous colleagues," whose donations and tips were passed on to [E CITY Cleveland](#), a local non-profit that teaches young people in Cleveland about business and entrepreneurship. Rob Felber said, "We just hoped to top 50 people, so we were shocked when attendance went over 225!"

No surprise here, though. When you're in the practice of building real relationships and you put together an event where people can expand their circles and contribute to a good cause, you'll draw a shockingly large crowd, too.