

## We put the PRO into *PROfessional Speaking!*

*Programming designed to grow your business:*

**PRO to PRO FORUMS** As a Chapter we have an incredible wealth of knowledge and experience right here within our membership. With 19 CSP's, many CPAE's and even more seasoned speakers, the Minnesota Chapter is one of the most talented in NSA. Instead of always looking to members of other chapters, we are tapping the wealth of expertise within our own chapter. In building our community, we believe that we have plenty to learn from each other. Our fellow members will focus on a hot issue — what are their biggest challenges and then sharing their best solutions for what is really working. With members traveling and living outside the Twin Cities area we have created two new formats for our chapter:

**Fireside Forums** Up close and more personal with one of our seasoned professional speakers: a warm environment full of hot ideas.

**TeleForums** On the road again or can't make the meeting - not a problem. Just call in to participate and grow your speaking business!

### *Even more Chances to grow professionally and to grow your business:*

**CHAPTER MEETINGS:** *Re-gearred just for our Professional Members. A chance to hear inspirational moments from fellow members – what would you do differently, funniest platform moments, and the highlights and lowlights. Less sitting and listening to presentations and more time for you to catch up on business, talk to your NSA-MN friends or just find out what's new with your colleagues while enjoying a relaxing meal together.*

**SMALL BUSINESS FORUMS:** *These top experts and entrepreneurs will give you insight on how to grow your business. This NSA-MN sponsored platform is open to the public and includes a Meet the Experts, which will feature the expertise of the individual members of NSA-MN. See the Small Business Forums brochure for more details.*

***NSA-MN is the recognized community***  
*for developing*  
*the content expertise, platform excellence & business knowledge*  
***of those who speak professionally.***

# SMALL BUSINESS FORUMS

**SMART** The Small Business Forums feature top experts and business leaders delivering inside tips that you need to grow your business. Whether you have been a business owner for two or twenty-two years, we must constantly increase our market knowledge and continually learn from the ‘*best practices*’ to be an effective visionary leader. The Small Business Forums provide the information you need to continue to be successful.

**BUSINESS** Sponsored by the Minnesota Chapter of the National Speakers Association, the Small Business Forums will feature business leaders, topical experts and expertise from the members of the NSA-MN Chapter. The Forums are open to the public, a perfect opportunity to invite your clients, treat your best customers or share these business growing programs with fellow colleagues within your business network.

**EASY** As a Professional Member in the NSA-MN, your seat in the audience is guaranteed! And it’s *hassle-free!* It is all included as a part of your new professional membership in the NSA-MN Chapter. It is easy to attend since it immediately follows the member’s Chapter meeting.

**GROWTH** In addition to attending the Small Business Forums, as a professional member of the NSA-MN Chapter you will be given the opportunity to be featured as one of the Experts at the 2008 “Meet the Pros” session. This session will feature the expertise of the members of the NSA-MN Chapter. With small topical tables, these expert hosted mini-sessions will be interactive with a “roll-up your sleeves” action outcome orientation. Participants will have the opportunity to pre-request their topics and will rotate through the expert tables as assigned. Whether you are attending or hosting, you are sure to learn new ideas, find business solutions and be able to walk away from these focused sessions inspired to take new action!



**“IGNITE YOUR PASSION:**

***The Secrets to Sparking Business Growth.”***

## PROFESSIONAL MEMBERSHIP definitely has its privileges:

*When you join NSA-MN...*

*you become part of a special professional speaking community.*

- **NSA-MN Chapter Meetings** –networking with other professional speakers  
*-including dinner or lunch at **no extra charge**.*
- **Small Business Forum**, featuring some of the country's top professional experts sharing tips to help you succeed in your business, at **no extra charge**. (see flyer for details)
- **Pro to Pro: Fireside Forum** professional development and networking sessions, at **no extra charge**.
- **Pro to Pro: TeleForum** professional development and networking teleconference sessions, at **no extra charge**.
- **Special Member Only Events**, such as topical CSP-hosted panels.
- **Fun Social Events**, such as:
  - ◇ Summer Social ◇ Holiday Social ◇ May Gala ◇ Chapter Reception ◇  
*at the NSA Convention*

*In addition, as a professional Member you receive:*

- You will be included in the NSA-MN Experts Directory – a searchable on-line resource makes it easy for meeting planners and the media to find you.
- You will be spotlighted on the new NSA-MN web site.  
*(a different member with each click of the mouse)*
- *Minnesota Speaks* The monthly newsletter of the NSA-MN Chapter
- A personal listing and photo in the NSA-MN member phone book, distributed to qualified meeting professionals
- Consideration to present and lead NSA MN-Chapter events and meetings
- Voting privileges and the ability to run for leadership positions



*All these benefits, and your meals, for just one fee of \$330!*

# JOIN TODAY!



# WHAT IS NSA?

## Welcome to the National Speakers Association

Your evolution as a speaker - that's what NSA is all about. The Minnesota Chapter is a place where you can be a part of a like-minded community of speaking professionals; a community where the pursuit of knowledge and the sharing of ideas is a way of life. NSA, founded in 1973, is now a community of more than 4,000 professional speakers who continue to pursue a higher level in their careers. It's a vast universe of learning opportunities, friendship, participation and growth. With NSA-MN, you're never in business alone.

### **Accelerate Your Career in Professional Speaking**

Becoming a member of NSA-MN will shorten your learning curve. The benefits you'll receive by being a member are limited only by your participation in activities and your use of the abundant resources available to members.

### **Growth and Knowledge Grounded in Purpose**

The NSA-MN Chapter is committed to helping our members achieve their highest levels of competence as professional speakers. We deliver a multi-faceted environment for advancing the careers of professional speakers. Virtually all of our programs, meetings, publications and resources are structured around the four Professional Competencies of NSA:

**EXPERTISE**

**ENTERPRISE**

**ELOQUENCE**

**ETHICS**

Each of the four Competencies has numerous subtopics. Together they are designed to give organization and substance to the educational and professional advancement of each member. We look forward to having you join us!

***NSA is the recognized community for developing  
the content expertise, platform excellence & business knowledge of those who  
speak professionally.***



# WHO CAN JOIN?

As the Association for professional speakers, an individual must qualify for Professional membership based on the criteria established by the National Speakers Association (NSA). For the Minnesota Chapter of NSA (NSA-MN) there are three categories of association within the chapter:

## Professional Member

Belong to both NSA and NSA-Minnesota Chapter.

*(Not a member of NSA and meet the qualifications? Contact the NSA-MN office and we will provide you membership information)*

As an added benefit to your membership you can purchase an **Associate Pass** for staff, spouses or graduates of the Institute for Professional Speaker Development or a **Small Business Forum Pass** for clients, small business owners or general public.

For more details see the enclosed Pass Program brochure

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## Affiliate \*

Participate in the NSA-MN Institute for Professional Speaker Development Program as either an Apprentice or Graduate and are not yet members of NSA.

*(for program details, contact the NSA-MN office and we will provide you mentorship information)*

## Sponsor \*

Supply materials, promotional services or services to professional speakers and are not yet members of NSA.

*(for program details please contact the NSA-MN office and we will provide you with sponsorship information)*

*\*Please note that NSA has set the following guidelines for AFFILIATE and SPONSORS:: They must refrain from identifying themselves as NSA members and are prohibited from using the NSA or NSA-MN logo. They cannot participate in a NSA showcase or publicly represent themselves as chapter members or NSA members until they achieve NSA membership.*

## What our members are saying:

*"When I joined NSA-MN I questioned the value of my membership as well as the 4+ hours I would need to travel from out of state. The programming has been valuable and has significantly helped to shorten my learning curve. I appreciate the relationships formed with NSA-MN members and recommend this association to anyone wanting to enhance their speaking career."*

**-- Larry L. Peterson**  
LLP Seminars



*"I have been a member of NSA-MN for over twenty years. The learning that has taken place through the generous sharing of information by my fellow professional speakers has played a significant part in my success. There is no finer organization to join for accelerating a career in the speaking profession."*

**-- David McNally**  
Trans-Form Corporation



*"I can truly say that I would not be in the speaking business if it weren't for my involvement in the Minnesota Chapter of the National Speakers Association. I have received excellent education about the professional speaking business, and have acquired some wonderful friends because of my affiliation. It is not very often that one receives from their professional organization not only ongoing training, but the type of closeness to people that you never expect to find in a lifetime. It is the best investment that I've ever made!"*

**--Michael McKinley, CSP, CPAE**  
Alive! Alive! Associates



*Joining NSA has made a major difference in my career and in my personal life too! Because I am an NSA-MN member I have had the opportunity to attach to the organization's collective personality which includes energy, service, sharing and courage. Recently I have completed a book that I had done solo, am almost finished with a project done in a duo and writing the last chapter of a book done in a trio. NSA's "can do attitude" has been wind in my sails!*

**-- Mary Z. McGrath, Ph.D.**  
Reflections Resources, Ltd.

