

**2006-2007  
Board of Directors**

Date: September 3, 2006

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Dear Prospective NSA Minnesota Member;

You are receiving this information because you are already part of the National Speakers Association and know the value of professional development and connecting with your professional colleagues. Please consider joining the Minnesota Chapter and take advantage of everything the membership has to offer.

As you look over this Membership folder, I'm sure you'll agree that an NSA-MN membership is a value-rich package with outstanding programs and opportunities such as:

- Chapter meetings exclusive for members to share a meal and to network
- Small Business Forums to hear top experts give you insight on how to grow your business
- Teleforums to call-in to participate and grow your speaking business
- Fireside Forums that offer members access to one of our seasoned professional speakers in a more intimate environment
- Social Events during the summer and in December
- And our annual Gala Awards Event!

**To insure your place in the NSA-MN Experts Directory, please return the enclosed application by September 8, 2006.**

I look forward seeing you at our fall kick off meeting on September 19<sup>th</sup>! Feel free to call me with any questions at 651-330-7300. In the mean time don't forget to thrive!



Gabrielle Hamen-Kieffer  
2006-2007 Director of Membership



## **PRO to PRO**

### **We put the PRO into *PRO*fessional 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 January 2007 "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!



*Complete detailed information on the 2006-07 NSA-MN Small Business Forums will appear in a special membership newsletter coming this month- look for it!*

**"IGNITE YOUR PASSION:**

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

## WHY JOIN NSA-MN?

### 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 (you must submit a completed profile form by September 30 deadline to be included)
- 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 \$297!***

# 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.*



## OUR MEMBERS SPEAK

### 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.





## PASS PROGRAMS

As a added benefit to your Professional Membership with the Minnesota Chapter of NSA you can purchase additional passes to our events to share with clients, staff or spouses.

### **Associate Pass\***

**\$147**

\*This pass can only be purchased by a Professional Member

Who is eligible to attend:

- Spouses of Current Professional members
- Staff of Current Professional Members
- Graduates of the Institute for Professional Speaker Development

Includes:

- 4 Small Business Forum passes\*\*
- Dessert Bar
- May Gala
- Networking
- Newsletter

*\*\*This does not include Member Chapter meetings.*

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### **Business Forum Pass**

**\$189**

Who is eligible to purchase pass and attend:

- Clients of Professional Members
- Small Business owners
- Anyone interested Small Business Forum topic

Includes:

- 4 Small Business Forum passes\*
- Dessert Bar
- Networking

*\*Passes can be transferred to another person*

# Membership Application



Today's Date: \_\_\_\_\_

## Member Information

First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Accreditations:  CSP Year Earned: \_\_\_\_\_  CPAE Year Earned: \_\_\_\_\_  
 Other Professional Association Memberships: \_\_\_\_\_

## Organization Address

Company Name: \_\_\_\_\_ Your Title: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Toll Free Phone: \_\_\_\_\_  
Fax Number: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

## Home Address

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_

**Send Mail To:**  Home *or*  Organization

**List in Website Directory :**  Home *or*  Organization

## Other Information

NSA Member Since: \_\_\_\_\_ or Date Applied: \_\_\_\_\_  
NSA Member Type:  Professional  Bureau Partner  Service/Supplier  
NSA Offices/Dates Held: \_\_\_\_\_  
NSA-MN Offices/Dates Held: \_\_\_\_\_

## Annual Dues:

**Professional Member:** \$297.00\*  
9/1/06 through 8/31/07.

**Professional Member:** \$197.00\*\*  
\*1/1/06 thru 8/31/07

This level of membership is for persons who are also Professional Members of the National Speakers Association. Professional members receive a photo listing with speaking topics and description in the NSA-MN Website Directory.

Thank you!

## Payment Options:

**Check:** Payable to NSA-Minnesota Chapter  
 **Charge to:**  AmEx  VISA  MasterCard

Name on Credit Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**IMPORTANT: Please complete Page 2**

## Speaking Categories

Please choose and rank up to **three** topics of relevance to your speaking specialties. You will be indexed under these categories, so choose tactically. (To rank topics, 1 = first topic)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Adversity              | <input type="checkbox"/> Health/Wellness         | <input type="checkbox"/> Productivity           |
| <input type="checkbox"/> Arts/Culture/Music     | <input type="checkbox"/> Home-Based Business     | <input type="checkbox"/> Project Management     |
| <input type="checkbox"/> Athletics/Sports       | <input type="checkbox"/> Human Resources         | <input type="checkbox"/> Quality/Teamwork       |
| <input type="checkbox"/> Business               | <input type="checkbox"/> Humor                   | <input type="checkbox"/> Real Estate            |
| <input type="checkbox"/> Careers/Lifework Plans | <input type="checkbox"/> Image/Self-Esteem       | <input type="checkbox"/> Relationship Skills    |
| <input type="checkbox"/> Change                 | <input type="checkbox"/> Inspirational           | <input type="checkbox"/> Risk Taking            |
| <input type="checkbox"/> Chiropractic           | <input type="checkbox"/> International Business  | <input type="checkbox"/> Safety/Security        |
| <input type="checkbox"/> Choices                | <input type="checkbox"/> Leadership              | <input type="checkbox"/> Sales                  |
| <input type="checkbox"/> Coaching               | <input type="checkbox"/> Life Balance            | <input type="checkbox"/> Sales/Service Cultures |
| <input type="checkbox"/> Communication          | <input type="checkbox"/> Listening               | <input type="checkbox"/> Science & Technology   |
| <input type="checkbox"/> Computers              | <input type="checkbox"/> Live Music/Performance  | <input type="checkbox"/> Self-Management        |
| <input type="checkbox"/> Consulting             | <input type="checkbox"/> Love/Relationships      | <input type="checkbox"/> Spirituality           |
| <input type="checkbox"/> Coping                 | <input type="checkbox"/> Magic                   | <input type="checkbox"/> Strategic Planning     |
| <input type="checkbox"/> Creativity             | <input type="checkbox"/> Management              | <input type="checkbox"/> Stress Management      |
| <input type="checkbox"/> Customer Service       | <input type="checkbox"/> Marketing               | <input type="checkbox"/> Success                |
| <input type="checkbox"/> Diversity              | <input type="checkbox"/> Media                   | <input type="checkbox"/> Teambuilding           |
| <input type="checkbox"/> Education              | <input type="checkbox"/> Medical                 | <input type="checkbox"/> Technology             |
| <input type="checkbox"/> Employee Recruitment   | <input type="checkbox"/> Mentoring               | <input type="checkbox"/> Time Management        |
| <input type="checkbox"/> Empowerment            | <input type="checkbox"/> Money Management        | <input type="checkbox"/> Training               |
| <input type="checkbox"/> Entertainment          | <input type="checkbox"/> Motivation              | <input type="checkbox"/> Volunteerism           |
| <input type="checkbox"/> Ergonomics             | <input type="checkbox"/> Negotiation             | <input type="checkbox"/> Women & Investing      |
| <input type="checkbox"/> Family Issues          | <input type="checkbox"/> Networking              | <input type="checkbox"/> Women in Society       |
| <input type="checkbox"/> Finance & Tax Planning | <input type="checkbox"/> New Products            | <input type="checkbox"/> Work Culture           |
| <input type="checkbox"/> Future                 | <input type="checkbox"/> Performance Improvement | <input type="checkbox"/> Workplace Issues       |
| <input type="checkbox"/> Gender Issues          | <input type="checkbox"/> Personal Development    | <input type="checkbox"/> Writing                |
| <input type="checkbox"/> Generation X           | <input type="checkbox"/> Personal Effectiveness  | <input type="checkbox"/> Youth Issues           |
| <input type="checkbox"/> Healing                | <input type="checkbox"/> Presentation Skills     |   |

## Volunteer Interests

Networking with other speaking professionals is a valuable benefit of your NSA-MN membership. You can significantly enhance both the quality and frequency of your networking opportunities by becoming involved with the organization's activities. Check off all of your **potential** volunteer interests below and you will receive a call to explain the opportunities for participating.

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Apprentice/Candidate Program  | <input type="checkbox"/> Meeting Industry Relations | <input type="checkbox"/> Program Team              |
| <input type="checkbox"/> Auction                       | <input type="checkbox"/> Meeting Registration       | <input type="checkbox"/> Public Relations          |
| <input type="checkbox"/> Chapter Awards                | <input type="checkbox"/> Member Communication       | <input type="checkbox"/> Special Event(s) Planning |
| <input type="checkbox"/> Fund Raising                  | <input type="checkbox"/> Membership Committee       | <input type="checkbox"/> Volunteer Coordinators    |
| <input type="checkbox"/> Holiday/Summer Social         | <input type="checkbox"/> New Member Orientation     | <input type="checkbox"/> Web Site/Web Directory    |
| <input type="checkbox"/> Marketing                     | <input type="checkbox"/> Newsletter                 | <input type="checkbox"/> Other: _____              |
| <input type="checkbox"/> Meeting Facility Coordination | <input type="checkbox"/> Photographer               |  |
| <input type="checkbox"/> Meeting Greeter/Host          | <input type="checkbox"/> Program Evaluations        |  |

## Agreement Please read carefully prior to signing:

As a condition of membership in NSA-Minnesota Chapter, I agree to abide by NSA & NSA-Minnesota regulations, policies, procedures and by-laws. In addition I will comply with the Code of Professional Ethics of NSA as they are now or may be in the future. In consideration of NSA-MN's review of my application, I hold harmless NSA-MN and its officers, directors, employees, agents, or others acting for or on behalf of NSA-MN, and release them from any and all liability arising out of the acceptance or rejection of this application and the suspension or termination of membership for any reason.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_