



*The Electronic Newsletter of the  
Minnesota Chapter of the  
National Speakers Association*

March 2008

## A Note from NSA-MN President



Greetings!

As we enter the last half of our programming year, our chapter continues to grow. Our newest members are:

Ken Betterton  
Kathy Gillen  
Nicole Middendorf

The next time you're at an NSA-MN event, please welcome these new members and spend some time getting to know them. I'm always amazed at the eclectic group our chapter represents as there's something to learn from everyone.

In the meantime, be safe and stay warm!

Warm regards,  
**Audrey Thomas**  
President

## Teleseminar Recording Available On Line

If you missed Dan Janal's interview with Chris Daigle on the best ways to get the most productivity from a personal assistant, you can listen to a recording on the NSA Minnesota Web Site under the Professional Members section.

## NSA-MN March Meeting

### In This Issue

[NSA-MN March Meeting](#)

[From the Dean's Office](#)

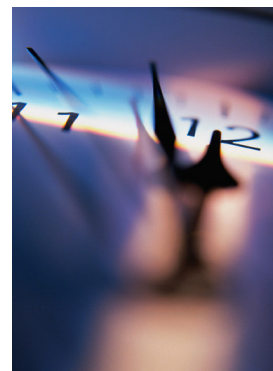
[Five Insights](#)

[Know Your Board](#)

[New Members](#)

[Off Kilter](#)

### NSA-MN Upcoming Events



**Mark Your Calendars! .**

**Chapter Meeting &  
Speaker Business  
Forum**

## There's More Than One Way to Run a Speaking Business

And you'll find out how when several speakers share how they run their businesses in ways that will surprise you and give you lots of ideas you might want to put into practice, at the next NSA-MN chapter meeting and business presentation on Tuesday, March 25, 2008 from 5:30-9:00 p.m..

The lineup of speakers is still growing. Confirmed speakers include:

Kit Welchlin who will share how he speaks as often as he wants and never travels out of state.

Dan Janal will show how you can make money by spreading your speaking message with teleseminars and e-books.

Manny Steil, CSP, CPAE, will speak on how to build a coaching or consulting practice.

Tony Schiller will show how speaking can benefit the community.

This is a regular chapter meeting, which will feature a dinner meeting for Professional Members beginning at 5:30 p.m.

IPSD members and guests are invited to join members for networking and dessert beginning at 7 p.m. The presentation will start at 7:30 and will end at 9 p.m.

Professional Members can register here for the Chapter Meeting & Speaker Forum:

<http://www.nsa-mn.com/eventdetail.php?eventid=480>

IPSD Members can register here for the Speaker Forum and dessert:

<http://www.nsa-mn.com/eventdetail.php?eventid=481>



**Institute for  
Professional Speaker Development**

*National Speakers Association | Minnesota Chapter*

## From the Dean's Office

### Let's get GREEN with a NSA resource.

Sharron Stockhausen, one of our co-facilitators of the IPSD Apprentice program, shared a terrific idea. They are recycling our Voices of Experience recordings with the emerging members in the Apprentice program. Here is the message: If you have a supply of these resources available, please share them at our next chapter function and Sharron and Kit will distribute them for you!

### Final call!

We are placing the initial order of the December event where Dr.

Tuesday, March 25

Members: 5:30 - 9:00  
p.m.

All interested parties: 7:00  
- 9:00 p.m.

### Fireside Chat with Dr. Dale Anderson

Friday, April 18  
9:00 - 11:00 a.m.  
Members Only

### Teleseminar

Tuesday, April 22  
Noon - 1:00 p.m.  
Members Only

### Fireside Chat with Dr. Alan Zimmerman, CSP, CPAE

Friday, May 9  
9:00 - 11:00 a.m.  
Members Only

### Annual Gala

Thursday, May 15  
5:30 - 9:00 p.m.  
All interested parties

## Off Kilter Run Away, Join NSA

By Molly Cox



A 25-year-old Toastmasters world champion, a litigator who is a former drug- addicted, alcoholic prostitute, and a famous comedian walk into a bar. Welcome to happy-hour with our speakers at the NSA SpeakerPalooza. I love this business. It's the only place I feel normal.

Where else can you work in an environment with such an eclectic background and diverse talent? Well *sure*, a circus, but in NSA no one has to run away from home to join.

Alan Zimmerman, CSP, CPAE shared his message,

"Everyday Secrets to Keep Yourself Booked Everyday "

This is a DVD resource you can own for only \$39 each. Please place your order on the website ASAP.

### Calling All Members,

We are searching for either a solo leader or a facilitation team to lead our Apprentice program next year. If you are interested in facilitating that program give me a call and we will connect. Thank You for your careful consideration of this opportunity.

Thank You

**Stuart Gray**  
Director of IPSD

PS. Next time you see Sharron Stockhausen, Kit Welchlin or Stevie Ray, let them know how much you appreciate their leadership this year.

## Five Insights

by Mark Scharenbroich

My very first paid engagement was 30 years ago this fall. That was 3500 talks ago and three million official miles with Northwest Airlines. NWA sent me a really nice pen.

What have I learned along the way? A lot, and better yet, I am learning more each year. If I were to share five good insights, they would be the following:

1. If you want to be great at speaking. Speak!

Now that's a real duh, isn't it? Yet, the best speakers I know have delivered hundreds and hundreds of speeches. They analyze each one. They inject something new into each one. They learn from every audience. You should find every opportunity you can to grab the mic, own the platform and engage an audience. Pay your dues in church basements; break out sessions and small associations. It's your path to speaking at the Crystal Cathedral, the main stage or the dream event.

2. Use your own material. Write!

Let me restate that, use your own material. Avoid Readers Digest jokes, web based stories, the same Maya Angelo quotes that everyone else uses. Most of all, refrain from adapting, adopting or just plain stealing another speaker's stories. It's not right. It's not ethical and most of all, it robs you of your own creativity. The audience deserves an original speaker. The audience wants a speaker with a new thought, a new voice or an original idea. The only way you will find that talent is to dig inside yourself.



At least, no one's admitted to running away from home. If they had I'm pretty sure it would be their Signature Story by now. *"I was seven on that bitterly cold night when I packed up my lunchbox, my Mattel microphone and headed to the convention. I left my parents behind and started on a new life where I was the expert."*

At SpeakerPaloosa, I spent some time with Dan Stockdale. Dan is an exotic animal trainer and brings tigers on stage with him. (Show off.) I got to sing Rockaoke with Eileen McDargh, Ann Fry and Terri Langhans. This was a mistake. I'm not sure they're speaking to me anymore-I think I said something like, "Aw come on, it'll be fun."

If "fun" and "humiliation" are synonymous then I was completely on target, ladies.

Brian Walter had us participate in an activity where he played music we have all listened to in the past, but didn't know the words. Stop for a minute *right now* and try to sing the words to *Louie Louie*.

Right, I thought so.

Now imagine 450 people trying to sing these songs with total lack of command of the lyrics you just experienced. It sounded like a Bush speech-made-up words presented in a confident manner.

And then there was Rock n' Roll to start off the sessions. The National Anthem was done in a way I haven't heard before. Ever. It turns out Mark LeBlanc was on to something with this whole *NSA Rocks* theme.

Or maybe our NSA president just likes to wear jeans and leather and he thought, *hell-I'll just create a Rock theme so I can wear what I look cool in.*

He's like that.

Okay, probably not. The theme

### 3. Play with your material. Play!

When the Marx Brothers played the vaudeville circuit, they would change a line, change the timing of a line, and move skits around until they found the perfect laugh. Once the tour was over they would make a movie of the refined show. It always got great laughs because the material was proven. Learn from the Marx Brothers. Play with your material. Move it around. Find the perfect delivery.

### 4. Ask you audience. Inquire!

When audience members are kind enough to come up to you after a presentation to give you a kind word, go beyond a smile and a "thank you." Ask them what hit home? What resonated in the talk? Did the bear story (or cat story, or fish story, or cow story) make sense? The answers you hear will let you know what is really working and what's not. Use this opportunity to learn and grow.

### 5. Be thankful. Thanks!

This is an amazing profession. It is not work. My father worked for a living. This is a rare opportunity. I don't want to hear any whining about frequent travel, tough situations, lousy sound systems or anything else for that matter. I love our own Mark LeBlanc, this years NSA president. Every time - and I do mean every time- and listen to Mark speak, I am so in awe of how much he appreciates the opportunity, how much he honors the audience and how much he elevates the profession. Mark never takes the moment for granted. Let us always be thankful for this rare opportunity to reach into someone's heart, mind and soul.

Building Connections, People to Purpose. People to Passion.  
People to People.

Mark Scharenbroich  
Scharenbroich & Associates  
5702 Seven Oaks Court  
Minnetonka, MN55345  
[Mark@BuildingConnections.com](mailto:Mark@BuildingConnections.com)  
[www.BuildingConnections.com](http://www.BuildingConnections.com)  
952-939-9080

Emmy award winner  
CPAE National Speaker's Hall of Fame award recipient  
CSP - Certified Speaking Professional

## Know Your Board by Mary Z. McGrath, Ph.D.

### An Interview with Board Member, Amy Tolbert



Board member, Amy S. Tolbert, Ph.D., CSP, develops multicultural organizations and individuals by bringing them cutting-edge topics, such as, multicultural and diversity initiatives, leadership competency development, managing to style, and creating breakthrough teams. She is principal

was thought out behind closed doors where whiskey and cigars and swearing co-exist. Big ideas and major decisions are made. Oh, wait, that's the Cigar Peg.

So, as John Miller would ask: Have you registered for the convention? And the QBQ would be: What song are you going to play with your air guitar?

www.Cimbura.com  
Technology consulting for your speaking business.  
FileMaker, web, and Apple computer specialist  
**Tim Cimbura**  
763-355-5243

[www.cimbura.com](http://www.cimbura.com)

**EWE PAC**  
*Personalized Transport Cases*  
**Re-Invent Brand Marketing**  
Your Logo & Tag Line  
U Design Look  
ewepac.com  
Generate More Leads!

[www.ewepac.com](http://www.ewepac.com)

**INBEAUTE**  
*photography*  
**Quality Photos**  
**in-studio**  
**& on-site**  
www.inbeaute.com  
651-225-9002

[www.inbeautephoto.com](http://www.inbeautephoto.com)

of Effecting Creative Change in Organizations (ECCO International), which specializes in increasing individuals' productivity and organizations' profitability through e-learning, technology and facilitated learning. In keeping with her field, Amy holds the position of Vice Chair of the NSA Diversity PEG.

Amy serves on our Board as the Platinum member, where she functions as liaison to our CSPs. She works to keep them integrated within the chapter. In addition she assists chapter members in navigating through the process of getting a CSP. Any members interested in working toward a CSP, can contact Amy, our "go to person" for that process.

She found NSA by a circuitous route, A friend from Minnesota moved to North Carolina. This person had attended two NSA national conventions and told Amy about the organization. Then Amy attended a convention as her guest. The final leg of her NSA discovery was finding our local chapter.

From her vantage point on the Board, as when she was a member, Amy sees great value in getting involved in NSA and NSA-MN. She believes that the greatest benefits are the personal development, networking and professional exchange available to members. To Amy, this is an organization in which we can experience professional growth together.

## Welcome New Members



Please Welcome Ken Betterton

Contact Ken At:  
[www.BetOnLeadership.com](http://www.BetOnLeadership.com)  
[Ken.betterton@yahoo.com](mailto:Ken.betterton@yahoo.com)

Ken has been speaking for ten years, the last two years on his own. He has twenty-five years experience with the Utah State Police where he spent 2/3rds of his career in training and development. When I asked Ken to explain what he does he said, "His programs best apply to those who want to go beyond the norm in leadership."

What is the biggest lesson Ken has learned while speaking? To be prepared for everything to go wrong, know your material and be spontaneous. A hidden fact about Ken, is that he was a bodyguard in the 2002 Olympics for Apollo, the speed skater now known for Dancing with the Stars.

Ken decided to join NSA-MN and take the Apprentice Program on the strong advice of Michael Roby, which he did. His goal is to collect the best business practices, find new marketing ideas, and get some referrals so he can get a DVD made. Please welcome Ken next time you see him.

**Beaver's Pond Press**  
 Raise your professional profile by becoming a published author—whether you're a writer or not.

**Schedule a free confidential conversation about your book idea.**

7104 Ohms Lane, Suite 101  
 Edina, MN 55439  
**952-829-8818**  
[www.beaverspondpress.com](http://www.beaverspondpress.com)

[www.beaverspondpress.com](http://www.beaverspondpress.com)

**ADMIN SOLUTIONS AT WORK**

The fast and flexible solution for your small business offering

Sales and Marketing, Business Operations, Data Management, Financial Services, Desktop Publishing, and Personal Assistance

**Jennifer Marah**  
 651-645-1605  
[Jennifer@JenniferMarah.com](mailto:Jennifer@JenniferMarah.com)

[www.adminsolutionsatwork.com](http://www.adminsolutionsatwork.com)

### NSA-MN Speaker Pros

#### EXERCISES IN ELOQUENCE

- Bi-monthly:  
1st Thursday & 3rd Wednesday
  - 6:30—8:30 p.m.
  - Lunds Community Room,  
3945 W. 50th St., Edina 55424
- Contact: Gabrielle Hamen-Kieffer  
[gabrielle@thriveorship.com](mailto:gabrielle@thriveorship.com)  
 651-330-7300

*Open to NSA-MN & IPSPD Members Only*



Please welcome Kathy Gillen

Contact Kathy at:

[www.gillengroup.com](http://www.gillengroup.com)

[info@gillengroup.com](mailto:info@gillengroup.com)

763-241-8010

Kathy has been speaking since she was twelve years old when she taught other children to swim. She has not stopped since. Formally, Kathy has been speaking professionally since 1985. She specializes in coaching, food service and the banking industry. She has many tele-forums throughout the year, which helps her clients keep costs down and promotes her product sales.

The biggest lesson Kathy has learned over the years is to trust your audience to make you successful, and make your time interactive. She loves race cars and works the Daytona 500. Kathy has driven a race car and loves the thrill of the speed.

She currently lives in Elk River, Minnesota and joined NSA-MN to interact with other speakers and find out what other speakers are doing successfully. She has heard NSA-MN is a wonderfully supportive and sharing group and can't wait to become a part.

Kathy's favorite color is red. For her it represents enthusiasm and it's bright and intense-just like her.

Article written by:

**Lori La Bey**

Direct (651) 748-4714

Office (800) 708-8661

[www.seniorlifestyletrends.com](http://www.seniorlifestyletrends.com)

*Your Source for NSA-MN Information*

[www.nsa-mn.com](http://www.nsa-mn.com)

NSA-MN Chapter Office

4248 Park Glen Road

Minneapolis, MN 55416

(P) 952.928.4649

(F) 952.929.1318

[info@nsa-mn.com](mailto:info@nsa-mn.com)

[Forward email](#)

 [SafeUnsubscribe®](#)

This email was sent to [info@nsa-mn.com](mailto:info@nsa-mn.com) by [info@nsa-mn.com](mailto:info@nsa-mn.com).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



NSA-Minnesota Chapter | 4248 Park Glen Road | Minneapolis | MN | 55416