

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

NSA-MN Chapter
Newsletter
October 2009

Dear Shelly,

Thank you for joining us once again for the NSA-Minnesota chapter newsletter. This media is a great way to stay in touch with the happenings of this chapter; however, we do have one other on-line opportunity you really should consider.

Social networking is here to stay and we will continue to experience many different ways to connect with meaning. Michael Roby would like to invite everyone in our chapter to participate actively in our group on LinkedIn.com (National Speakers Association - Minnesota). The more our group shares experiences and ideas, the more we each receive as a benefit from being a member of this group. For example, here is one entry:

Speaker Demo Video's: My Question and a Bureau's Answer

THE POWER OF LINKEDIN IN ACTION:

I posted a question on the MPI Group. The question was as follows:

When looking for a speaker for an event or conference, what do you need in a Speaker Demo Video to help you chose a speaker?

- Do you prefer full length or a highlight video?
- If you want a highlight video, what is your preferred length and format?
- Do you use YouTube Links (if provided)?
- What supporting materials do you need?
- In what ways do these considerations change for different types of clients (Businesses v. Associations) or different types

2009 - 2010

NSA-MN Meeting Schedule



Institute for Professional Speaker Development: Graduate Program

Tuesday,
October 6, 2009
6:00 - 9:00 PM

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
October 13, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Fireside Forum

Friday,
October 23, 2009
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
November 3, 2009
6:00 - 9:00 PM
Hilton MSP Airport

- of presentations (Keynote v. Training v. Breakout)?
- Any other needs, requirements, or comments?

THANK YOU!

The following response came from Yvon Douran, Owner, Keynote Resources (a bureau that has hired me in CA):

Hi Michael,

Often there is not one person making the final decision - there is either a board or a committee and 1, 2 or even 3 people gathering information on potential speakers.

A full-length video is rarely needed - if they can't see what they want on a shorter video (max length - 6 minutes) then a speaker can always provide references.

Yes, YouTube is widely used now for marketing purposes. I have no problem passing on a link.

Training and break-outs/workshops are a little different - sometimes they still want to see a video. They also want to see an outline of what that speaker offers. Most support materials can be provided on a speaker's website under a meeting planners link -

Hope that helps,
Regards,
Yvon

Thank you for joining us once again!




Karel Murray, CSP, DREI

Building a Better You One Story at a Time

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In This Issue

Institute for Professional Speaker Development: Graduate Program

Tuesday,
November 10, 2009
6:00 - 9:00 PM

Chapter Meeting

Tuesday,
November 17, 2009
5:30 - 7:00 PM
Hilton MSP Airport

Chapter

Business Forum

Tuesday,
November 17, 2009
7:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
December 1, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
December 8, 2009
6:00 - 9:00 PM

Fireside Forum

Friday,
December 11, 2009
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
January 5, 2010
6:00 - 9:00 PM

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
January 12, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Chapter Meeting

Thursday,
January 21, 2010
5:30 - 7:00 PM
Hilton MSP Airport

President's Message

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President's Message

As our social networks become more and more global, diversity and developing a global mindset is essentially a necessary and common part of the workforce and our everyday lives. Therefore, as speakers, it's our responsibility to bring programs and messages that fit a diverse audience, even if we do not perceive ourselves to have a global business. Many US based organizations still struggle with the idea that diversity is a competitive strategy that can support their efforts in turnover, absenteeism, low productivity, less-than-peak performance, and motivation. Organizations that do not have a diversity strategy may find themselves fighting over the bottom of the workforce talent pool. In short, diversity affects the bottom line of their organizations and therefore your business, too!

Having focused on the diversity and globalization arenas for twenty-five years (a number I hate to admit!), I've spent a large part of my career trying to help myself and others grow by understanding the importance of building diversity into an organization's workforce and profit. Here are some steps you can take in your speaking and consulting business to make your work and presentations more diversity friendly:

- Evaluate your current feelings and perspectives: include knowledge/understanding/acceptance/behavior
- Make sure you have a commitment to grow, change and update your content and examples to meet current demographics of the city/state/country in which you are presenting
- Develop a personal plan where you are putting yourself in "uncomfortable" or unfamiliar situations so you can relate to your audiences (i.e. get involved in volunteering with associations for diverse groups across race, religion, various generations, etc.)

Chapter

Business Forum

Thursday,
January 21, 2010

7:00 - 9:00 PM

Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
February 2, 2010

6:00 - 9:00 PM

Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
February 2, 2010

6:00 - 9:00 PM

Fireside Forum

Friday,
February 12, 2010
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development:

Mentor to Mastery
Mid-Process Review

Monday,
February 22, 2010
6:00 - 9:00 PM

Institute for Professional Speaker Development Mentor to Membership

Mid-Process Review

Monday,
February 22, 2010
6:00 - 9:00 PM

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
March 2, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development:

Graduate Program
Tuesday,
March 2, 2010
6:00 - 9:00 PM

Chapter Meeting
Tuesday,

- Share your plan and action steps with your audiences so they see you are continually developing too and we all are in this journey of learning and discovery together
- Decide how this new understanding will impact not only your future goals and plans, but those of your clients.

Remember, we are all in this development process in our rapidly changing world together and we must support each other in that effort! By admitting we don't always have the answer and making an effort to learn about the perspectives of our audiences, can only strengthen our outcomes.



Amy S. Tolbert, Ph.D., CSP
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President - NSA-MN Chapter

Author: Reversing the Ostrich Approach to Diversity: Pulling your head out of the sand!

Bragging Rights

Please join the celebration of the release of the hardcover second edition of *MY ESCAPE TO FREEDOM* and Chez's new book, *LEARN ENGLISH WITHOUT TEACHERS*.

When:

Saturday, November 14, 2009
 5:00 - 9:00 PM

Hosted by Sandy Ryan:

4209 Lindsey Lane
 Minnetonka, MN 55345

Contact and RSVP:

Sandy (612) 845-0929 email: sandymryan@gmail.com
 Chez (651) 775-4294 email: chez@1moment.us

Searching for Articles

One of our initiatives this year is to position NSA-MN.org as a go-to resource for Minnesota meeting planners. Thus, we're calling for articles that you have written that would be valuable to meeting planners. Here are some examples of topics. You may have some other great ideas. If you'd like us to consider posting them on the NSA-MN

March 9, 2010
 5:30 - 7:00 PM
 Hilton MSP Airport

Chapter Business Forum

Tuesday,
 March 9, 2010

7:00 - 9:00 PM

Hilton MSP Airport

Institute for Professional Speaker Development:

Apprentice Program

Tuesday,
 April 6, 2010

6:00 - 9:00 PM

Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
 April 6, 2010

6:00 - 9:00 PM

Fireside Forum

Friday,
 April 16, 2010

9:30 AM - 12:00 PM

Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
 May 4, 2010

6:00 - 9:00 PM

Hilton MSP Airport

Institute for Professional Speaker Development:

Mentor to Mastery
Celebration/Finale

Tuesday,
 May 11, 2010

6:00 - 9:00 PM

Institute for Professional Speaker Development:

Mentor to Membership

Celebration/Finale

Tuesday,
 May 11, 2010

6:00 - 9:00 PM

May Gala

Thursday,
 May 20, 2010

5:00 - 9:00 PM

website, send them to Danita@SalesGS.com.

- Top 10 Tips for finding the right speaker.
- How do we identify the right speaker that will best match the need of our audience?
- How to ensure you get full value from your event speaker.
- Just how much can a speaker do?
- What comes first the speech..... Or the seminar?
- Are you getting your full dollars worth from your speaker?
- Considerations for meeting planners to ensure diversity & inclusion at the next conference.
- How to work out the right budget for your speaker.
- Can't make up your mind about which event speaker to choose? Review and interview your speakers (if you have to choose.)
- Make sure you have a letter of agreement or contract between you and the speaker.
- Is your speaker keeping the audience alive or are they falling asleep?
- How to ensure your speaker is an expert in his field.
- Setting goals with your event speaker to ensure a successful event.
- How to promote your keynote speaker



Danita E. Bye
CEO/Founder of Sales Growth Specialists
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(612) 267-3320 Cell

Member Profile

Renee Rongen

By Brenda Elsagher

When you hear laughter in the room, you know Renee Rongen is nearby. You may have never met Renee at our meetings, but she has been a supporter of NSA-MN for 10 years. Tucked away in northwestern Minnesota, her booming speaking business is housed in a turn of the century home on a beautiful lake. Her horses roam nearby her vineyard providing a great landscape to get creative.



With a marketing and sales background, Renee pumps ideas through her brain a million miles a minute. A very successful business woman, Renee's role as wife to Tom, and Mom to their three children is her priority. She schedules speaking engagements during the school months allowing her summers with her children.

Hilton MSP Airport

Join Our Mailing List!

Renee's speaking background has been varied over the years but with a constant pulse on teaching us to be living our legacies and has been a regular feature in many national magazines. Renee is an author, international speaker, and the spokesperson for the Pay it Forward Foundation. She is a talk radio host with her own program called LifeTALK, 1100 AM, weekly out of Fargo, North Dakota. You can hear it on podcast. Renee is a recipient of the Woman Entrepreneur of the Year award presented by the Women's Business Center and serves on several boards.

We wish she could attend more meetings because her energy and enthusiasm is contagious. Renee has a gift of seeing talents and potential for others that are undiscovered. With a gentle push and encouragement, she'll have you see the possibilities that lie within you. Renee has helped speakers as well as CEO's across the nation craft their unique messages for their companies and audiences.

Renee is not a comedienne but her sense of timing, and humorous story telling would speak otherwise. She supports MN-NSA and would like to see more technology developed so that people who live in remote locations or are traveling could feel the benefit of the monthly meetings without being present. The thing she enjoys most about MN-NSA is learning about the members through the newsletter. "I like hearing what people are doing and it's my way of staying connected to people in my industry." If it's been awhile since you've connected with Renee, she would love to hear from you. Check out her website at www.ReneeRongen.com. Her phone number is (218) 574-2655.



Brenda Elsagher

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Five to-dos: Improve Your Website

1. Compare your website to your biggest competitor.
2. What do they do you like?
3. Tell your webmaster and let her figure out how to add that to your site.
4. Write one more article or one more blog. Search engines love this.

5. Make sure it is easy to sign up for your newsletter. That's your lifeblood to the future.



Dan Janal

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PR LEADS Expert Resource Network
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www.prleads.com

IPSD (Apprentice Program) Announcements

The NSA-Minnesota Institute for Professional Speaker Development is underway! We'd like to welcome our IPSD participants to the NSA-MN Family. As part of their learning and development process they are welcome at the program segments of our Chapter meetings. This becomes a great opportunity for our current members and our future members to meet and mingle.

Remember there is still time if Aspiring Speakers wish to enroll in the Apprentice or Graduate programs. The first sessions don't begin until October and informational flyers are available from Joe@MayneSpeaker.com or visit our chapter website. Be sure to note the payment deadlines to secure the best value for you.

The Institute for Professional Speaker Development (IPSD) not only provides a nationally recognized program for those interested in exploring the business of speaking (Apprentice) but offers a proven road to developing a speaking business (Graduate) and shows a direct path to NSA membership and NSA-MN membership (Mentor to Membership). Past participants in the programs will vouch for the value they received.

The IPSD truly delivers a life changing experience. Don't forget the "value added" we have this year for our participants. It includes the programming at our Chapter meetings, our year end Gala and the very special North Oaks dinner with Past NSA President and NSA-MN member (founder) Mark LeBlanc. Make the decision to enroll in one of the IPSD programs to explore, start, develop and grow in the business of Professional Speaking. Or reach out to the dozens of people that have said to you over the past years ... "I'd love to do what you do."



Joe Mayne, Director of IPSD
The MAYNE Speaker
(800) 490-9781
Joe@MayneSpeaker.com
www.MayneSpeaker.com

Upcoming Month Chapter Events

Fireside Chat:

Masterful Storytelling
by Jackie Pflug and Brenda Elsagher
October 23, 2009
9:30 am - 12:00 pm

- Are you preaching to your audience, or do you find ways to communicate with them?
- Do your first words on the stage impact and add value, or are they merely polite chit-chat?
- Is your talk so scripted that you panic when the meeting planner tells you to cut it by fifteen minutes?

Join your host, Brenda Elsagher, in an interactive, hands-on, storytelling workshop featuring Jackie Pflug and other talented storytellers. Jackie demonstrates the essence of telling her powerful story, as seen on the NSA National conference main stage.

We will have fun and lots of laughs as we learn more about the art of storytelling. Come prepared with a story you've been working on -- there will be opportunities to help each other with ideas.

Brenda says, "As a comic, I take all of my stories and turn them into one-liners; as a storyteller, I bring back all the paragraphs again. That way if I only have a couple of minutes to talk, I can keep my stories memorable because I've sliced them down to the bare bones. On the other hand, I love it when I can tell a long story, and keep putting in side points along the way."

Join us as we dissect our stories and find ways to craft them into memorable events.

Professional Members only: [To register: please use this link.](#)



Troy Stende
3-time Winner of "Best Campus Speaker"
(from the Association for the Promotion of Campus Activities)
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Troy@TroyStende.com

List of Presenters for 2009 - 2010

October 23, 2009 - Fireside Forum

Jackie Pflug & Brenda Elsagher

"Masterful Storytelling: Take Your Stories to the Next Level"

November 17, 2009 - Chapter Business Forum

Terry Brock, CSP, CPAE

"What Your Momma' Never Told You About Twitter, FaceBook,
LinkedIn, YouTube and How Speakers Can Thrive in Web 2.0.
Presented via video-conference

December 11, 2009 - Fireside Forum

CISCO & Lindsay Strand, M.A. (fieldtrip)

1st half of meeting: On-site, hands-on experience of
CISCO Tele-presence Technology

2nd half of meeting: Lindsay Strand, M.A. will talk about adapting
compelling in-person presentations and speeches to the online world

January 21, 2010 - Chapter Business Forum

Audrey Thomas, CPO

"Organized Speakers: It is an Oxymoron?"
Tips, Tools and Tactics of An Organized Speaker's Business.

February 12, 2010 - Fireside Forum

Karel Murray, CSP, DREI

"Putting Your Brand into your Marketing"
Speed Consulting Gone Wild: Get Your Brand and Marketing Materials
Critiqued

March 9, 2010 - Chapter Business Forum

Phillip Van Hooser, CSP, CPAE

NSA National President Elect

"An Evening with Phil VanHooser, President of NSA - Where We go
from Here

April 6, 2010 - Fireside Forum

Troy Stende

"Engage and Connect your Audience" Infusing Interaction into your
Presentations

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