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MINNESOTA SPEAKS

NSA-MN Chapter
Newsletter
January 2010

Dear Shelly,

Oh the weather outside is blowing and my dogs are loving every minute! I prefer watching them from the door. As I stare out into the cold landscape, I realize now is the time for us to take a look at our plans for 2010. Be clear in what you want for your business and aggressive in completing your objectives. Hard work is all about positioning yourself for when the opportunity arrives. And remember, this newsletter has room for your bragging rights! Send your personal kudos or announcements to Karel@Karel.com.

The NSA-MN Board wishes all of you the very best 2010.

Stay safe.



Karel Murray, CSP, DREI

Building a Better You One Story at a Time
Karel@Karel.com

2010

NSA-MN Meeting Schedule



Survive and Thrive!
Members Only
Wednesday,
January 6, 2010
6:30 - 8:30 PM
Hilton MSP Airport

**Institute for Professional
Speaker Development:
Apprentice Program**
Tuesday,
January 12, 2010
6:00 - 9:00 PM
Hilton MSP Airport

**Institute for Professional
Speaker Development:
Evening with
Mark LeBlanc**
Wednesday,
January 13, 2010

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

www.Karel.com

(866) 817-2986 Toll Free
(319) 239-1464 Cell

What would you like to read?

If you have ideas for articles or information that could be shared in the NSA-MN Newsletter, feel free to contact the 2009- 2010 editor, Karel Murray - Karel@Karel.com.

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President's Message:

A New Year - A New Time - A New Commitment

Submitted by Amy Tolbert, Ph.D., CSP

Instead of starting this year out with a bunch of New Year's resolutions, a solid list of new marketing ideas and new clients to secure, I am choosing to make a conscious effort to start the year with something different.

After reading *The Power of Pause* by Terry Hershey (Loyola Press), I am committing to ten ways to bring "The Pause" into my life. For those of you that know me personally, this will not be an easy feat. For me, to be idle is death...silence is way over-rated and I would rather do anything (even if it's wrong!), than do nothing! So this habit will not take 21 days to change (thanks Covey for putting that unrealistic goal out there), but probably close to 21 months!

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

Fireside Forum

Friday,
February 12, 2010
1:00 - 3:30 PM

Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

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

Hilton MSP Airport

Chapter Meeting

Tuesday,
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

Fireside Forum

Friday,
April 16, 2010
9:30 AM - 12:00 PM

Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Here goes:

1. Be still. Create more quiet; to be more authentic rather than create more activity.
2. Mark a red "X" on at least one day a month. Avoid scheduling anything on that day so it's not "doing" time - it's "being" time for self!
3. Make way for duckling moments. I often fall into the trap that life starts at my next destination, somewhere else rather than where I am - so avoid rushing and notice what is happening in the moment.
4. Wash the dishes. They suggest finding the miracles in the mundane. (I am really struggling with this one!)
5. Put up an "I'm closed" sign. Take time to recover energy each day - every few hours throughout the day - to get into the pattern of expending and recovering energy.
6. Hit the Pause Button. Be ready to receive and not always focus on giving and rushing to the next thing, event, or gig. Take a different route home and just notice the new sites.
7. Lose what you don't need. De-clutter. I know that from the "simplify your life" philosophy. I can easily work just to keep all my toys and stuff, get new stuff, more stuff and pretty soon I find I'm owned by my stuff and not the other way around.
8. Seek out the shadows. Ask, "What lessons lay in the shadows?" "Where do I need to find shadows and look deeper to find the meaning?" Without the shadows, I don't notice, or appreciate, the sun.
9. Let the world pass you by. I plan to sit on a busy street corner or on a park bench all bundled up and just listen and watch and notice that which I have never really noticed or saw before.
10. Give up urgency - just temporarily. They suggest having a list that says "lose the list." That will be another tough one for me; sometimes I write stuff down on my list that I have already done just so I could cross it off!

So now, I back away from the computer, try to be still and seek "The Pause"!

Happy New Year!



Amy S. Tolbert, Ph.D., CSP

ECCO International Principal
www.ECCOInternational.com
(651) 636-0838 Office
(612) 986-8436 Cell

President - NSA-MN Chapter

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

Previous Month Chapter Event Recap

Tuesday,
May 4, 2010
6:00 - 9:00 PM
Hilton MSP Airport

May Gala
Thursday,
May 20, 2010
5:00 - 9:00 PM
Hilton MSP Airport

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Yo... Twitter This!

Submitted by Ross Bernstein

Joining us on November 17th for our NSA-MN Chapter Business Forum was techie-guru extraordinaire Terry Brock, CSP, CPAE, who Skyped in from his home in Florida. His program: "*What Your Momma' Never Told You About Twitter, FaceBook, LinkedIn, YouTube and How Speakers Can Thrive in Web 2.0*" was nothing short of fantastic. Terry educated, entertained and informed us about the world of social media for more than two hours, providing boat loads of content and practical business applications. By the end my brain was full. It was awesome.

The video conference was a first for the chapter and by all accounts was extremely well received. It didn't take long to figure out why Terry is so uuber-successful. The guy is really on top of his game and genuinely knows his stuff. He has a passion for what he does and it shows. Very inspiring guy... I would hire him in a heart-beat. He showed us how to leverage technology not only to provide more value to our customers, but also to use it as a tool to better communicate and simply make more money.

His YouTube channel was inspiring, his pod-casts were enlightening and his knowledge of all things Twitter was frightening. From CGM's (consumer generated marketing), to high-def video cams, to hash-tags - Terry showed us that we have to embrace technology in the new economy not only to survive, but to thrive.

At the end of the presentation Terry took questions from members of the audience and answered each one with amazing detail and patience. One by one we walked up to the laptop in the front of the room and sat down to talk to the man in the box. It was like talking to "Hal" in a scene straight out of "Space Odyssey 2001" - truly surreal. Great job Tim Cimbura, I for one really dug it. You have raised the bar my friend. As such, my only question is this: "Who's next to Skype in for NSA-MN?"

www.TerryBrock.com



Ross Bernstein
www.BernsteinBooks.com

NSA-MN Fireside - November Re-inventing your business with online technology!

Submitted by Amy Tolbert, Ph.D, CSP

On Dec 11, the NSA-MN Fireside Forum was hosted by Cisco as they did a detailed demonstration of their online Telepresence and WebEx

Technologies. Cisco TelePresence helps people meet, disseminate content, create high-quality video recordings and events, and deliver powerful personalized services, all using the power of the network for an immersive in-person experience, empowering you to interact and collaborate like never before. The experience is as good as actually being in the same room with the other participants.

Lindsay Strand also discussed new ways of adapting compelling in-person presentations and speeches to the online world.

Kris Zimmerman provided additional links for further study:

- [Collaboration Solutions](#)
- [Webex](#)
- [Cisco TelePresence](#)

With Cisco TelePresence:

- Scheduling is easy (no IT support required)
- Participants can meet in many rooms at once (up to 48 locations in one meeting)
- People appear life-like and life-size
- In-room controls are intuitive
- Collaboration applications are plug and play
- Launching a meeting is as simple as making a phone call
- Users can meet, record high-quality video, or participate in impactful special events
- Users can easily bring in collaboration applications like WebEx
- Existing SD or HD videoconferencing systems can be easily integrated

When the participants departed, we heard things like,

"That was an experience of wonder!" "My head is swimming with ideas!" "I'm overwhelmed [said with a smile of satisfaction]" "I'm buying stock in CISCO!!" and "Too bad we did not have a full room - there was a lot of value here!"

Kris, our host says, "I hope Jeff (presenter in Houston) and I gave you lots to think about as you go out to your clients and help spread the word on using video. We have found that a lot of people use Webex™ but didn't know they had video capability. You can help drive your own agendas by using Webex™ video! And use Lindsay's valuable tips. Have a great holiday season, NSA-MN."





Amy S. Tolbert, Ph.D., CSP

ECCO International Principal

www.ECCOInternational.com

(651) 636-0838 Office

(612) 986-8436 Cell

President - NSA-MN Chapter

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

Bragging Rights

Karel Murray, CSP has been inducted into the National Association of Professional Women into the VIP Membership level representing the state of Iowa. She was selected in recognition of the strides she has made for outstanding leadership, professional achievements, and for displaying the highest level of support of NAPW's commitment to

networking and community involvement.

Member Profile

Mary Z. McGrath, Ph.D.

Submitted by Brenda Elsagher

When I first walked into NSA-MN, Mary was a familiar face. We had met years earlier at a church in Burnsville. When you see her at a meeting, she is the one with the ready smile, always interested in what others have to say.



Modest about her writing, I didn't realize she'd had a hand in co-authoring six published books along with two of her own. Her background is in education and her love is working with teachers and particularly children with special needs and their parents. Her latest book out this month is called, *Many Faces of Special Educators*.

Mary has been a member of NSA-MN over ten years and sees it as a valuable place to connect with others that write and speak. These days she enjoys the camaraderie, gets motivated and often learns something new. She even tweets! I thought she phrased it best when she said, "You don't necessarily know what you took away but you find yourself acting from it."

Working with schools, parents and organizations since 1988, she helps them to reflect on and improve the quality of career relationships and life transitions. Mary has added another dimension on care giving from personal experience with her husband Jim's illness dealing with Lewybody dementia.

"Speaking and writing is keeping me healthy. When Jim got sick, I quit school the next day and went on leave. As it turns out the time away from school opened up time for me to explore and write about the emotional and social preparation of retirement. It prompted my first book called, *Teachers in Transition*. Once I left school and having to face doctors and advocate for my husband made me realize what parents of children with special needs go through regularly. I had the opportunity to reflect and teach with a new perspective. Now I get the advocacy in a way I never would have understood had my husband not been diagnosed with dementia. With my husband in nursing homes, I need other parts in my life that keep me grounded and writing and speaking fulfills that."

Mary lives in Burnsville, MN and likes to read and knit and will be snowshoeing in Colorado this winter. We are happy to inform you that Mary's mother is 91, lives on her own and plays in a band.

Check out her books and website at www.MaryZMcGrath.com.



Brenda Elsagher

Bringing Laughter With a Message
National Keynote Speaker, Author & Comic
(952) 882-9882 Office
(952) 882-0154 Home
brenda@livingandlaughing.com
www.livingandlaughing.com

Off Kilter

Submitted by Molly Cox

I love the New Year.

My inbox is filled with exciting affiliate opportunities. I think I'll sign up for every one of them. Right now I have 2,987 waiting for me!

And the great thing is that it takes no time at all to be a part of these programs. That is, if you define "no time at all" as "many, many hours."

I have a few resolutions for my business in 2010. I'm going to create new products and revenue streams for speakers. I'd like to share a few of them with you:

1. *The Snuggie-Suit.* Now you can be warm and businesslike in those freezing meeting rooms! Introducing "The Snuggie-Suit," a tastefully toasty, pinstripe fleece that keeps you warm on even the most frigid platforms in Minnesota, Iowa, and yes, even Alaska and parts of Greenland. You'll be able to pull out a clown nose, hold up your best-selling book, or make overly dramatic gestures without restrictions!
2. *The Coffee Keep-Awake-Patch.* A unique patch (think birth control, but different) of Columbian Supremo that you slap on your arm before a client awards dinner. Also, covers up tattoos you may have gotten after a night out with the Cigar PEG.
3. *The Insta-Testimonial.* A fizzy drink tablet you just drop into water and give to your client immediately after your speech. Once I invent this, the result will be a feeling of happiness and gratitude. You'll want to have pen and paper at the ready for capturing maximum, glowing reviews.
4. *The Sham-Wowzer Corrector!* For Power Point, Legal Pad and texting. You'll be saying "Sham Wowzer!" when you see a spelling mistake beam on two IMAG screens the size of Kazakhstan wiped away in seconds, then watch your spelling corrected-instantly. The audience will still think you're an idiot,

but for a shorter time.

5. *Reply-All Retriever-Oops!* Send a snarky message about a colleague to everyone on the e-mail list? Reply-All Retriever snaps it back in an instant, saving you from totally deserved humiliation. The technology eludes me at the moment, but how hard can it be?
6. *Scents of Humor Candle.* Wait, that's a real product. Seriously, right now, if you spend over \$75 on Scents of Humor candles, you'll get S&H free. Note to self: Call the Humor PEG.
7. *Debt Be Gone.* I haven't figured this one out yet, but I'm sure my Master Mind group will come up with all sorts of cool ideas. Perhaps a collaboration: "Bankruptcy for Dummies."
8. *Speaker Hologram.* (Holography: from the Greek, ὅλος-hólos whole.) Spend less time on the road and more time hovering around people in 3-D. Your message will deliver as if you were there! This in no way will compete with Second Life. Except it's a lot like it.

So there you have it. My 2010 ideas for creative products! And for those skeptics who are raising an eyebrow and think they'll never make money, I bet you thought two adult males in tutu's tossing chain saws back and forth wouldn't make money either.

For exciting affiliate opportunities, call me.

Happy New Year!



Molly Cox
mcoxziton@comcast.net

Top Five Marketing Tips

1. Start the New Year by planning your media strategy for the year.
2. Every month has a theme, i.e. January is for goals, February is for romance and relationships, March is for St. Patrick's day. Figure out a story angle for each and pitch a reporter.
3. Think of news trends that you can comment on. For example, every month there are reports on unemployment. If you help people get jobs, reporters will want to know your tips.
4. Follow reporters by reading their article. Most reporters list their email addresses in the stories.
5. Follow reporters on Twitter. They frequently ask their readers to submit tips for their stories.

Thanks and happy holidays!



Dan Janal

Your Fearless PR Leader
PR LEADS Expert Resource Network
(952) 380-1554
dan@prleads.com
www.prleads.com

**IPSD (Apprentice Program)
Announcements**

The IPSD Program is well underway. This month we're featuring the Graduate portion of our Institute. Here we focus on the Four E's (Enterprise, Eloquence, Expertise and Ethics) I'd like to thank Sue Rusch for handling our "customized" Graduate program these past two months. Our four Graduate participants were treated to two personalized sessions with Sue on Enterprise following up on a Mike Roby session (also on Enterprise) in October. This month the Graduates attend a January 5th Session on Ethics presented by Harry McClanahan and will attend the Mark LeBlanc Dinner of Success on January 13th at North Oaks. All IPSD Participants are invited to attend the LeBlanc Dinner (Apprentice, Graduate and all Mentees) but must [RSVP](#).

The February, March and April Graduate Sessions will focus on Eloquence and Enterprise once again.

And a special note to our NSA-MN Members: Feel free to reach out to any of the IPSD participants to see how their program is going. We always welcome feedback and are looking for ways to add value to their experience. Here is to a continuation of a great year.



Joe Mayne

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

Upcoming Month Chapter Events

January 6, 2010

Survive and Thrive!

Location: Airport Hilton, Bloomington

Member registration and networking: 6:15PM - 6:30PM

Program start and end times:

6:30 (sharp!)-8:30PM Panel, Q&A and Brainstorming

AND for members and panelists who wish to stay later 8:30-8:50PM,
20-minute action planning

Panelists include:

- Christine Clifford, CSP (finding and exploiting your niche)
- Janie Jasin, CSP (packaging and marketing your "stuff")
- Mark LeBlanc, Past NSA President (promoting, pricing and sustaining non-traditional models such as Achiever's Circles)
- Stevie Ray (Marketing non-traditional corporate programs to corporations)
- Anne Warfield, CSP (Building a results-driven, sustainable business model beyond keynoting)

Important notice to members. This is roll-up your sleeves, "working" event where members will hear and exchange practical, actionable ideas (no meal service).

Professional Member Registration

For questions please contact: Robin Getman at 612-789-7115.

January 16, 2010

Winter Social

As 2009 winds down and the year comes to an end, we reflect on what brought us joy and think of our loved ones and friends.

As a loved one and friend of NSA-MN, we invite you to our annual Winter Social which will be held at Roxanne Emmerich and David Duhaime's home. Let's start off the New Year with friends, the strong NSA-MN network and a positive attitude for a great 2010!

Space is limited, so please register by: January 8th!

Professional and IPSD Member Registration

January 21, 2010

Chapter Business Forum

Our very own, Audrey Thomas will be sharing her expertise with us during the January 21 chapter meeting.

Dinner 5:30 (Members only)

Meeting 7-9 (Members, Associate Members & Guests)

ORGANIZED SPEAKERS: IS IT AN OXYMORON?

Tips, tools and tactics of an organized speakers™ business

Speakers are busy people. And you wear many hats. The problem is some of you have no idea where those hats are!

Business owners have a lot to keep track of: Paper, email, travel details, contracts, and the list goes on. All of these areas require a sense of organization in order to be efficient and productive in an office environment or on the road. Certified Professional Organizer and past NSA-MN President Audrey Thomas will share with you the methods, systems and products she uses to manage her speaking business. Come prepared to learn the many ways you can manage things such as your future postings on Facebook, Twitter and LinkedIn to the stacks of paper on your desk or the hundreds of emails in your Inbox.

Audrey Thomas is the Owner of Organized Audrey and is passionate about teaching others how to be better organized and improve their productivity. She has been organizing since she was a young girl. When others were playing house, she was pretending to set up files on a make-shift desk. A leader in her profession, Audrey is a recognized expert in the organization field having been nominated for the prestigious Founders™ Award of the National Association of Professional Organizers. She was one of the first in the U.S. to receive the Certified Professional Organizer designation.

She is the author of 50 Ways to Leave Your Clutter, Getting Organized with MS Outlook, and several other books and CD's on the topic of organization. Her client roster includes: Ecolab, Crayola Crayon, Toro, 3M, Best Buy and numerous professional associations.

Her hobbies include gardening, scrapbooking and deleting emails.

[Professional Member Registration](#)

[IPSD and Guest Registration](#)



Troy Stende

3-time Winner of "Best Campus Speaker"
(from the Association for the Promotion of Campus Activities)
Toll-free: 1-866-2STENDE (278-3633)
Troy@TroyStende.com

List of Presenters for 2010

January 21, 2010 - Chapter Business Forum

Audrey Thomas, CPO

"Organized Speakers: Is it 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

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

April 16, 2010 - Fireside Forum

Troy Stende

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

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