

# Your Bridge to Purpose, Passion, and Platform



## MINNESOTA SPEAKS

**Dear Shelly,**

When I step out the door and the snow drifts are up to my chin I sometimes want to turn around and go right back into the house. But, I'm a road warrior and I soldier on, ignoring the ice chips that slip into my loafers and the harsh wind that freezes my lips to my teeth. We are speakers, hear us roar!

This month's newsletter will warm you up and give you some great information and insight. Thanks for joining us once again.

*Karel Murray*



Karel Murray, CSP, DREI

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If you have ideas for articles or information that could be shared in the NSA-MN Newsletter, feel free to contact the 2010 editor,  
[Karel@Karel.com](mailto:Karel@Karel.com).

## In This Issue

**[President's Message](#)**

**[Previous Month Chapter Event Recap](#)**

**[Member Profile](#)**

**[Off Kilter](#)**

NSA-MN Chapter  
Newsletter  
March 2010

## 2010 NSA-MN Meeting Schedule



### 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

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

[Join Our Mailing List!](#)

## [Top Six Publicity Tips](#)

## [IPSD \(Apprentice Program\) Announcements](#)

## [Upcoming Month Chapter Events](#)

## [List of Presenters for 2010](#)

## [2010 NSA-MN Meeting Schedule](#)

# President's Message

*Submitted by Amy Tolbert, Ph.D., CSP*

Many of you are probably familiar with Coca Cola's energy drink called *Full Throttle*. Because energy drinks way over-index in sales in the Latino population, Coca-Cola's marketers saw a huge opportunity to remarket and brand this product to the Latino population. The company's Latino employees suggested the drink be named *Blue Demon*, the name of an iconic Mexican wrestler.

These same employees went with the sales force to Latino-owned outlets and taught the sales people how to position the product and promote it successfully to potential Latino customers.

Steve Bucherati, Chief Diversity Officer at Coca-Cola, said, "We saw not only a successful product launch but what was really interesting, in all these other Latino-owned stores, we actually saw a real bump up with our other brands."

As our society becomes more and more diverse, our businesses and practices must be just as diverse to meet the needs of our customers and clients. Coca-Cola benefited from its strong diverse workforce with the name of the drink and the marketing know how that not only made their one product increase in sales but increased the company's reputation with this group of people because of their understanding of their culture. Diversity is not just about fairness and getting along. Diversity is about a direct impact on the bottom-line of a business. Diversity is the intelligence needed to understand and meet the needs of your clients. Where do you have opportunities that you have not yet uncovered in your business?



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!*

## Previous Month Chapter Event Recap

### Speakers Get Organized!

*Submitted by Sharol Tyra, PCC, CPCC, RN*

Would you like to know the inside scoop on what is most important to meeting planners? Would you like to be better organized or more productive? At our NSA-MN Chapter Meeting in January, Audrey Thomas, or alias 'Organized Audrey' delivered her passionate and practical presentation, Organized Speakers: Is it an Oxymoron?



After several conversations with the experts who organize and implement meetings, Organized Audrey created key recommendations for speakers. Some tips may seem obvious; yet, meeting planners tell Audrey that speakers don't adhere to them and it's frustrating. Here's the Top Five Recommendations that will ensure your relationship stays successfully on-track with your meeting partner as well create a presentation environment that will be appreciated fully by your audience!

#### Top Five Recommendations from Meeting Planners

1. Get materials to the meeting planner on time.
2. Once the contract is signed, don't forget about the meeting planner until the day before the event.
3. Bring a master copy of your handout to the session.
4. Be flexible versus demanding.
5. Develop the presentation so that it matches the handout.

Organized Audrey also created a persuasive, no-nonsense approach on how to move from procrastination and perfectionism to productivity. Here's a few bullet points of how you can do this yourself!

#### Time Management Tips

- Begin the 1st hour of your day with your most important project! No if, ands, or buts.
- Email
  - Try a 30-second telephone call, instead of wasting all that time emailing back and forth. (Humorously, similar viewpoint of Larry the Cable Guy, "Git-R-Done!")
  - Only check your email 3-5 times a day.
  - Respond to email right away, if you can reply in less than 2 minutes.
- Use written checklists and procedures for clear communication and remembering important details (e.g. speaker inquiry form, travel checklist, vinyl envelope for all travel receipts, and preparation and tracking for each event).

In Audrey's PowerPoint presentation, she displayed right-on-target graphics which speakers in the room could relate to on personal and professional levels. Organized Audrey even made cleaning sound like fun -- Go figure! Get motivated by the following points; open a file

drawer or a closet door; or head downstairs where the dreaded brown paper bags of clutter and previous year's files keep piling up - Just take on one menacing task at a time and eventually they all get done.

### **Incentives for Cleaning up Clutter:**

- You may find money or uncashed checks.
- You will be better able to quickly retrieve documents in your computer file and paper files.
- Cost savings and Space savings. Save documents digitally in your computer and be sure to back-up all files. Back up files with Carbonite system (other systems also available) for \$1/week. Go Green - Ditch the paper!
- Enjoy that feeling of being Content. Know that you are being Consistent in Connecting with your Customers. Remember these 4 C's.

Audrey lead the audience through writing our plan of attack to reduce clutter and be more organized in our speaking business and personal lives. In keeping vigorously instep with Organized Audrey, here's your challenge to action:

- *Start doing?*
- *Stop doing?*
- *Keep doing?*



Sharol Tyra, PCC, CPCC, RN

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## **Member Profile**

Robin Getman, CSP

*Submitted by Brenda Elsagher*

Amid breaks for nose-blowing as she fought off a nasty cold, Robin Getman came across to me as the down-to-earth, humble, grateful friend you want to hang out with on a Saturday afternoon. A member of NSA-MN since 1994, she values her membership and explained one of the biggest benefits for her early on was the change in her own self-perception as a professional speaker. She attributed early support from Dale Anderson, Betsy Buckley and Dick Schaaf who gave their time to welcome and help her.



Even though she had been speaking for seven years prior to becoming a member, Robin had concerns about joining a group of people who would be her competitors. Instead, when she joined she found the opposite: people willing to generously share their time and talents with her. Reflecting on her own journey as a guest speaker for

NSA-MN's Apprentice Program, she realized the impact that joining NSA-MN had on her business-doubling her first year of membership.

Encouraged by Manny Steil and Sue Rusch to get her CSP, she pushed through her worry about the paperwork and achieved that, too. Earning her CSP further built her confidence as an accomplished professional speaker. It is obvious looking at her client list that Robin's message about laughter, soul and service translates across many market segments. Her message about transformational service is top-notch makes her a sought-after speaker in the service sector. Watch her videos ([www.RGetman.com](http://www.RGetman.com)) as she uses humor to address upper management as well as the front line staff.

When I asked Robin what she thought what was the best thing about being a speaker, she quickly answered, "Freedom, passion, and I get to do what I love every day. I still can't believe people pay me and I have been doing this for 22 years now."

I asked Robin how we could improve our NSA-MN group, and she pointed out that there are many speakers out there who don't know about NSA-MN. "Keep reaching out," was her message.

An avid gardener, Robin and her partner of 22 years, Kathy, share a love for their rescued Chihuahua, Gracie, and live in Northeast Minneapolis.

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### **Off Kilter**

*Submitted by Molly Cox*

### **A Little Song, a Little Dance, a Little Seltzer Down Your Pants**

These days, speakers take technology and gadgets for granted-the

lights will work, the coffee will flow, the PowerPoint will advance, and the microphone battery pack will stay in place clipped on your pants.

What happens when technology fails us? What if the simplest thing gone wrong changes our presentation?

As an improviser, it takes a lot to throw me. But it turns out, it can be done. I can be tossed like a bad Caesar salad. Recently, for example, a battery pack slipped down my pants during the opening of a keynote. A little known hazard of speaking.

Megon McDonough and I opened a sales conference with the Blues Brothers song "Soul Man." We rewrote it as "Goal Man," with lyrics about sales. It was to be a brilliant, funny, knock-them-out-of-their-chairs-at-8 AM sort of thing.

It was great fun. For the *audience*.

For those of you who haven't seen the [original video](#), visit it and watch what Elwood does, aerobic at best and ridiculous at worst. That was my part. I was Elwood, complete with my black fedora, sunglasses and black tie, down to my white blouse, black jacket and black slacks. (I'm setting the stage here.)

My microphone was clipped to my blouse. The bit started out great until the clip snapped off my battery and the pack started to inch down my leg with every move, tugging at the microphone. It was like having a mouse climb up your pant leg. Although this has never happened to me, I imagine the moves to expel the rodent would be similar to the moves I made on stage. And I'm sure a mouse running up my leg will be in my future. This is how things are going lately.

I'm no stranger to dancing around in public. When dining outside with my father at a restaurant near the Mayo Clinic, a wasp flew up my pant leg and stung me 9,453 times. Then, it died. When this happened, I jumped up and thought: *What the #%&\* was that?* When it happened again, I thought: *Is there a psychotic Mayo nurse giving surprise leg flu shots under the table?* Because this is how I think. As the stings continued fast and furiously, I hopped around the restaurant like a Mexican jumping bean on crack.

Then, I pulled off my slacks ... right in front of my father.

Although he has been to the moon and to Mars, this was out of his comfort zone. Dementia only takes your mind so far. The other diners who didn't have dementia (I'm guessing), looked slack-jawed, yet curious. But they also might have been severely blinded by seeing my dough-boy white Minnesota legs, which hadn't seen the light of day for eight months. The after effects are paramount to looking at the sun, or driving in a white-out through North Dakota.

So, here's the moral to the story: When something goes wrong, adapt the mantra Ellen DeGeneres uses: Just dance.



**Molly Cox**

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## Top Six Publicity Tips

So you're going to be interviewed on TV. What should you do?

1. Set your TiVo to record the session. You don't want to miss this!
2. Ask the station to copy the segment to a CD. Bring a CD. They won't use their own CDs.
3. If they won't give you the segment, find out if they will put it on their website.
4. If they put it on their website, put a link from your website to the segment (not the main news page, the actual segment).
5. Ask if they will let you post the segment to YouTube (some will, some won't).
6. Send an email to everyone you know that contains a link to the video.

All the best,



**Dan Janal**

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## IPSD (Apprentice Program) Announcements

### The Beauty of Mentorship

As part of growing and continually developing our speaking businesses ... I've found that pairing with professionals that have mastered my needed skills ... works best.

Go to where the expertise is.

Established speakers can give back by offering up their time and expertise. If you are one of these folks ... your experience has huge

value. And ... aspiring speakers can tap into our membership for Mentors. The NSA-MN Chapter's Institute for Professional Speaker Development (IPSD) has two established Mentorship Programs.

Robin Getman is our IPSD Mentorship Director. For aspiring speakers, the Mentor to Membership program (Robin) pairs them with a Professional Member and they work together to qualify them for their NSA and NSA-MN membership.

The Mentor to Master program (Robin again) provides a patch for existing members to move their business to the next level or reinvent it all together. Speakers are paired with other Speakers and they spend the year achieving the needed change.

Participants in our IPSD Graduate and Apprentice programs are exposed to dozens of our NSA-MN speakers as part of their classes. Are they silently and secretly making notes on future Mentors for them? I hope so.

Could you use a Mentor? Consider our IPSD Mentor Program. It's a beautiful thing.



Joe Mayne

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## Upcoming Month Chapter Events

**March 9, 2010**

### **Chapter Business Forum**

Location: Airport Hilton, Bloomington  
7:00 - 9:00 PM

### **How to Re-Think, Re-Position and Re-Tool Your Way to Speaking Success**

Common Sense Thinking Regarding Uncommon  
Business Practices That May Help Grow Your  
Business and Possibly Make (or Save) You Gobs  
of Cash in the Process



Can you challenge the conventional wisdom and thrive? You bet!  
Phillip Van Hooser did.

Listen as he explains why ...

- taking any speech for any fee on your topic may serve to raise your fees and bottom line
- negotiating fees can sometimes be a good thing
- bigger (as in staff, offices and inventory) is not always better
- creating products could be a really lousy idea
- hiring a speech coach could hurt, not help, your performance
- paying big bucks for product development is just plain crazy
- letting clients go can get you more income
- refusing referral fees can result in even more business
- working with speakers bureaus may stunt your professional growth
- missing family birthdays, dance recitals and ballgames may make you a better parent

Maybe you don't consider yourself a contrarian, but you occasionally find that some common "wisdom" touted by speaking, training and consulting self-proclaimed "gurus" just doesn't fit your personal business model. Maybe you want to grow your business, serve your clients better, get more repeat and referral business and sell more products, but you're just not sure how to make it all happen. Maybe you want to rethink and retool your business practices, but you're fearful of sacrificing where you are to get where you could be. If any of these statements ring true with you, our guest for this session will help you see a different perspective that might help you generate more profits, passion and personal satisfaction from your work.

Phillip Van Hooser has learned to challenge conventional wisdom while creating business practices that work for him, his clients, and his family. Hear the thinking that has resulted in his creating a thriving 21+ year business, a solid bottom line and healthy family relationships.

**More about our chapter meeting speaker:**

Phillip Van Hooser, MBA, CSP, CPAE has learned to challenge conventional wisdom while creating business practices that work for him, his clients, and his family. Hear the thinking that has resulted in his creating a thriving 21+ year business, a solid bottom line and healthy family relationships.

Since 1988, Phillip Van Hooser has spoken, written, coached and consulted on leadership and service professionalism issues with groups and organizations around the globe. From his earliest business experience as a manager and leader in FORTUNE 500 heavy manufacturing and consumer products companies, Phil knows the leadership methods that work to inspire improvements in performance, productivity and profitability and those that don't!

As a professional speaker and trainer, Phil has addressed more than 2,800 audiences and has spent more than 8,500 hours on stage! As a successful business author, Phil's unique perspective and expertise have been published in numerous trade journals and publications including Investors Business Daily. Additionally, Phillip Van Hooser is the author of three books: *You're Joe's Boy Ain't Ya? Life's Lessons for Living, Loving and Leading; It Takes More Than Guts;* and his best-seller, [\*Willie's Way: 6 Secrets for Wooing, Wowing and Winning Customers and Their Loyalty\*](#), where Phil used his extraordinary storytelling ability to illustrate a proven customer

service model that builds customer loyalty and improves profitability even in the most difficult business environments.

By way of pertinent content, masterful storytelling and real-world applications, Phillip Van Hooser's audiences experience tried and true leadership and service professionalism lessons drawn from the real world ideas that can be enjoyed, embraced and easily transferred to current business circumstances to create immediate results.

A member of the National Speakers Association since 1988, Phil will serve NSA's membership as its national President during 2009-2010. In 1993, Phil earned the Certified Speaking Professional designation and in 2006, Phil was inducted into the CPAE Speaker Hall of Fame. [www.vanhooser.com](http://www.vanhooser.com)



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## List of Presenters for 2010

### **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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