

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

When a pigeon took a bombing run at my head the other day I took this to be my usual warning that summer is on its way. I love the newness of the lawns and the excitement of small children as they board the school buses, knowing that their daily trek is about to come to an end. For the rest of us, constant attention to our speaking careers continues to provide that needed infusion of engagement and enjoyment.

Thank you for responding to the NSA-MN survey and providing some guidance for development of the monthly newsletter. Your comments were heard and we will try to incorporate as many ideas as possible. If you missed providing your feedback, please feel free to contact me - karel@karel.com.

Be sure to scroll down to the bottom of this newsletter and enjoy the photos taken from past events! If you haven't signed up for the May Gala, I'd encourage you to do so... mingle with your peers and celebrate a year well done!

Enjoy!

Karel Murray



Karel Murray, CSP, DREI

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If you have ideas for articles or information that could be shared in

NSA-MN Chapter
Newsletter
May 2010

2010 NSA-MN Meeting Schedule



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

Ice Cream Social & Information Night for Institute for Professional Speaker Development

6:00 - 7:30 PM
Monday,
July 12, 2010
Hilton MSP Airport

6:00 - 7:30 PM
Tuesday,
August 10, 2010
Hilton MSP Airport

6:00 - 7:30 PM
Thursday,
September 9, 2010
Hilton MSP Airport

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the NSA-MN Newsletter, feel free to contact the 2010 editor,
Karel@Karel.com.

In This Issue

[President's Message](#)

[Previous Month Chapter Event Recap #1](#)

[Member Profile](#)

[Why You Want an iPad Soon](#)

[AARP Speaker](#)

[Upcoming Month Chapter Events](#)

[Event Fun in Photos 2009-2010](#)

[Renew your chapter membership now](#)

[2010 NSA-MN Meeting Schedule](#)

President's Message

Submitted by Amy Tolbert, Ph.D., CSP

About two weeks ago, I was outside with my daughters (ages 14 and 11) and they commented on how some trees were budding and others were still like winter sticks. I gave it the gratuitous, "Uh-huh...interesting," and proceeded with the review of the schedule of who was going where, when, etc. The next day, they commented again at how much bigger some buds were, and they pointed out the baby sprouts coming up through the landscape rocks from the new bushes we planted last fall. At that time I knew something was wrong ... they could pause and notice things that I took for granted. They were seeing things right in front of them that I would have briskly walked by. Young people have a great ability to spot things that seem so small that adults often miss them.

An author on observation skills, Van Waffle, calls it "field independence. Some children have a marked capacity to notice an object that is different from its surroundings, even in a complex environment ... the phenomenon also reflects a child's openness and lack of distraction. As adults we tend to complicate our lives. Too often, I use nature walks as a time for thinking rather than observing."

That made me wonder ... how much else is hidden in plain sight? How many missed business opportunities go by in a week? How many people did I miss the chance to connect with on a personal level because my schedule was too tight? How many blooms do I miss as I hurry on my way?

Ironically, the next week, I had to write a session on "observation skills" for an executive audience. Oh, how the universe provides! I know one thing, one cannot observe in clutter. Observation requires clarity ... of thought, of mind, of purpose.

Check out these two YouTube videos and see how you do on your

observation skills (I failed miserably!):

www.youtube.com/watch?v=LkbrcFY6w6s

and

www.youtube.com/watch?v=xAffYLR_IRY (it's a company's ad really!)

Interestingly enough, the mind will focus on what you tell it to focus on ... and therefore limiting your chances to see what's hidden in plain sight.

Dan Janal and I talked about perspectives just before his recent trip to Rome. Here are some shots he took which he might otherwise not have noticed. He may have missed the patterns, beauty and intricacies completely.



Dan, you would make Harvard Professors who specialize in observation proud! And thanks for sharing the photos!

Like developing any personal skill, I believe observation techniques can only help us develop a greater understanding of self, and therefore, be more powerful authentic speakers!



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
 Fireside Forum with Troy Stende

Submitted by Susan Zimmerman

Troy Stende certainly delivered on the promise of "Interaction Infusion" at the NSA-MN Fireside Chat of April 16th! Whether you arrived with tax-day-drudge-hangover or an extravert's zeal for high-fiving excitement, you experienced Troy's mastery of getting a group to interact and connect.



Troy began the session with a couple of ice-breaker exercises. The first one, "Saying Hello," had us turning to our neighbors, shaking hands and enthusiastically exclaiming "I'm glad you're here!" Troy explained that interactive exercises can range from low to high gradient levels, with higher levels requiring more engagement on the part of the audience. The "Hello" interaction fit into the EASY (Low) category yet positively elevated the energy in the room. Troy's advice is to adjust the level according to the group, and to start with the easy level and slowly "raise the heat" (the same trick one must use to boil a frog). Yum!

The benefits of making your speaking programs more interactive are many:

- Lessens audience resistance
- Opens them up to other audience members and to you, the speaker
- Heightens their engagement in your information
- Improves retention of your message
- Generates better evaluations

Troy's next level activity was what he calls the "Gotcha" exercise, which wakes us up, gets us laughing, gets us engaged and connected with each other, gets everyone synchronized, and breaks the touch barrier. Want to know what it is and how to do it? Contact Troy to receive his extensive handout and you'll see the detailed description - troy@troystende.com.

Troy advised us to use inclusive language rather than command language. For example, he suggested we say, "I invite you to stand up" rather than "Everyone must stand up." The goal of interactivity is to keep the audience receptive to staying involved. Why is that a good thing? Look again at the above bullet points.

Troy energetically demonstrated activities throughout his presentation - too many to cover in a 300 word summary - but it was definitely a powerfully engaging and valuable session. Meanwhile, do a high five in the air as I imagine you enthusiastically exclaiming, "Thanks for the sensational summary!"



Susan Zimmerman
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Member Profile

Gaye Lindfors

Submitted by Brenda Elsagher

Gaye Lindfors is a woman who moves through the room quietly and has yet has a big gale force wind behind her. When asked about her passions, her articulations spills over as she talks with enthusiasm on her business of helping others. NSA member since 2005, Gaye was in the apprentice and candidate programs and also credits Robin Getman as a significant mentor. Now, she gives back, this is the third year she has co-facilitated the apprentice program.



An author of: *Find a Job: The Little Book for Big Success* and contributing author of *Don't Miss your Boat: Living your Life with Purpose in the Real World*, Gaye is also a business owner, speaker, and provides workshops and programs for small companies. Her talents seem to be boundless and she is particularly thrilled with the work she does in her church working with women in transition. Gaye also enjoys speaking to faith-based groups and has a talk called, **Living with Purpose in a World that Demands so Much.**

With an extensive and impressive background in human resources, she has taken the best of all those experiences and created possibilities for owners of mid-sized organizations and individuals to move through transition. In that process she helps them find ways to help their employees work better together as they use her advice and she teaches them tools they need to have better client retention, energy and job satisfaction. Sometimes her expertise is needed a few weeks, other times it's extensive. Her greatest pleasure is knowing she has the opportunity to change someone's life. Her mission: **Highlight, celebrate, and inspire significance in myself and others.**

Gaye started reading when she was two years old and hasn't put a book down since, "My favorite book is, *If You Want to Walk on the Water, You've Got to Get Out of the Boat* by John Ortberg. The book with greatest influence in my life, *The Path: Creating your Mission Statement for Work and for Life* by Laurie Beth Jones. I also enjoy reading the paper Saturday mornings with my husband Steve." They've been married 20 years and live in Vadnais Heights. She also has a strong affection for overnights with her sisters, Häagen-Dazs® chocolate, chocolate-chip ice cream, diet Pepsi and laughing till it hurts. Because she is 100% Norwegian, she has a dream of living in Norway for a few months.

I have a feeling you'll be seeing a lot more of Gaye soon, she's a go getter and urges the newer members to take an active part in helping with the chapter, "It's a great way to get to know others too."

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Why You Want an iPad Soon

Submitted by Tim Cimbura

CimburaTech.blogspot.com/2010/04/why-you-want-ipad-soon

Recently Apple launched [the next great thing](#). I recommend you get your hands on an iPad soon.

The iPad is a game changing device. Here are a few reasons why consultants, coaches, and speakers will want to be on the front end of getting this technology:

- You immediately garner attention and look successful by having one. Just as it was cool to have an iPhone, it will be cool to have an iPad. What a great conversation starter that can lead to new business. You never know who you'll meet.
- You can actually use the iPad on an airplane. For most people that are not always in first class, you'll know that it is nearly impossible to use a laptop of any kind when you're in your seat...especially if the person in front of you leans back to take a nap. The iPad will lie flat and provide a large keyboard onscreen, making it ideal for creating text-based content, answering e-mails, writing on your blog, etc.

Even though the iPad does not have a camera, a phone, USB ports, or the ability to use Flash, you don't need those things on this device.

- You'd look and feel ridiculous holding up a large device like the iPad to take a photo or video of someone. Have an iPhone in your pocket? That's perfect for those tasks.
- The iPad shouldn't be a phone. Again, the size prohibits the practicality of it being a phone.
- Who needs USB ports? Nearly all files can be transmitted electronically and wirelessly.
- Flash isn't necessary. There are better ways to write apps that fully handle the multi-touch gestures and performance

obstacles of the software better than any web browser could today.

So let's concentrate on what the iPad is. It's an awesome content delivery tool...in the form of movies, text, images, etc. If you've written a book, it needs to be published on the iPad soon...along with more than just text and photos. Think links to web sites, videos, and other content that will make your material a richer experience.

I can imagine taking the iPad in the kitchen to view recipes, having it on the couch to check some quick emails or surf the internet, or simply relaxing to watch a movie or play a game. These are places I might take my laptop today but would prefer not to. I love the thought of always having an awesome book with me wherever I go in a format that is extremely readable.

The iPad is not a laptop, camera, netbook, phone, ebook reader, or anything else you've seen before. It's a whole new category. If you're thinking outside of the box at all, you'll start to see some incredible new possibilities.

In addition, this will be the first device of it's kind to have an awesome suite of productivity tools in Keynote (like PowerPoint), Pages (like Word), and Numbers (like Excel). You can even use it directly to power your projector. Coupled with the ShowWX Laser Pico Projector, you'd have quite the amazing portable presentation.

Personally, I've waited until the 3G version is available so that I have the option to have internet access where there is no WiFi ... it's on sale NOW!



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Tim Cimbura is chief of technology at Cimbura.com, LLC. He uses his expertise to help businesses become more effective, productive, and profitable through the use of FileMaker databases, Apple products, and web site consulting and development. He is also a professional speaker and entertainer who shares a message about success principles we can learn from kids called "Child at Heart". Cimbura.com

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AARP Speaker

Submitted by Molly Cox

My brain is mush. I now search for words that previously came easily to me, words such as "the" and "carrot." Since I write, this is a problem. Actually, it's a problem in all areas of my life. As a mother, wife, daughter, sister and ...what's the word? Wait for it, wait for...it. "Speaker." That's it.

If you open my kitchen cabinet you will not see salt, flour or LIFE cereal (although at age 50, the brand name does catch my attention.) You will see acai berry (As Seen on TV!), ginkgobiloba and turmeric. (The Indian population has $\frac{3}{4}$ less instance of Alzheimer's than the U.S.) You'd have to search long and hard to find trans fat. Although you could find it--in my emergency stash. It's behind the Dove chocolate (wrapped in foil marked Queensberry rice). No, there's no such thing, which is why no one in my family would touch it. One has to be very clever with chocolate.

In my master bathroom you will find products such as Miracle anti-aging cream, (As Seen on TV! or sold by Christine Clifford), bio scrub 2010 (it stops short of scrubbing off the first six layers of skin), and a tool used for micro-dermabrasion that was designed by someone who did not give thought to how it would look on the vanity. Clearly, the inventor did not have a 15 year old son.

Anyway, I think it's all working because I can almost see the bones that are ever-so-slightly still attached beneath my skin. And, of course, there's the tingle that signals it's working.

What's that got to do with my memory? Nothing, and that's another problem: Wandering subjects.

It's less a problem when speaking to an audience of women over forty-five. They get it. Or, perhaps, they're simply more compassionate. But try speaking to male engineers or the Association of Under-30 Trial Lawyers. You'll see pained and scrunched up faces, all desperately trying to stay on the Wild Thing roller coaster speech that's careening off track faster than Goldman Sachs.

And that's why I eat fish.

Not barracuda, which can cause a nasty case of ciguatera poisoning, which you can get from eating fish that's been contaminated with a

toxin produced by an organism that grows on reef algae in some infested tropical waters. Perhaps a salmon or a nice walleye. Fish is very good for your brain. And if there's one thing a speaker needs, it's a good brain.

Speaking of which, I've learned the hard way that you shouldn't use fish oil on your face. It seemed like a good idea. But even a mermaid doesn't want to smell like a mackerel around the eyes.Or, for that matter, anywhere.

For those of us who have been around awhile, it's important to eat right, exercise, get plenty of sleep, read interesting books and continue learning. Looking good and playing at the top of our game is the only way to make it as a ...um... wait for it.



Molly Cox
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Upcoming Month Chapter Events

May 20, 2010

Annual Gala Event

The NSA-MN Gala Planning Committee has arranged a special night for you and your guest of dining, celebration and a few extra surprises! Please come in your best (black tie encouraged) as we wind up another year at NSA-MN and prepare for the coming year with enhanced member services!

NSA-MN's Annual Gala Event will be held on Thursday, May 20, 2010 from 5:30-9:00 PM at the Hilton Minneapolis Airport in Bloomington.

Awards will be presented for:

- Member of the Year
- Volunteer of the Year
- Next Level Award
- The Mark LeBlanc Award
- Minnesota Speakers Hall of Fame

[Don't miss out ... register today!](#)

NSA-MN Annual Gala Event Location:

Hilton Minneapolis Airport
3800 American Boulevard East
Bloomington, MN 55425

Event Fun in Photos 2009-2010



Renew your chapter membership now for a chance to WIN!

You could win one of the following:

- Mojito Monday Cruise Package on Lake Minnetonka (for 8)
- Gift Certificate for Professional Services from Simply Beautiful
- Gift Certificate for Professional Services from Creativity No Limits, Inc. (up to \$250)
- Four tickets to Stevie Ray's Comedy Cabaret
- And more...

Renew my chapter membership now!

For a chance to win, please renew your membership on or before May 20, 2010*!

If you would like a chance to win one of these fabulous prizes, please renew your membership on or before Thursday, May 20, 2010*. The drawings will be held at the NSA-MN Annual Gala Event on May 20, 2010. ([To register for the NSA-MN Annual Gala Event please use this link.](#))

You may renew your membership:

1. [By using your credit card online*](#).
2. By using your credit card or check and contacting the chapter office at info@NSA-MN.com or (952) 767-0219*.
3. By using your credit card or check in person at the Annual Gala Event on May 20, 2010.

Renew my chapter membership now!

For a chance to win, please renew your membership on or before May 20, 2010*!

**Online or phone renewals must be received by 5:00 PM (CST),
Wednesday, May 19, 2010 to be entered into the drawing.*

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