



Minnesota Speaks

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

AUGUST 2005

EVENTS

SEPT. 13
CHAPTER MEETING
and DINNER
plus
SPEAKER SERIES

Contact the NSA-MN
 Office to register

[EVENT
 REGISTRATION](#)

Inside this issue:

Renew Your Membership	2
New Venue	2
NSA-MN In Atlanta	3
Photo Gallery	4
Member News	5
Chapter Awards	5
Chapter News	6

Ignite Your Passion

A Letter from Your President



the times, they are a-changin'
- Bob Dylan

Many of you have commented about the energy and upbeat atmosphere at our 2005 May Gala. It was a pleasure to welcome Mark LeBlanc, one of our founding leaders, to help wrap up the year. His passion for NSA, our local chapter, and the business of speaking set the tone for the year we're about to experience. I am delighted to be working with you this year as we re-ignite the passion for our chapter and our NSA community.

As speakers, we know what goes into delivering a flawless presentation. What appears to be seamless to an audience is, in fact, a carefully stitched together collection of ideas, thoughtfully crafted to inspire, inform, and entertain. We all know that countless hours behind the scenes go into planning, preparing, and practicing to create a memorable and meaningful program.

It's the same in your chapter. Past President Harry McClanahan set the stage last year for many improvements in our chapter. Your new Board of Directors has been working behind the scenes since April to serve you. They've listened...to your concerns, your needs, and your desires, and will be introducing several major and innovative changes. In the weeks to come, you'll be introduced to:

- a new member benefit package
- an updated and user-friendly chapter website
- an exciting lineup of educational and networking opportunities
- content-driven programs featuring local experts
- a professional venue for our chapter meetings

This is your chapter. Make this your year to get involved! Activate your membership with enthusiasm. Attend programs with an open mind. Introduce yourself to colleagues around you with a welcoming spirit. Willingly volunteer your time to help make the chapter run smoothly.

Without YOU, we don't have a chapter.

This is going to be an exciting year –ignite **your** passion!

Sue Rusch, CSP



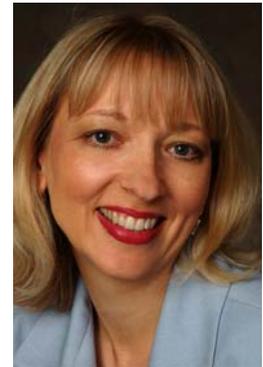
IT'S TIME TO RENEW YOUR PROFESSIONAL MEMBERSHIP

What you need to succeed in the speaking industry has evolved...and we have too!

We listened to what you have said and changed our membership package to meet your needs and build our professional community:

- **PRO-to-PRO FORUMS:** Tapping the wealth of expertise in our chapter, we can really learn from each other. Our professional members focus on a hot issue — what are their biggest challenges and then sharing their best solutions for what is really working.
 - Fireside Forums:** Up close and more personal with one of our seasoned professional speakers: a warm environment full of hot ideas.
 - Tele-Forums:** On the road again or can't make the meeting...not a problem...just call-in to participate and grow your speaking business!
- **CHAPTER MEETINGS:** Re-gearred just for our Professional members. Inspirational moments and more time for you to catch up on business, make friends or just find out what's new with your colleagues over a relaxing meal.
- **ENTERPRISE SPEAKER SERIES:** These top experts and entrepreneurs will give you insight on how to grow your business. This NSA-MN sponsored platform is open to the public and includes a *Meet the Pro's*, which will feature the expertise of the individual members of NSA-MN.

And we've made it easy—now just one fee! Your professional membership fee of \$297 includes all of these professional member-included events....and your meals! Now you just need to email your reservation and you are done...no more credit card numbers or writing checks. More details will follow in August....but you don't have to wait. Contact Mary Kay at the NSA-MN office to renew your membership today....you won't want to miss out!



**"As a
speaker,
your needs
have
changed..."**

**So we
needed to
change too!**

Audrey Thomas
Membership Chair

ALSO A GREAT NEW VENUE: *The Crowne Plaza West*

Exciting new Benefits, a new speakers series to grow your business and a comfortable new meeting facility for our NSA-MN Chapter!

Located directly in the center of the 494 meeting strip, the new meeting home for NSA-MN is convenient for everyone! Only 15 minutes from the Downtown areas of Minneapolis or St. Paul. This location is perfectly centralized for the majority of our current members.

The Crown Plaza Minneapolis Airport West is a remarkable contemporary hotel designed by renowned architect James Dayton. Just opened in 2004, the beautiful maple columns —some tilted at unusual angles— make guests feel as if they've walked into a work of art. The perfect place to build our expertise and hone our skills in the eloquent art of speaking.




CROWNE PLAZA
HOTELS & RESORTS

*Conveniently located
near the intersection of
highways 494 and 100*

NSA-MN MEMBERS WOW 'em IN ATLANTA

What an impact NSA-MN made at the NSA National Convention!

Over 35 of our fellow Minnesotans left the heat at home to join hurricane Dennis in Atlanta. It was NSA-MN's largest turnout at the NSA's National Convention in several years, and the excellence of our chapter was well-represented:

HONORED: *Three of our members -*

Amy Tolbert, Sue Rusch and Robin Getman

They received their Certified Speaking Professional (CSP) designations. The CSP is the highest earned designation in professional speaking, and the inclusion of these three brings NSA-MN's total number of CSP's to 19. Congratulations!



Our presenters at the convention:

- ◆ **Mark Scharenbroich, CSP, CPAE**, set the tone for the entire convention by sharing the insights of his signature "Walter" character during the opening and closing general sessions. In addition, Mark was a panel member for one of the concurrent sessions on humor.
- ◆ **Mark LeBlanc**, did an incredible job as the Chair of the 2005 Cavett Institute. This one-day program is the main event for those enrolled in the Academy for Professional speaking.
- ◆ **Roxanne Emmerich, CSP, CMC** was a featured speaker for the Foundation Benefit Seminar and was also a panel expert on women in business.
- ◆ **Thom Winninger, CSP, CPAE** explored the various business models when he spoke at the 2005 Cavett Institute and he was also a concurrent session speaker on career reinvention.
- ◆ **Mike McKinley, CSP, CPAE**, led a wonderfully informative and entertaining sessions, Up Close and Personal with Jeanne Robertson, CSP, CPAE & Joe Calloway, CSP, CPAE.
- ◆ **Amy Tolbert, PhD, CSP** led a learning experience that explored the current state of multiculturalism for members of the Diversity PEG.

***The CSP
is the
highest
achievement
awarded
to a
speaker...***

***The NSA-MN
Chapter is
now home
to 19 !***

ATLANTA: A WHOLE LOT OF FUN!

The NSA-MN Chapter hosted an evening reception for the Minnesota attendees. It was a great opportunity to share the highlights of the convention and get to know our fellow chapter members—what an awesome community!



**Michael Roby Anne Warfield
Carol Fredrickson**



Susan & Mark Scharenbroich



Sue Rusch & Tom Guetzke



**Dr. Dale Anderson
& Annie Glasgow**



Amy Hansen & John Crudele



Sue Rusch & Harvey Mackay



Dan Janal

Ann Ulrich

JOIN US NEXT YEAR IN ORLANDO!

The 2006 National NSA Convention will be held at the World Marriott in Orlando Florida on July 22-25. A great opportunity to grow professionally and share some fun with your fellow NSA-MN Chapter members.

MEMBER NEWS



Audrey Thomas was honored as one of the Notable Women of Minnesota by First Lady Mary Pawlenty at a dinner at the Governor's Mansion. Audrey is founder and president of Organized Audrey, LLC, an organizing consulting firm. Those honored, ages 10 to 101, included a Newbury prize winning author, a rocket scientist, a 14-year-old inventor and other remarkably accomplished women who have succeeded professionally or in volunteer services.



Ann Ulrich was named one of the Women Changemakers by the *Business Journal*. She was honored at the Women in Business luncheon as one of the women who have made changes in their companies, industries or the Twin Cities business community. Ann is President and CEO of the BOLD! Companies of Ann Ulrich, (Fit Modeling Agency, I Got Fired! Party and of course, BOLD! Seminars.

Congratulations to our Award Winning Chapter Members

**These members were honored at the May Gala
for their outstanding accomplishments**



Member of the Year – Michael Roby

Volunteer of the Year – Audrey Thomas



Next Level Award – Anne Warfield, CSP

Mark LeBlanc Award – Dr. Dale Anderson



Will your name be here next year?

Get involved today!



SEND US YOUR NEWS or SUBMIT AN ARTICLE

We love to hear about your accomplishments. For next month, just send us the information in an email.

Write an article and share your helpful ideas with your fellow members.

Just send an email with the information to: administrator@NSAminnesota.com

Publishing guidelines & editorial calendar will be featured soon on the new website.

Your source
for NSA-MN
information

NSA-Minnesota Chapter
3131 Fernbrook Lane N.
Plymouth, MN 55448

Phone: 763-398-0818

Fax: 763-566-5780

Email: administrator
@NSAMinnesota.com

NSAminnesota.com



As the Minnesota Chapter of the National Speakers Association, we are dedicated to advancing the art and value of experts who speak professionally by:

- Enhancing platform performance
- Facilitating business development opportunities
- Fostering community
- Increasing the brand identity of NSA
- Developing strategic partnerships

WELCOME OUR NEW CHAPTER ADMINISTRATOR



Have you met our new Chapter Administrator? We're delighted that Mary Kay Smith has been selected to serve NSA-MN this year. If you haven't met her, introduce yourself the next time you call our office. Mary Kay will attend our chapter meetings and programs throughout the year to stay tuned in to what's going on in our chapter.

Welcome to NSA-MN, Mary Kay!

IT'S ALL ABOUT COMMUNITY & COMMUNICATION

Can we talk? Of course we can...after all we are speakers!

But can we communicate? As President-elect, this year I am taking on the task of communications. How we share information with each other, our industry, and our world.

Our Members: We need to know about each other and learn from each other. As an association of professionals the best way to grow our businesses is to help each other. It takes more than just a newsletter. You will find the new speaker series, the Pro2Pro Forums and the opportunity to get together with some of the best people in the industry is what makes being a member in the MN Chapter so special. But you need to participate to gain the benefits...

Remember you are *never* too good to get better!

Our Industry: We are the source for top professional speakers in the Midwest....we need to get the secret out! We will be building strategic relationship with other associations ...where it makes sense...to create a win-win. We will begin showcasing our professional members—look for our new web site soon that will feature a different chapter member with every click of the mouse. We will become a great resource for those looking to hire a speaker.

Our World: NSA-MN will be the source of expertise for the speaking profession in our area. New relationships with the press and local media will be developed that establishes NSA-MN as a key source for the expertise that is found in you—our professional members.

As our President, Sue said....this is *your* Chapter. Get involved...get connected...get better ...

Let's have some fun growing this pie together- we can always enjoy a little more pie!



Tom Guetzke
Communications
Chair