



# Minnesota Speaks

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

OCTOBER 2005

## UPCOMING EVENTS

**Tues. Oct. 11**  
Mentorship Program  
Begins 6 pm

**Wed. Oct. 12**  
Tele-Forum 12-1 pm

**Fri. Oct. 28**  
Fireside Forum 9-11 am

**Tues. Nov. 15**  
Chapter Meeting &  
Dinner 5:30pm



**Robyn Waters**  
7-9:00pm

**TO REGISTER**  
Contact the  
**NSA-MN**  
**OFFICE**

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## A PROGRAM FOR PROFESSIONAL MEMBERS:



### TELEFORUM

Wednesday, Oct. 12th Noon— 1 pm



### HELP! I NEED TO WRITE--NOW!

Speakers need more than speeches; they need products to reinforce their message. Some tape their speech and sell it at the back of the room or on their website. But doing so risks compromising ability to be hired because the program is already "out there." A better and more profitable way to go is to write your products. You can do an article, a booklet, a workbook, a book—or all of these.

In this teleforum you'll learn:

- o Myths and truths of various publishing models
- o How to decide which written project to tackle
- o How to get started writing
- o How to avoid common mistakes
- o How to keep your pen moving
- o How to leverage your writing into higher speaking fees



Award winning author, publisher, and speaker, **Sharron Stockhausen, MMA, CPCM, CAP**, was first published in 1975. Since then she has had hundreds of articles published in magazines; has authored, co-authored, or edited over fifty books; writes a weekly newspaper column published in three newspapers (this is her eleventh year doing the column), and begins her fifth year as CEO of Expert Publishing, Inc. just this month.

### Your HOST: Dan Janal

Great Teleseminars helps busy speakers present teleseminars easily. GT handles all the production work so all you have to do is show up and be brilliant! For info, see <http://www.greatteleseminars.com> and get great TIPS at <http://www.greatteleseminars.com/blog/>

## A PROGRAM FOR PROFESSIONAL MEMBERS:



**FIRESIDE FORUM**  
Friday, Oct. 28th 9 - 11 am

*At Home with* **Mark Scharenbroich**  
**CSP, CPAE**

For 25 years of platform experience with over 3,500 audiences, Mark has combined the timing of a stand-up comedian, the power of an inspirational speaker and the art of a great storyteller. Mark invites us into his home to share some of the lessons learned along his path to becoming a Hall of Fame Speaker.

*You don't want to miss it!*

*Limited Seating for Professional Members — Directions will be provided upon registration*

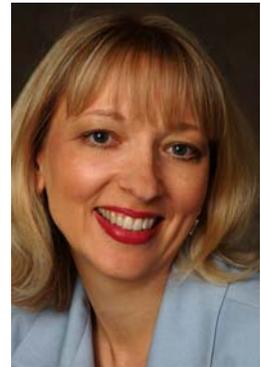
**REGISTER NOW**

*As a Professional Member there is no charge for these events. However, in order for us to plan for the correct number, we must get your reservation as soon as possible.*

**WELCOME OUR NEW MEMBERS**

It was exciting to reconnect with many of you at the Fall kick-off meeting. Also exciting was to be able to welcome those who are new members to our chapter. The following have recently joined:

- Danita Bye**, Sales Growth Specialists
- Joan Gustafson**, Joan Eleanor International
- Gabrielle Hamen-Kieffer**, You Have The Power
- Ralph Jacobson**, Synthesis Consulting
- Gaye Lindfors**, Significant Solutions
- Susan Zimmerman**, AHA Financial Team
- Calvin Stovall**, The Professional Advantage



Audrey Thomas  
Membership Chair

At the next chapter meeting, be sure to look for these new faces and give a warm NSA-MN welcome!

We are in the process of contacting potential Vendors to partner with our chapter. Please consider speaking to those whom you do business with about aligning with NSA-MN. It's a win-win for everyone and we would welcome the opportunity to partner with them.

If you're one of the few who have yet to renew, the renewal process has been streamlined and simplified. If you need a new renewal form or you've misplaced your Membership Packet, please call Mary Kay at 763-398-0818 and she'll be happy to email you a new form.

I'm here to serve you. Please let me know if I can assist you in any way.

**IT's the PLACE for NSA-MN: *The Crowne Plaza***



Conveniently located near the intersection of highways 494 and 100  
5401 Green Valley Drive  
Bloomington



**CROWNE PLAZA**  
HOTELS & RESORTS

## LEARNING TO BECOME A PROFESSIONAL SPEAKER: THE 2005-06 NSA-MN MENTORSHIP PROGRAM

### Has anyone ever asked you how to become a professional speaker?

Do you know anyone who is interested in learning more about becoming a professional speaker? The NSA-MN Chapter Apprentice program is a perfect opportunity to discover if they have what it takes! The 2005-06 Apprentice and Candidate programs begin meeting on October 11th. An aspiring professional speaker can explore or launch their own speaking career simply by participating in these incredibly beneficial mentorship programs. Michael Roby will be heading up the entire program this year. The Apprentice program will be led by Robin Getman, CSP and Gaye Lindfors. Michael Roby and Gabriella Hamen-Kiefer will be leading the Mentor program. Please help us to get the word out on these great speaking developmental programs.



#### For additional information or to register:

Contact Mary Kay at the NSA-MN office at 763 398-0818



### Are you already registered for the Mentor Program?

You can look forward to participating in the Chapter meetings, Teleforums & Fireside Forums after you become a Professional Member of NSA-MN. Until then, make sure you have these upcoming dates on your calendar (included as a part of your Mentor Program package):

**OCTOBER 11** 6pm Mentorship Program Begins

**NOVEMBER 8** 6pm Mentorship Program

**NOVEMBER 15** 7pm Small business Forum

*Featuring Trend Guru, Robyn Waters*

## The New NSA-MN Phone Book—Don't be left out!



Work on the new NSA-MN Internal Phone Book is well under way.

The deadline to send in any updates or new photos will be **Friday, October 14<sup>th</sup>**.

**Renewing members:** We will use your listing from last year unless you notify us otherwise. Also, if you have a new photo, be sure to send that electronically.

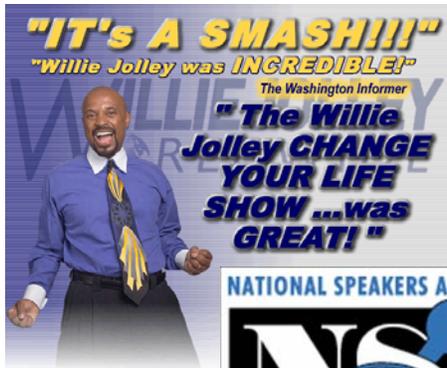
**New Minnesota Members:** Please provide us with all contact information as well as an electronic version of your headshot. Jpegs are preferred.

**Vendor Partners:** Please let us know if you will be providing new artwork for your ad. Updates on your contact information are also needed at this time.

Your updates, photos and other information can be sent to [Audrey@OrganizedAudrey.com](mailto:Audrey@OrganizedAudrey.com) Please feel free to contact her with any questions.

**FALL KICK-OFF: SEPTEMBER CHAPTER MEETING !**

The NSA-MN Chapter kicked off our new program format full of new energy! The chapter meeting for Professional Members provided the opportunity to catch-up and just chat with our fellow members over dinner. The “golden nuggets” provided by Betsy Buckley, Dan Janal and Dr. Manny Steil got everyone buzzing about ideas for their business. Joining the Professional members for the dessert and coffee bar, our mentors and guests were treated to the wisdom of Willie Jolley who inspired us to change our life and grow our speaking business.



Betsy Buckley, Amy Tolbert and Sharron Stockhausen enjoy catching up at the chapter meeting held for Professional Members



Sue Rusch and Desi Williamson laugh about his “second halo”



Willie delivers!



.....and the audience loves it !

*A special Thank You to Anne Warfield, CSP for volunteering to take the pictures at the fall Kick-off*



**HOW WOULD YOU LIKE TO HAVE EVERYONE SMILE WHEN THEY SEE YOU?**

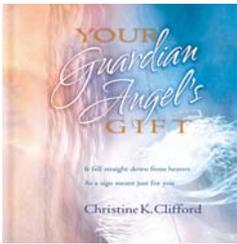


We are looking for volunteers to take digital pictures at the NSA-MN Chapter events. You can sign-up for one event....or become one of our “official” photographers for several events.

Contact Mary Kay at the NSA-MN office for more info!

Smile !

**MEMBER NEWS**



**Christine K. Clifford, CSP** Christine recently authored a book entitled, *Your Guardian Angel's Gift*. This beautiful full-color gift book has an unforgettable message of hope and encouragement that goes straight to the heart of anyone facing adversity. The book was published in September by Bronze Bow Publishing.



**Mary Z. McGrath** Mary recently authored, *Teachers in Transition: Growing Forward Through Retirement*. This unique collective story and guidebook encourages and supports educators to envision their future journey while living in the present. Using developmental theory of mid-life and the years beyond, this book expands on the present and potential experience of teachers. It is her second book published by R and L Education.

**When Harry met Sally? NO... it was Christine!**

**CONGRATULATIONS** to **Christine Clifford, CSP**, and fellow speaker/author, **Harry Beckwith** who were married on July 9th. So where did this new NSA couple meet? No...it wasn't in Seattle...like in the movie—but close! The two met at the NSA Western Workshop in Portland, Oregon in February 2004. It just goes to show the truly wonderful people that you can meet at NSA events and the solid relationships that can be formed ....even if their expertise is "*Selling the Invisible*" !



***Our wish for happiness goes to both of you  
— we are certain that you won't forget to laugh!***



**Our Heartfelt Sympathy**

One of our fellow members and dear friend, **John Crudele, CSP** unexpectedly lost his Mother on October 2. She passed away 31 years to the day after the death of his Father. Please keep John and his family in your thoughts and prayers during this difficult time.

**SEND US YOUR NEWS**

We love to hear about you or your fellow members' accomplishments. Just send an email with the information to: **administrator@NSAminnesota.com**

	<b><u>Issue</u></b>	<b><u>Submitted By:</u></b>
Upcoming Deadlines:	November	October 15th
	December	November 15th



**Your source  
for NSA-MN  
information**

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### *From the Back of the Room*

Since starting my business 16 years ago, I have written for various publications and newspapers discussing the problems I see in the world of business. It recently occurred to me that perhaps if my work was under a microscope, there would be some lessons learned as well. So, here are just a few of the mistakes I have made...



**Not protecting the status of my client.** I conducted two workshops for a Twin Cities law firm many years ago. The first session went very well. In fact, their chief litigator approached me afterwards and said, "These techniques are great. I can't wait to use them in court." Naturally I was flying high. The next day at the St. Paul session the organizer of the sessions met me at the front door. "I don't know what you did in Minneapolis, but it must have created a buzz. The Senior Partner is sitting in today; he never attends these sessions." I was both flattered and frightened. I was worried that he would suck the life out of the room and no one would risk participating in the exercises. My first strategy was to establish command of the room by using the Senior Partner to help me demonstrate the very first exercise. *Can you see the train wreck heading my way?* This put the attorney in such a risky position that he had to find a way to get his power back. Toward the end of the session, the Senior Partner raised his hand and said, "This is all well and good, but I don't see how it could transfer to use in the courtroom." Here was my beautiful response, "You should talk to your Chief Litigator Mr. [Smith] in the Minneapolis office then, because he believes these would be great in the courtroom." I don't know if stupidity has a sound, but the silence after my comment came pretty close. And, as you can guess, I haven't received any follow-up work with that firm.



**Looking only at the friendly face.** A participant informed me during the break at one session that I was looking only at one part of the room. "We're on the other side, and we would like to be included." When the session resumed I realized that the reason I was avoiding looking at her entire side of the room was because there were two guys sitting close to her with scowls on their faces during the entire workshop. I was subconsciously looking at only the people who were smiling at me. Not very effective, since I already had them. I should have been concentrating on serving those who weren't sold yet. I was obviously not doing something they needed.

**Having a chip on my shoulder.** I am no different than most. When I hear that I will be working with a particular group or industry, I form an opinion of them before I ever arrive. Engineers and accountants will be stuffy and rigid, lawyers and physicians will be status-driven, arts and culture professionals will be flighty, government workers will be marking time until retirement. The wonderful thing is, almost every stereotype has been disproved by reality. I honestly could not tell you the difference between a group of doctors, teachers, engineers, corporate executives, or steel workers. Everybody wants to learn. Everybody wants to have fun. Everybody wants to be respected. Funny that when you look around a movie theatre, every single profession will be there as well, all enjoying the same thing, without anyone knowing who is who.

**Talking too much.** A professor friend of mine said, "Those of us in education and training think our job is to dump out all the knowledge we have. Teaching is much less filling a bucket as it is igniting a spark." I have so much fun showing the next exercise or game that I forget to let people absorb the one we just did. I am also so excited about everything I know that I forget that everyone else knows just as much. And perhaps combining theirs and mine will produce something great.

So I'm off to the next workshop. If you are in the audience, let me start by saying I'm sorry and I didn't mean it.

Stevie Ray's Improv Company  
"Making it up as we go since 1989"

