



Minnesota Speaks

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

JANUARY 2006

UPCOMING EVENTS



Sat. Jan. 14
Meet the Experts
9:00—11:30 am

Chapter Meeting & Lunch with
NSA President
Rick Jakle, CSP

12:00—2 pm

Wed. Feb. 9
Teleforum

Fri. Feb. 24
Fireside Forum 9-11 am

REGISTER FOR ALL PROGRAMS at the

NSA-MN OFFICE

Phone: 763-398-0818
Fax: 763-566-5780
Email: administrator@NSAMinnesota.com

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SATURDAY Jan. 14th

OPEN SOCIAL & NETWORKING: *Doors Open to all Small Business Forum Participants*

9:00 - 9:30 am **Networking & Check-in**
(Pastries & Coffee Bar)

9:30 - 11:30 am
Grow your Business with

MEET THE EXPERTS

Discover the secrets and insights on how...

You can make 2006 your best year ever !

Stevie Ray, *Stevie Ray's Improv*

Dan Janal, *GreatTeleseminars.com*

Holly Zelinsky, *Nationally Speaking*

Robin Getman CSP, *InterACT Group*

Sharron Stockhausen, *Stockhausen Ink*

Wendy Houser Blomseth, *InBeaute Photography*

Maureen Tubbs, *Minneapolis/St. Paul Business Journal*

HOT TOPICS with even HOTTER IDEAS



REGISTER NOW

\$49 for Guests to attend the Small Business Forum

*As a Professional Member or Mentor there are no additional charges for the Small Business Forum. However, in order for us to plan for the correct number, we must get your reservation **by Tuesday Jan. 10.***

A PROGRAM FOR PROFESSIONAL MEMBERS:

12:00—2 pm Chapter Meeting & Lunch



Chapter Business and Lunch with our special guest, Rick Jakle CSP, NSA President.

Professional Members please RSVP before Jan. 10

Note: as a member there is no charge for this event. However, in order for us to plan for the correct number of meals, the hotel requires that we get your reservation as soon as possible.

WELCOME OUR NEW MEMBERS

Although our main Membership Drive from this fall is long gone, we are still actively pursuing those who qualify for membership into our Chapter. Currently we have 75 members; 25% of them new members.

Please help me welcome **Laurel Ferris, Tim Cimbura, Kate Larsen** and **Kevin Smith** as new professional members.

Milt Adams, Beaver Pond Press, has recently become a National Service/Supplier Partner and now qualifies as a professional member of our chapter.

Many of you know of others who speak professionally but who are not part of our NSA family. I would be happy to send them information regarding membership—just send me their name and contact information.



Audrey Thomas
Membership Chair

*Your source
for NSA-MN
information*

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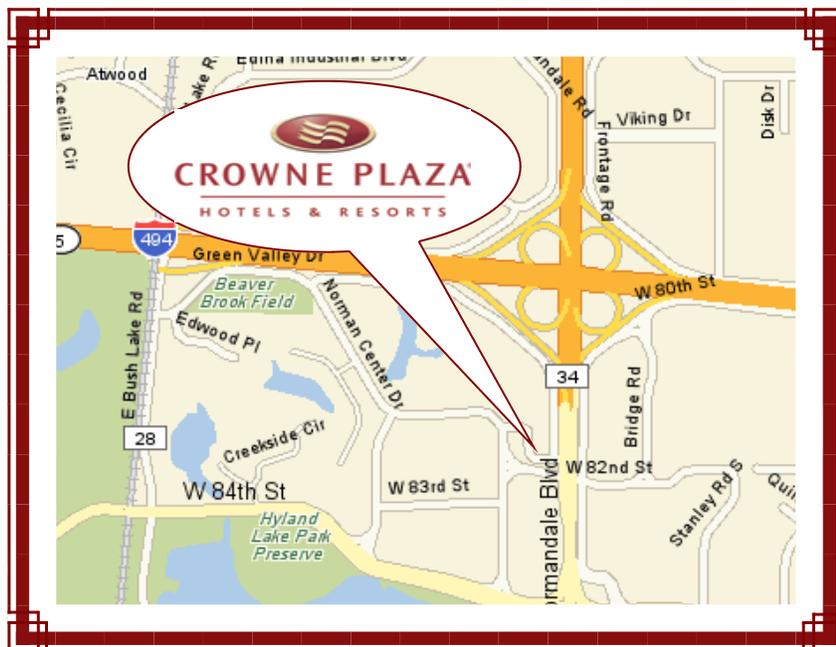
Phone: 763-398-0818
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It's the PLACE for NSA-MN: The Crowne Plaza West

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

*5401 Green Valley Drive
Bloomington*



MEET ONE OF OUR NEW VENDER PARTNERS: InBeaute Photography



Name: Wendy Houser Blomseth

Company Name: InBeaute Photography

Company Website: www.inbeautephoto.com

How long have you been in business? Eight years

What does your typical client look like?

Excited, motivated entrepreneurs who understand that having fun, creative headshots positively affect their image and improve their bottom-line.

What's been the most challenging project you've ever worked on?

Traveling to twelve different locations to photograph twelve different featured members of the St. Paul Chamber of Commerce for their monthly magazine, *The Advocate*. It has been a great opportunity and a great challenge because the people, the lighting, the environment and the timing is never the same twice.

Name the last movie you went to or rented: *What the Bleep Do You Know?*

What book is on your nightstand? *Reading Lolita in Tehran*

What is your alma mater: University of Minnesota with a B.S. in Speech Communications

A favorite place you like to visit: San Francisco where I lived from 1975-1985

One of your pet peeves: Packaging materials like the plastic around music cd's.

Any pets?

Two 4 yr. old Siamese tortoise-shell female cats and one 13 yr. old American Tabby male cat. All loved and spoiled beyond belief.

InBeaute Photography is located in downtown St. Paul across from the St. Paul Farmer's Market and we photograph on location throughout the entire Twin Cities area.

We specialize in exhibition quality Portraits of Speakers, Coaches, and Entrepreneurs for their business cards, website and printed materials.

InBeaute portraits are the images that inspire, provoke and create success.

651-225-9002 email: info@inbeautephoto.com

A GREAT OPPORTUNITY

The Minnesota-based conference planning firm, BI is looking to fill a high level executive position to sell and coordinate it's services to meeting planners. This is a very well compensated position and could be a great opportunity for the right person. If you are interested, know someone who might be, or have any questions, contact NSA member **Dennis Stauffer** at 763-744-1036 and he will put you in touch with the people at BI.

FIRESIDE FORUM: AT WORK WITH ANNE WARFIELD, CSP

We had a full house! Anne Warfield and Paul Cummings opened the doors to the new Headquarters that they have just built for Impression Management Professionals. Anne did an incredible job sharing what we'd want to know about taking our business to the next level, presenting it in a way that could be applied at any level and within our own business model. Paul and Janna rounded out the sharing with their expertise and perspectives. In addition to fabulous treats, Anne generously gifted each of us with a copy of her book, **Outcome Thinking**. The Impression Management Professionals offices provided a stunning backdrop, complete with the warmth of the fireplace, for another fabulous **NSA Fireside Forum**. **Thank you** again Anne and the entire IMP team!



Thank you to Tony Schiller for your leadership in being the champion of the Fireside Forums!

MEMBER NEWS



Mary Z. McGrath along with Bev Johns of Jacksonville, IL have written

The Teachers Reflective Calendar and Planning Journal. (Corwin Press/June 2006)

This 53-week planning calendar offers teachers the gift of reflection every day. With daily and monthly professional tips and year-round motivators from veteran educators, this calendar offers room to record lesson planning reminders, goals, reflections, memos to self, and others."

MEET OUR NEW MEMBERS:

Joan Eleanor Gustafson

Company Name: Success and Leadership Dynamics

Company Website: www.leaderdynamics.com

How long have you been speaking professionally? 32 years

What's your favorite food? Anything Italian

Name the last movie you went to or rented: *Phantom of the Opera*

What book is on your nightstand? *Writer's Market*

Favorite Color: Red

Any unusual life-changing events you'd like to share? Turning 50 and reflecting on the legacy I would leave on this earth changed my speaking topics from business to inspirational.

Name someone who inspired you to speak professionally:
Betty and Len Notto, my mom and dad.

What is your alma mater? MBA from University of St. Thomas

Where did you grow up? Little Canada, Minnesota

A favorite place you like to visit? Maui

A favorite quote:

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind." (William James)

Something that most people don't know about you: My husband and I have eight children. Six of them are his, and two are mine.

Tell us about your worst speaking nightmare:
Speaking to an empty room!

If you weren't a professional speaker, name the job or profession you'd like to be working in: Writing novels





Improvising Business

Column 166 "The Elephant and the Barracuda"

Ever wonder how they keep elephants in the circus under control. I've walked by an elephant tied to a small post in the ground with a rope around its ankle and thought, "An animal that size has got to be able to just pop that stick out of the ground." When first training a wild elephant, the wranglers will put a heavy chain around its ankle and tie it to a metal post secured to the ground. Even an elephant can't pull apart something that big. The elephant tries for weeks to escape, but can't budge the chain and post. After a number of days or weeks the elephant realizes that it is futile to resist and stops pulling. The trainers then switch to a smaller chain and a smaller post. This continues over time, eventually ending up with a flimsy rope and a small wooden stick in the ground. Even though the elephant could easily get free with minimal effort, he has been conditioned to accept that anytime *anything* is tied around his ankle it is useless to fight, so he doesn't. You see where this is going don't you?

Scientists interested in human behavior did another experiment with harsher overtones. They took a barracuda and put it in a tank with small fish, essentially barracuda food. They separated the fish from the barracuda with a pane of glass. The barracuda and the fish could see each other, but could not touch. The instant the fish saw the barracuda they hovered in the corner, frozen in a mass. Of course the barracuda saw the fish and charged, hitting his head on the glass. Like the elephant, barracudas are slow learners. So for weeks the barracuda banged its head on the glass trying to get at the food. The fish never left the corner or the safety of the other fish unless there was food right close by and they were starving.



After a number of weeks, the barracudas instincts were overridden by the pain of a sore noggin. He stopped trying to get the fish. As you might guess, when the glass was subsequently removed the barracuda still left the fish alone. The fish however, never stopped seeing the barracuda as a threat, so even though the barracuda never crossed into their side of the tank they stayed cowering in the corner.

A friend of mine is training with a communications specialist. In order to help people take control of their lives the specialist seeks to discover what he refers to as everyone's "barracuda moment." The moment in your life when you banged your head against the glass so many times that you decided that it was safer to not try. As life progresses, even long after the glass is gone, we continue to react as if we are going to hurt our head.

Recognizing the panes of glass or the tiny little ropes that restrict me are, of course, a lot easier to define than they are to remove. As a presenter I know my goals, I want to have an impact and I want the impact to be lasting. I know the qualities I strive for in each presentation, interaction, relevance, and applicability, but my goals and qualities are cognitive. I use them to get the gig, and to keep focused during the session. My barracuda moments are what really drive me. I want to be loved by the audience. I want them to believe I actually know what I'm talking about. I want them to believe I am the *best speaker they have ever had!* Let's see if I can have more fun this year by not banging my head against that glass.



"Making it up as we go since 1989"

www.stevierays.org