



Minnesota Speaks

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

UPCOMING EVENTS

November 14
Chapter Meeting
5:30 pm—7:00 pm



November 14
Small Business Forum
7:00 pm—9:00 pm

Wed. Oct. 11
TeleForm
Noon—1:00 pm

Fri. Oct. 19
Fireside Form
Dr. Manny Steil
CSP, CPAE
9:00 am—11:00 am

TO REGISTER
Contact the
NSA-MN
OFFICE
763-398-0818

Inside this issue:

- Chapter Events **1**
- ISPD **2**
- Membership **3**
- Announcements **4**
- Upcoming Event **5**

September 19th Chapter Meeting in Pictures

Kick Off Chapter Meeting & Dinner BIG HIT!



Keynote: Jim Pancero



Stevie Ray hosts Jeopardy

Contestants:
Tom Guetzke
Sue Rusch
Michael Roby



2006-07 Board of Directors



Sue Rusch Master Moment

Upcoming Teleforum

See page 5 for information on the October 11 Teleforum with Mark LeBlanc

The Institute of Professional Speaker Development™ — From NSA-Minnesota

“Change is one thing, progress is another.”

— Bertrand Russell

“Progress is the life-style of man.”

Victor Hugo

NSA -Minnesota has seen its share of change and progress in the recent past. Our new vision of Chapter operations delivered Professional Member-Only Events, Small Business Forums, and new members involved in a very active Chapter. NSA -MN continues to move ahead boldly into the future, with an expansion of our educational offerings.

The Institute of Professional Speaker Development™ (IPSD) provides a new structure of professional education designed to introduce the Professional Speaking Industry to others, resulting in the growth of our industry, as well as offer exceptional, high level *local* educational opportunities to our Professional Membership and affiliates.

The IPSD will initially have three (3) divisions dedicated to the professional development of professional speakers:

The Apprentice Program – An eight month experience based on the NSA Core Competencies for a successful professional speaker. Both basic education of the Speaking Industry and a focus on developing a personal business plan provide the Apprentice with the tools necessary to achieve the stated objective of Professional Membership within 12 months of matriculation.

The Graduate Program – A four month action based mentoring program for speakers that may or may not have attained Professional Membership in NSA -MN. Designed to firm the base of a speaker’s business and at the same time help them make a quantum leap. The logical progression for those who have completed the Apprentice Program, as well as existing professional speakers. A workshop format based on business plan expansion and implementation will help the Graduate Participant get their business to the “Next Level.”

The Professional Development Series (PDS) - A new opportunity that will bring in the finest talent in platform dynamics, theatrics, presentation sciences, storytelling, and other advanced topics. PDS is designed to help the successful professional speaker become even better. The PDS will also be marketed to the public as a way to generate bottom-line revenue to the Chapter, with NSA -MN Professional Members and Affiliates enjoying a reduced admission price.

The Institute of Professional Speaker Development™ will be a showpiece for NSA -MN as we continue to expand our offerings to meet the needs of our members and our Chapter continues to grow. Cavett Roberts, founder of NSA and an American speaking icon, encouraged us to “bake a bigger pie.” The Institute will help us do just that, by helping us add to our skill-sets, as well as adding to those exposed to NSA -MN. The force that is the new NSA -Minnesota continues to spread our influence in the Professional Speaking Industry, and we are all privileged to be along for the ride!

Look for the exciting details as these programs are rolled out!



Membership Renewal Reminder

Time to join the fun!

It's not too late to join the fun at NSA Minnesota and be a part of this dynamic group of communicators! If you haven't already done so, please send in your renewals or applications by Oct 6, 2006. This is the absolute, drop dead date to be a part of the directory.

Some people have had questions about the Associate Pass Program. Here are the details:

As an added benefit to your Professional Membership with the Minnesota Chapter of NSA you can purchase additional passes to our events to share with clients, staff or spouses.

Associate Pass \$125

This pass can only be purchased or sponsored by a Professional Member

Who is eligible to attend:

- Spouses of Current Professional members
- Staff of Current Professional Members
- Graduates of the Institute for Professional Speaker Development

Includes:

- 3 Small Business Forum passes**
- May Gala
- Dessert Bar
- Networking
- Newsletter

**This does not include Member Chapter meetings.

If you have any questions or concerns about membership of the pass programs, please contact me at 651-330-7300. In the mean time don't forget to thrive!



Gabrielle Hamen-Kieffer

Membership Chair

Sponsorships

When you become a Sponsor of NSA-MN...you become part of a special professional speaking community.

Being a sponsor of NSA-MN not only provides you with a presence with the members, but it also gives you access to people that are energetic, fun, and willing to help!

If you supply materials, promotional services or services to professional speakers you should consider becoming a sponsor. For more information contact the NSA MN Office at 763-398-0818.



Danita Bye

Business
Relations Chair

Get Involved in NSA-MN Leadership

Your NSA -MN Chapter is always looking for active volunteers to help our chapter maintain its leadership role in the nation. Minnesota is one of the top chapters in the country and we intent to keep it that way. But we need help from members to make sure we feed the chapter leadership with new faces and ideas.

If you are interested in being part of the leadership of the chapter contact Charles Arnold at carnold@synergy-resource.com.

Now that you have renewed your membership...

Congratulations! You have taken the first step in growing your business by renewing your membership. To insure your place on our new website and the phone directory please follow the link below and complete the information requested **by October 6, 2006**. If you have any questions or problems please contact Gabrielle Hamen-Kieffer at 651-330-7300 or email at Gabrielle@thrivorship.com.

<http://tinyurl.com/mthrc>

Thank you for your cooperation and I look forward to seeing you at an upcoming chapter event. In the mean time don't forget to thrive!

SEND US YOUR NEWS

We love to hear about you or your fellow members' accomplishments. Just send an email with the information to: carnold@synergy-resource.com

	<u>Issue</u>	<u>Submitted By:</u>
Upcoming Deadlines:	October 15	October 11
	November 10	October 30th

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



NSA MN Teleforum with Mark LeBlanc Oct 11, 2006

More Bookings, More Business!

Mark LeBlanc of Small Business Success, NSA Minnesota folklore, and the 2007-2008 President of the National Speakers Association, will join us for a fascinating look at what works and what does not work in the speaking business.

After 23 years of observing, listening, stumbling, and succeeding, he will share the turning points in the development of his business, and candidly discuss what he feels is preventing people from making it in this profession.

His next book, *Growing Your Business When YOU Are The Business*, will be released next Spring, and he continues to conduct over ten Achievers' Circle weekend programs every year. He speaks to audiences of all types in the entrepreneurial and independent professional worlds.

You will hear Mark talk about:

- Your business model DNA, and how it impacts your decision-making process
- The greatest trap that stops speakers from moving forward
- T.O.T., or The One Thing you can start today, and accelerate your success
- A simple internal strategy that will put more money in your pocket
- The mistake that 97% of speakers make when getting started, and most never recover from
- How to get reconnected to your purpose, before throwing in the towel on your dream

Mark splits his time between Minneapolis, and La Jolla, CA, and travels the United States, and Canada sharing his business development philosophy that contains the wisdom, insights, strategies, and ideas for true business growth.

Mark looks up to a lot of people in this profession, and counts Manny Steil, Joan Kennedy, Ira Hayes, Og Mandino, Mark Scharenbroich, Giovanni Livera, Tim Gard, Alan Zimmerman, Francis Bologna, Victoria LaBalme, Mike McKinley, Kate Larsen, Thom Winninger, and many others as those who have influenced his work and life.

Some have referred to Mark, as the Man, the Myth, and the Legend. Join us for a fascinating, and revealing look at the speaking business, and how you can shorten your success curve.

To sign up for this exciting event check your email for a registration flyer of call the NSA MN Office at 763-398-0818.



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