



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

March 2007

New Design, New Columns, Same Great Organization

Minnesota Speaks, your NSA-MN newsletter, has a new look and new columns! However, NSA-MN remains the same great organization and we hope you enjoy the improved format.

NSA-MN Teleforum: 5 Top Ways to Attract Corporate Sponsors

Do What You Love and Have Someone Else Foot the Bill

Have you ever thought about attracting corporate sponsors for your business, charity, speaking or events? America's most successful companies partner with sponsors. Why not you?



Linda Hollander, the Wealthy Bag Lady, can help you. She is the founder of the Women's Small Business Expo and the author of the best-selling book, *Bags to Riches: 7 Small Business Secrets for Women in Business*.

Linda has consulted with many large and small businesses to help them profit from the awesome power of corporate sponsors and has 20 years of experience in business.

Here's what you'll learn during this informative NSA-MN Teleforum:

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NSA-MN Upcoming Events



- How to identify your potential sponsors
- How to attract these sponsors
- The biggest mistakes most people make
- Creating your sponsor benefits package
- Leveraging the media to get corporate partners
- Crafting your pitch letter
- Spotlighting your assets
- Know how much money to ask for (Don't sell yourself short)
- Getting your sponsors to renew again and again

Linda Hollander is known as the Wealthy Bag Lady. Her corporate sponsors have included Citibank, Fed Ex, Health Net, Southwest Airlines, Bank of America, Staples, Wal Mart / Sam's Club, Omega World Travel and IBM. She can be reached at 866-Women-Biz.

Free Report: Top 7 Business Blunders and How to Avoid Them

www.WealthyBagLady.com

Mark Your Calendars!

Teleforum with Linda Hollander

Wednesday, April 18
12:00 p.m. - 1:00 p.m.

[Register Now](#)
Members Only

Fireside Forum with David McNally

Friday, April 27
9:00 a.m. - 11:00 a.m.

*Date & Time Tentative
[Register Now](#)
Members Only

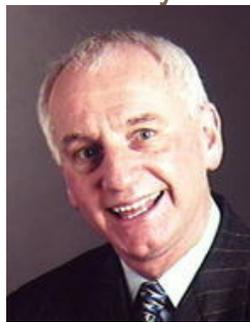
May Gala

Tuesday, May 22
Begins 5:00 p.m.

[Register Now](#)
Everyone Welcome!

Fireside Forum Featuring David McNally

David McNally's mission is straightforward and clear: ***To provide people with the knowledge, skills and inspiration to perform at their best.*** As evidence his mission is succeeding, companies such as Abbott Laboratories, Ameriprise Financial Services, Merrill Lynch, Pulte Homes, and Gartner are among the many distinguished organizations that have embraced David's work as a key component of preparing their employees for an ever more competitive and complex future.



David has enjoyed an extensive international business career including assignments in South Africa, Europe and the South Pacific. He is the producer of the award winning production, *THE POWER OF PURPOSE*, and executive producer of the recently released inspirational film, *IF I WERE BRAVE*.

David is the author of two best selling books, *EVEN EAGLES NEED A PUSH - Learning to Soar in a Changing World* and *THE EAGLE'S SECRET - Success Strategies for Thriving at Work and in Life*.

David's books have been translated into many different languages and developed into films and corporate training programs that have been released in more than twenty countries. His work has been praised by people such as NBA coach, Pat Riley, CNN host, Larry King, Golf Superstar, Greg Norman, as well as hundreds of executives from many of the world's most successful companies.

David's latest co-authored book, *BE YOUR OWN BRAND - A Breakthrough Formula for Standing Out from the Crowd*, demonstrates once again his total commitment to remaining on the cutting edge of human development.

Know Your Board

Tom Guetzke

Tom Guetzke is currently serving as NSA-MN President. A member of NSA since 2002, Guetzke has served on the NSA-MN Board of Directors since 2004. "I am humbled and honored to serve as the NSA-MN President," says Guetzke. "This is an important time in our history and in our growth. Our professional membership has doubled during the last two years and our new Institute for Professional Speaker Development (IPSD) has grown dramatically with the Apprentice and Graduate programs. My goals are to broaden the reach of our Association to touch a wider public; to build upon the strength of our educational experiences; and to enhance our position as the voice of the speaking profession."



Guetzke is an internationally recognized speaker, business growth expert and author, with more than 25 years of experience in the public and private sectors. His presentations enable clients to strategically attract more business and capture market dominance. His powerful messages of possibility, opportunity and action have helped create startling and powerful growth in thousands of organizations and millions of people worldwide.

As President & founder of MarketAdvantage, Inc., Guetzke has successfully grown businesses in the U.S. and in 65 countries around the globe. He has worked with such organizations as General Electric, Ecolab, Wilson Learning, Haagen-Dazs, Gatorade, Williams-Sonoma, Disney and Honeywell. Tom is a recipient of the Mark LeBlanc Award, Toastmaster of the Year and was recognized as a Distinguished Toastmaster (DTM), the highest honor awarded by Toastmasters International.

A New NSA-MN Program... And You're NOT Invited!

The programming for NSA-MN has grown over the last couple of years with the development of our new Chapter Model. NSA Chapters are using NSA-MN as a positive example of how innovative chapter structure and programming can help build strong relationships over the years with others in our profession, both locally and nationally. With this in mind, the Institute for Professional Speaker Development (IPSD) is launching a new type of programming...BUT NOT FOR YOU!

Don't get your feathers ruffled! NSA-MN is planning a quarterly **"Speaker's Support Staff Professional Expertise Group"**, to begin in the new Chapter Year. This group would be open to all professional associates and support staff of NSA-MN Professional

Members and Affiliates. This is NOT a PEG that will be supported at the national level, but rather another NSA-MN resource designed to help those who help you grow your business.

The group's purpose would be for members of our staffs to share ideas they use to help grow our businesses, and how these ideas are implemented. In addition, participants could brainstorm ideas and offer feedback to one another. The group would ultimately define its own structure, organization, frequency, and topics. They might even allow a Professional Member to attend as a guest, speaker, or facilitator.

If you are interested in having a member of your team participate in the "Professional Staff Symposium," and / or interested in helping organize this resource, email Lindsay at info@nsa-mn.com or

call the NSA-MN office at (952) 928-4649. If you have questions or comments, email Michael Roby at mike@michaelroby.com . Based on the indications of interest, an informational meeting and / or conference call may be set up to discuss formation of this exciting opportunity. This is a work-in-progress, so stay tuned for more information!

Look Who's Moving In at NSA-MN!



As Director of Membership, I have the privilege of introducing one of our newest neighbors in the NSA neighborhood.

Lori LaBey lives in Shoreview, MN and has been speaking for over 15 years. Her business is called

[Senior Lifestyle Trends](#), which works with corporate leaders who want to capture the senior market, and increase their sales.

I asked Lori some questions and here are her answers:

What's the biggest lesson you've learned from speaking?

Each audience is different and can teach you a lesson if you are open to look for it.

Tell us a recent success? *I hired Mark LeBlanc as my coach and have made great progress developing my new company and marketing materials. I'm getting ready to hit the pavement running.*

Choose an item from your wallet/purse and explain why you carry it with you. *I have my gratitude list and goals. I look at them daily to kick my day off and to wrap up the evening. I feel it is important to know what makes you happy and grateful as well as always having the next goal ready to achieve.*

Describe your best vacation.

A cruise. There is nothing to think about except your options to have fun and relax! They are the best!

Give us little known fact about yourself or a hidden talent.

I love to write, paint, and garden!

Who inspires you and why? *People of all ages. I love the beauty of truth, respect, independence, and overcoming adversities.*

Lori has many more things to share with you. Please take the time at our next event to welcome Lori and ask her your most pressing question.

In the mean time, don't forget to thrive!

Gabrielle Hamen-Kieffer, Director of Membership

Members In The News

Dr. Dale Anderson to Speak at 2007 NSA National Convention

NSA-MN's own Dr. Dale Anderson has been selected to present at the 2007 NSA National Convention. This year's convention will be held at the Manchester Grand Hyatt in sunny San Diego, CA from July 9-12. Details and registration are available at www.NSAspeaker.org.



The convention is always a highlight of the year. Connect with old friends, meet new ones, learn how to take your business to the next level and then celebrate at the NSA-MN Happy Hour Social. Run, drive, fly - just find your way to San Diego! You won't want to miss Dr. Dale's breakout session! There are even scholarships available from NSA to help you get there!

Hope to see you in San Diego!

Danita Bye Noted in Upsize Magazine



Danita Bye was noted in the cover story of the March 2007 Upsize Minnesota magazine. She was one of 9 people who nominated the winner of the Lifeline Award. Each of these nine individuals, Bye included, is the owner of a different business naming Floyd Adelman as their go-to person when problems or opportunities come up in their companies.

The quote is as follows:

Getting clarity is the mission for Danita Bye, president of Sales Growth Specialists in Long Lake, a consulting company that helps clients exceed their growth objectives.

Adelman tells her to get clarity about what skills and talents she brings to her clients, and the value her company provides.

"To grow Sales Growth Specialists, you need clarity," Bye writes of Adelman's advice, in her nomination form. "Clarity about who you are and what value you bring to clients."

The entire article can be viewed at:

<http://www.upsizemag.com/coverStory.asp>

"I put off updating my photo for years. Wendy made me comfortable, made it fun and made me look good. I recommend her highly to everyone." Arlene Vernon

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