

From: NSA-MN Chapter Administrator <info@nsa-mn.com>
Subject: April Newsletter from NSA-MN
Reply: info@nsa-mn.com



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

April 2007

New Design, New Columns, Same Great Organization

Minnesota Speaks, your NSA-MN newsletter, has a new look and new columns for the second month! 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.

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Linda Hollander**

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

- 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

This informative and compelling NSA-MN Teleforum is Wednesday, April 18 from Noon - 1:00 p.m. [Register now!](#)

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*



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
8:00 a.m. - 10:00 a.m.

**Date & Time Tentative*

[Register Now](#)
Members Only

May Gala

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

[Register Now](#)
Everyone Welcome!

Breakthrough Formula for Standing Out from the Crowd, demonstrates once again his total commitment to remaining on the cutting edge of human development.

www.davidmcnally.com

The Fireside Forum featuring David McNally is scheduled for Friday, April 27 from 8:00 a.m. - 10:00 a.m. [Register now!](#)

**Date & Time Tentative*

Know Your Board

Danita Bye

Danita Bye is currently serving as the Director of Business Relations for NSA-MN. She has been speaking for seven years as part of her current business model and feels "it's a great marketing tool."



Danita considers herself a sales force development specialist, as noted by the name of her company: Sales Growth Specialists. The focus of her speaking engagements is helping chief executive officers, presidents and vice presidents of sales re-engineer their sales team in order to grow revenues.

Throughout her speaking career and involvement with NSA-MN, she says, "I've learned how to be more intentional and strategic about speaking." One of the most beneficial lessons she has learned is to have fun while speaking, as she feels that when she has fun, the audience has fun!

Danita is also pursuing her master's degree in Transformational Leadership from Bethel University and serves on the Board of Directors for City Sites Urban Media. Moreover, in 2005, the Twin Business Business Journal named her in the Top 25 of Women to Watch.

On a personal note, Danita has been married for 23 years and has three fantastic children. When asked who inspires her, she replied, "My parents. They are incredible entrepreneurs and were able to create success against impossible odds."

Meet the Experts a Roaring Success

The NSA-MN Small Business Forum: **MEET THE EXPERTS** on March 10 was a roaring success! Thank you to our distinguished experts: Lois Duna for her voice coaching and training, Molly Cox for her unbelievable product advice and training, Cindy Leines for her fabulous public relations coaching, and Wendy Blomseth for her stupendous passion and training! Each session was hosted by the people that can help all of us take our speaking businesses to the next level! If we follow the advice and training that each session



provided we can truly SHINE!

With Lois' help, we will sound beautiful; with Wendy's help, we will LOOK beautiful; with Molly's help we are provided with the tools to get our BEAUTIFUL products together; with Cindy's help, we will be beautiful in front of a lot of different people and places!

Thanks to all who were able to attend - you always make our chapter shine with your participation!

Have a wonderful spring season!
Gaye Hanson, Director of Programs

The Wisdom of our Newest Members at NSA-MN!



This month, as Director of Membership, I have the honor of introducing two wise women to our NSA community.

First is a new/previous member to NSA-MN: **Ms. Joan Kennedy**. She was a member back in the 80's when MSA (Minnesota Speakers Association) first began. With her 30+ years of speaking experience and her new book "What's age got to do with it?",

Joan has plenty to offer all of us. She speaks to corporations, educational and health care organizations, senior and pre-retirement groups and can be found at www.joankennedy.com.

Here are a few of Joan's answers to our New Member Survey:

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

That I always have the opportunity to change someone's thinking.

Tell us a recent success.

Publishing my new book "What's age got to do with it?" at age 83!

Choose an item from your wallet/purse and explain why you carry it with you.

Money. It serves me well when someone won't accept a check.

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

In my mind, I repaint houses, shutters and window boxes as I drive by them.

Who inspires you and why?

People who give of themselves.

Our second wise woman is **Anna Marvelas**. She is a corporate peacemaker, author of "How to Reduce Workplace Conflict and Stress" and founder of

TheraRising, Inc. She has been



speaking/consulting for more than 20 years and improves productivity and profits, resolves conflict and restores trust in organizations.

Here are a few of Anna's answers to our New Member Survey:

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

I've learned that the hearts of leaders and employees are wide open. Individuals are hungry for information and insight on how to become more competent and compassion human beings.

Tell us a recent success.

Two recent successes: One was having my seminar profiled in Oprah Magazine in October 2005. The other was a few weeks ago when I delivered a keynote at MPR (Minnesota Public Radio). Management was taken by my message and a reporter came up to me on break and said, "Why are you presenting to business groups? Your message should be heard in Washington D.C." Wow. (I'm pursuing that option now!)

Choose an item from your wallet/purse and explain why you carry it with you.

I have images of two very powerful men in my wallet. One is Buddha, the enlightened one, and the other is my 20-year-old son. The Buddha taught that the purpose of life is to alleviate suffering, and my son taught me the joy of unconditional love. Their lives give mine meaning.

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

I've jumped out of airplanes, taught swimming and lived on a Native American Reservation in South Dakota. All highly recommended!

Who inspires you and why?

Nelson Mandela inspires me because he used the power of love and reconciliation to end a terrible period of history. Mandela makes my work (conflict resolution and training) seem simplistic by comparison-and oh so critical!

Learn more about Joan and Anna at our next Fireside Forum on April 27 or at our May Gala on May 22.

In the mean time, don't forget to thrive!
Gabrielle Hamen-Kieffer, Director of Membership

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!

Members In The News

Sharron Stockhausen Selected to Present at 2007 NSA National Convention



Last month we learned Dr. Dale Anderson was selected to present at this year's NSA national convention. NSA-MN can boast another member has been selected to present at the convention as well!

Sharron Stockhausen was approached several months ago about participating in the Expert's Expo-a venue very similar to "Meet the Experts." She was selected for one of only ten round tables focused on authorship and publishing. Each table has seating for nine audience members for the 90-minute session, so there's more time for personal interaction.

Other presenters hosting tables at the same time include Dan Poynter, Dawn Josephson, and Clint Greenleaf.

For information about the convention, go to www.NSAspeaker.org.

Christine Clifford Beckwith Noted for New Book



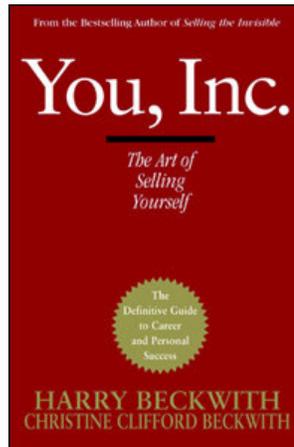
Christine Clifford Beckwith, CSP has written *You, Inc. The Art of Selling Yourself* (Warner Books, March 2007) with her husband, Harry Beckwith. Honored as a "Notable Book of 2007" by the American Booksellers Association, their book has been called "splendid and valuable" by *Border's*, and the *Miami Herald* has written, "Wise tips for making you a better businessperson and a better human being." Christine is the

author of five other books including, *Not Now...I'm Having a No Hair Day!* and is CEO/President of The Cancer Club and Sales Director for Beckwith Partners.

Publishers Weekly says "A refreshing career primer, with practical advice for memorable interactions. People just starting out or simply in need of inspiration will find much of use in *You, Inc.*"

Also said of the book:

"The author of classic *New York Times* and *Business Week* bestsellers *Selling the Invisible* and *What Clients Love* Harry Beckwith partners with his wife, business partner and industry leading salesperson Christine Clifford Beckwith with the insight gained from their combined 60 years of astounding business success to show you how to package and present the most important part of every sale: yourself. *You, Inc's* succinct and inspiring anecdotes, fascinating examples, and eye-opening tips will improve your career and business in ways you never imagined."



The book is available on Amazon and bookstores nationwide.

www.christineclifford.com

Peggy McNamara Opens New Business



Peggy L. McNamara's new business, MarketShare EdS, was recently featured in Minnesota's BROKER AGENT magazine.

Here is an excerpt from the company profile feature:

On January 6, 2007, a new option for pre-license real estate education in Minnesota opened its doors: MarketShare EdS. The school is located in Edina and its founder and president is Peggy L. McNamara.

MarketShare EdS is not just about Peggy. Granted, she is its driving force, however, there are 10 vibrant and caring instructors

on her team. They each have areas of expertise that they will be involved in during the pre-license journey.

MarketShare EdS exists to prepare students to pass the real estate exam, fulfill the 90 hours of required pre-license education, create an environment where customer service is number one and mentor the student population to success in real estate.

MarketShare EdS does one thing, and it does on thing well: pre-license real estate education for Minnesota.

"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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www.nsa-mn.com

NSA-MN Chapter Office
4248 Park Glen Road
Minneapolis, MN 55416

(P) 952.928.4649

(F) 952.929.1318

info@nsa-mn.com

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