



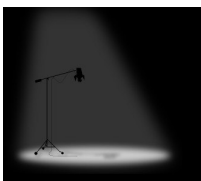
*The Electronic Newsletter of the  
Minnesota Chapter of the  
National Speakers Association*

**May 2007**

## May Gala and Awards Banquet

Honor and Celebrate the Accomplishments of NSA-MN

Join us in celebrating a fantastic 2006-07 chapter year on Tuesday, May 22!



5:30 p.m. - Social (Cash Bar Available)  
6:00 p.m. - Dinner and Awards Presentation Begins  
Attire: Black tie optional

*\*Bring your checkbook! You will have the opportunity to renew your NSA-MN Membership at the current rate! Dues will be increasing after the May Gala.*

**Registrations required by May 16 at 5:00 p.m.**

[Click here](#) to register now! Please include the following information:

- Name
- Email
- Phone
- Member type (professional member, apprentice or graduate participant, vendor or guest)
- Meal choice
  - Pecan Crusted Walleye OR
  - Roast Beef with Burgundy Sauce

**Member Fee:** Included

**Affiliate Fee** (IPSD participants): Included

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### NSA-MN Upcoming Events



**Vendor Fee:** \$35 per person  
**Guest or Non-member:** \$35 person

**Payments can be accepted in three ways**

- 1.) Onsite with cash, check, or credit card
- 2.) By phone with credit card  
 \*(952) 928-4649, Lindsay Robertson
- 3.) By mail with check or credit card information  
 \*NSA-MN, Attn: Lindsay Robertson, 4248 Park Glen Rd,  
 Minneapolis, MN 55416

**Cancellation Policy**

All cancellations must be received no less than 72 business hours before the event.

**Mark Your Calendars!**

**May Gala**

Tuesday, May 22  
 Begins 5:30 p.m.

[Register Now](#)  
*Everyone Welcome!*

## April Programs In Review: Fantastic!



**Teleforum with Linda Hollander**

Linda Hollander, a.k.a. the Wealthy Bag Lady, presented on the topic of sponsorships, a topic that can be invaluable to speakers. The topics she featured in this members only teleforum were as follows:

- 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

This event was very well received by NSA-MN members and everyone learned a TON!

**Fireside Forum with David McNally**

David McNally hosted our April Fireside Forum in his beautiful home on the Chaska golf course. He shared many insights from his vast 30-year career and taught us many, many things.



For instance, David recommended building our brand by being distinctive, having relevance, and consistently providing high quality performance. He taught us how to create a high perceived value. He shared the ups and downs of 30 years in the speaking business and said, "anything worth doing gets you through the grind."

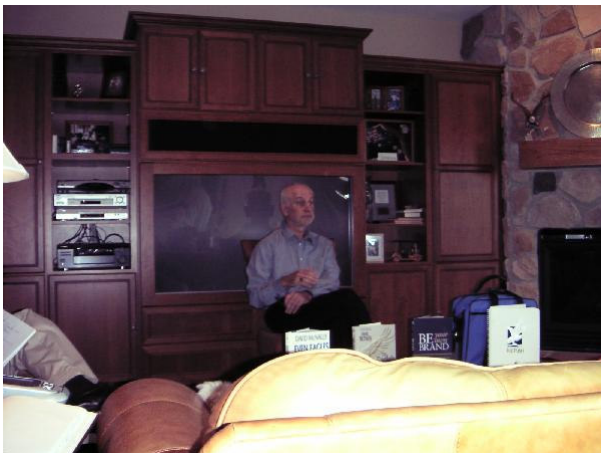
David also said that in 30 years in the speaking business there were dry times, but with perseverance he "soared" again! He then brought down the house when he said, "I truly do not

understand this business!"

His terrific success speaks for itself. We were truly blessed by this experience - thanks, David!

*Gaye Hanson, Director of Programs*

Photos from the April Fireside Forum featuring David McNally



## A Thank You from the IPSD Apprentice Program

Peggy McNamara, 2006-07 IPSD Apprentice Facilitator, would like to recognize and thank the following NSA-MN Members for volunteering their time as guest presenters for the 2006-2007 apprentice program.

- **Tom Guetzke**
- **Betsy Buckley**
- **Tony Schiller**
- **Kit Welchlin**
- **David McNally**
- **Michael Roby**
- **Ann Ulrich**

- **Randall Munson**
- **Harry McClanahan**
- **Sharron & Harry Stockhausen**

In addition, a special thank you to **Robin Getman** for facilitating and leading the Speaker Labs for the program.

A HUGE thank you goes out to each and every one of you for your time, energy, wisdom and overall ability to give back to people who are starting out on their professional speaking journey!

*Peggy McNamara*

## Know Your Board

### Gaye Hanson

Gaye Hanson is currently serving as the Director of Programs for NSA-MN. She has been speaking for three years as part of her current business model and says "that everyone is hungry for inspiration and encouragement."



Gaye's speaking focuses on motivation and inspiration. As a middle school teacher, Gaye saw students arrive in her classroom lethargic and uninterested in school and in learning. Her enthusiasm and spark turned their test scores from plummeting into the ground to exploding off the charts. Most importantly she gave each of these students a special gift - a love and enthusiasm for learning that is still exploding to new heights today! She now helps people ignite that spark within them to an explosion of growth and ignites businesses to explode in productivity and sales.

When asked of one of her recent successes, she responds with a story from two years ago. A high school student said he tried Meth the night before her talk at his school. Her presentation made such an impact on him that he is now clean, inspired and on his way to Duke University this fall!

"I love to IGNITE my audience with my dynamic and enthusiastic style and inspirational message! When we learn how to ignite the spark that lies within each one of us, we can cause EXPLOSIONS of growth in our personal, professional and financial lives! I teach people solid, practical steps that will revolutionize the way they do business, make a sale, deal with customers and co-workers, teach a classroom of students and just plain live life!" Gaye says. When asked who inspires her, she responds, "Jesus, because He was the ultimate speaker, motivator and inspiration. Everything that is good in me comes from Him!"

Gaye can recall one speaking engagement that, in retrospect, is humorous. She was speaking to 500 people at a healthcare

seminar when she suddenly tripped and almost broke her ankle. Without missing a beat, she said, "What a better place to break your leg than right here in this room!" She then brought down the house as she quipped, "Annie, Annie, are you okay?" - a quotation used in first aid to assess an unresponsive patient.

Gaye's NSA-MN membership and involvement has benefited her personally and business-wise. In particular, she notes attending different NSA-MN events and listening to the speakers share their expertise. Her advice to new and current members is to attend programs, volunteer and get active!

On a personal and interesting note, Gaye put herself through college working as an actress in dinner theatre. She also has three amazing children: Jennie, 13, Karl, 12, and Sam, 10. When asked of her hobbies, she responds, "I am the mother of two middle-schoolers. I think that says enough!"

[www.igniting.us](http://www.igniting.us)

## 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](mailto: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](mailto: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!

## We're Having a Party and You're Invited!

Our May Gala is our annual event that celebrates the accomplishments of our membership. There won't be a red carpet or Joan Rivers, but it's an event you won't want to miss!

This year every member can renew their membership for one night only at this year's current membership rate of \$297. After the gala, dues will increase between \$25-50. Make sure you [register](#) today!

Not that a gala isn't enough to get excited about, but we also have two new members that have recently joined NSA-MN.



First, we have **Sam Richter**. He is president of [James J. Hill Reference Library](#),

which is a premier source of business information and resources. He has been speaking for 20 years and paid to speak for 11 years.

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

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

*Be passionate about what you're talking about, and thus, truly believe and practice what you preach. People remember your passion more than they'll remember your content. Many months or even years after they've heard you speak, they might not remember what you said, but they'll remember you. I've had people contact me a long time after they attended one of my presentations asking for help, and I'm honored to oblige.*

### **Tell us a recent success.**

*A company called me to tell me that the day after they attended one of my presentations, they implemented the system I teach and were able to land a major deal that they had been unsuccessfully chasing for many months. If I played even a small role in that success, it makes what I do worth it.*

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

*\$100 bill. Every time I open my wallet I realize how fortunate I am, that my life is filled with many riches, and that any dream is within my reach. Once every couple of months I give the \$100 away to someone who needs it more than I do, and then I go to the bank and repeat the process.*

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

*At a county or state fair, if they have a football toss through a tire, I can usually win the grand prize.*

**Who inspires you and why?**

*I'm inspired by entrepreneurs who make something out of nothing when everyone else said "it can't be done." For them to inspire me, however, they must be humble, caring, and giving.*

Our second new member is **Renee Rongen** who has inspired audiences for the last 10 years to live life from the inside out. Her company is called [Renee Rongen & Associates](#).

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

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

*That is a difficult question, as I learn a lesson every time I speak. Perhaps the biggest lesson is to get laser-like focused on the market that you can make the biggest difference in and target that market!*

*The second lesson I have learned is to get to know as intimately as possible the organization or group that you are speaking to. This includes understanding their mission, vision and goals for the presentation. If I can make the meeting planner look like a "Rock Star", I've succeeded! If they are raving, their audience will be raving too!*



**Tell us a recent success.**

*95% of my speaking business is referrals from past speaking engagements. My speaking calendar is booked out for the next 8 months.*

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

*I carry business cards that are titled "Pay it Forward." My favorite thing to do is to pay for someone's purchases or dinner without them knowing it. I ask the waitress or cashier to give them the card after I have left. Recently, I had one of my cards come full circle and it was fulfilling to see that others were "paying it forward."*

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

*Besides wiggling my ear, I can fly a plane.*

**Who inspires you and why?**

*My 12-year-old daughter. She has the ability to always see the glass as half full, no matter what circumstances are presented to her. She has overcome some great obstacles and she teaches me far more than I could teach her.*

Learn more about Sam and Renee at our May Gala on May 22<sup>nd</sup>.

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

## Members In The News


### Kathy Brown Noted for New Book




Kathy Brown, RN, CSP has a new book, *I Only Have A Minute ... So Let's Make It Matter*, which came out October 2006 and sold over 2,000 copies the first month! A story she wrote is also being published in *Chicken Soup For The Nurse's Soul # 2*, which is to be available December 2007. Congratulations!

[www.kathybrown.com](http://www.kathybrown.com)


"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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