

From: NSA-MN Chapter Administrator <info@nsa-mn.com>

Subject: Minnesota Speaks - September Edition

Reply: info@nsa-mn.com



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

September 2007

A Note from NSA-MN President



Summer Social

Some of you enjoyed the annual NSA summer social which was at the home of Kathy Brown. Famous Dave's was famously delicious and many thanks go out to Kathy and her husband Ken for hosting this fun gathering.

September Chapter Meeting

Make plans now to reconnect with members. Our September meeting is scheduled for Tuesday, September 25. Our very own Robin Getman will be presenting. You won't want to miss it so get it on your calendars now.

New Venue

Our September meeting will be our first chapter meeting held at our new venue - The Airport Hilton. For those of you who live on the St.

Greetings!

September is here and if you're like me you might be wondering where the summer months went to. Even if you don't have kids you probably have that "back-to-school" mentality of returning to activities that may have been on hiatus over the summer. Here's a quick mention of what's happening within our chapter.

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NSA-MN Upcoming Events



Paul side, you'll appreciate its proximity.

IPSD

The Institute for Professional Speaker Development is in the process of registering participants for the 2007-08 program. If you know of anyone interested in becoming a speaker or learning more about running a speaking business, encourage them to check it out. Classes begin in October so there's still time to be a part of this exciting program.

I look forward to seeing you on September 25 at the Airport Hilton for our chapter meeting.

Audrey Thomas

Join Your Fellow Speakers at the Kick Off Chapter Meeting of the Year

Speaking and Leading from Your Soul: Exploring Six Stages of Power on the Platform (and off), featuring Robin Getman

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Ever wonder how Ghandi might "motivate" a conference attendee? How Mother Theresa would "re-engineer" an organization? How Martin Luther King might help leaders "compete" for the future?

Prepare to be surprised and enlightened as Robin Getman, CSP, facilitates a fast-moving, fun-filled dialogue about what personal power looks like, sounds like and feels like on (and off) the platform.

Robin believes your personal power increases when you begin speaking and leading from your soul rather than a position of authority (or-dare she say it-your "expertise"), leveraging *both* your external *and* internal power.



External power is the capacity to *act* and is represented by confidence, competence, expertise, titles, success, degrees, stature, money, self-esteem and recognition.

Internal power is the capacity to *reflect* and emerges out of our inner self, our souls, our deepest values. The integration of the two reveals who we really are and our life purpose.

Session learning objectives:

Mark Your Calendars!

IPSD Informational Sessions

Tuesday, September 11
6:00 p.m. Register
All interested parties welcome!

Chapter Meeting & Speaker Business Forum

Tuesday, September 25
Members: 5:30 - 9:00 p.m. Register
All interested parties: 7:00 - 9:00 p.m. Register

Speaking for Results: Strategies for Executive Influence and Persuasion

Friday, October 5
7:45 a.m. - 4:30 p.m.
All interested parties welcome!

Teleseminar

Tuesday, October 16
Noon - 1:00 p.m.
Members Only

Fireside Chat with Dave Horsager, NSA's Newest CSP

Friday, October 26
9:00 - 11:00 a.m.
Members Only

Chapter Meeting & Speaker Business Forum

Tuesday, November 27
Members: 5:30 - 9:00 p.m.
All interested parties: 7:00 - 9:00 p.m.

Holiday Social

Saturday, December 1
7:00 - 11:00 p.m.
Members Only

Teleseminar

Tuesday, December 4
Noon - 1:00 p.m.
Members Only

Every Day Secrets to Keep Yourself Booked

- Define and examine six stages of personal power.
- Challenge traditional belief systems about power that continue to define "success" by position power, money and personal recognition.
- Distinguish between transactional and transformational leadership.
- Identify ways to enhance personal effectiveness and expand influence.
- Help other people realize *their* full potential by letting go of *your* ego.

Join us on **Tuesday, September 25** from 5:30-9:00 p.m. at the Airport Hilton, 3800 American Boulevard East, Bloomington.

Members are invited beginning at 5:30 p.m. for the Chapter Meeting and Dinner. Guests and Non-members are invited beginning at 7:00 p.m. for the Coffee & Dessert Social, with Robin Getman's presentation starting at 7:30 p.m.

Mark your calendars now. You won't want to miss this!

[Register](#) Now!

Members: No registration fee, but please [register/RSVP](#) for dinner & program - Chapter Meeting & Small Business Forum 5:30 - 9:00 p.m.

Non-members/Guests: \$49/person - Small Business Forum 7:00 - 9:00 p.m.

Payments from Non-members/guests can be accepted in three ways

- 1.) Online with 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

Did You Know...

Professional Members of NSA-MN can attend each chapter dinner meeting at no additional cost? That's right. Just register for the event and we'll take care of your meal and dessert! That's another benefit of your membership in NSA-MN!

Professional Members also can attend any of four Fireside Chats and four Teleseminars to extend their professional knowledge at no additional cost (except for telephone charges for teleseminars).

Speaking for Results: *Strategies for Executive Influence and Persuasion*

What is the one skill that can help you scale the success ladder faster than any other? Look around you. The most effective leaders in organizations today are those who have mastered a critical skill: the ability to communicate, persuade and motivate. True leaders have others following them by choice...they present their ideas with conviction and charisma and emerge from almost every personal

Every Day

Thursday, December 13
9:00 a.m. - Noon
All interested parties welcome!

Chapter Meeting & Speaker Business Forum

Tuesday, January 22
Members: 5:30 - 9:00 p.m.
All interested parties: 7:00 - 9:00 p.m.

Teleseminar

Thursday, February 21
Noon - 1:00 p.m.
Members Only

Fireside Chat with Janie Jasin, CSP

Friday, March 21
9:00 - 11:00 a.m.
Members Only

Chapter Meeting & Speaker Business Forum

Tuesday, March 25
Members: 5:30 - 9:00 p.m.
All interested parties: 7:00 - 9:00 p.m.

Fireside Chat with Dr. Dale Anderson

Friday, April 18
9:00 - 11:00 a.m.
Members Only

Teleseminar

Tuesday, April 22
Noon - 1:00 p.m.
Members Only

Fireside Chat with Dr. Alan Zimmerman, CSP, CPAE

Friday, May 9
9:00 - 11:00 a.m.
Members Only

Annual Gala

Thursday, May 15
5:30 - 9:00 p.m.
All interested parties

interaction on a high note.

This one day seminar brings you top level communication and presentation experts to help you master the art of persuasion and influence. These consultants advise Fortune 100 companies worldwide and are all in one place for you to receive executive-level strategic communication training that will impact your career for years to come.

Date: Friday October 5, 2007

Time:

7:45 a.m. - 4:30 p.m.

Location:

Coldwell Banker University, 5151 Edina Industrial Blvd, Suite 300,
Edina, MN 55439
Near the intersection of I-494 and Hwy 100

Who should attend:

Executives who realize communication is critical to their business success. This event is business executives across the board in various industries - hospitality, automotive, manufacturing, health care, medical device, service, and more. If communicating persuasively is critical to you, then this is for you!

For more information and to register, [click here or visit <http://www.nsa-mn.com/events.php>](http://www.nsa-mn.com/events.php).



From the Dean's Office

YES, Professional Speaking Colleagues, we have another acronym to discover. The Institute for Professional Speaker Development (IPSD) has planned a very exciting year!

Hospitality icon, Ray Kroc, says it well: ***"No one succeeds alone."***

That being said, the amount of witnessed and expressed volunteerism demonstrated by our chapter members staggers the imagination. "Thank You" in advance to all chapter members that choose to give back to NSA-MN! To see what is going on, take a moment to review the NSA-MN website and click on the IPSD button and see how the IPSD provides a growing list of services for our Chapter. Some highlights of the year include two developmental programs for emerging speakers, the **October 5** chapter awareness and fundraiser event, titled ***"Speaking For Results: Strategies for Executive Influence and Persuasion"***,



www.ewepac.com

Off Kilter By Molly Cox



Lately I've had some interesting conversations with speakers about a beverage I simply can't live without: coffee.

In the bathroom at the convention (where all meaningful conversations take place) one of our own said that she gave up coffee for green tea. If this is true, how does she motivate an audience? Or have energy for Q &A and then stay awake through the conference's inevitable pasty chicken luncheon?

I can't see any reason to get out of bed without coffee waiting for me. The dog even knows not to come near me before I've had coffee. (I'm actually teaching him to sit, shake and brew. After all, his name is Java.) And there's no way I could drag my unmotivated, cynical butt out of bed to inspire *other* people. Even if I am getting paid gobs of money for doing something I love to do.

In fact, right now I'm within inches of my coffee cup. I'm a writer and it's physically impossible to write

the ASDS "Speakers ONLY" Event with Dr. Alan Zimmerman on December 13 and the "Spring Surprise."

Kit Welchlin and Sharon Stockhausen co-facilitate this year's "Apprentice Program." With their eloquence, enterprise, ethics and expertise our young speakers will gain all the tools necessary to launch their new career. The dynamics from the front of the room witness the fact that there are many ways to run a successful speaking business; the key is to have the passion to succeed! We look forward to great results from this team and all their guest speakers.

Stevie Ray facilitates this year's "Graduate Program" (formally called the Candidate Program.) I asked Stevie for this year's message and he replied "Making it up as we go since 1989". All kidding aside, I had the honor to work with Stevie last year and I assure you there is a plan. Once again Program participants utilize the "Info Guru Marketing Manual"

www.actionplan.com/infoguru.html.

If YOU wish to order this valuable resource, let us know by 9-25-07 and we can get you one for \$79 - a significant savings! The Graduate Program is open to all NSA members who want to take their business to the next level. To be clear, this will be facilitated at a "Graduate Level" and the commitment to the program needs to be present, (teacher says so and you NEVER want to get on his bad side!).

Some additional benefits to the IPSD Apprentice and Graduate Programs include:

- Admission to the October 5 ASDS event
- Admission to the December 13 ASDS event
- 50% Discount on all "Hospitality Business Breakfast" sessions

Next month's newsletter you will discover what ASDS is all about!

Stuart Gray
Director of IPSD

Informational Sessions on the 2007-08 Institute for Professional Speaker Development Programs

Have you ever thought about becoming a Professional Speaker?

Spend an evening with the Minnesota Chapter of the National Speakers Association and discover an affordable proven program to launch your new career. You will meet the program facilitators and review the syllabus to success for your new career. Past program participants will also share their fantastic results!

Information Sessions are being held on the following dates:

anything meaningful without the rich aroma of the black gold sashaying in and out the corners of my office. Even Hemingway couldn't write without his - wait, that was rum. Never mind.

From all the studies I've read (you can't open the paper without an article preaching the benefits of caffeine) it would be foolish to give up coffee. Even if I overlooked the studies on improved memory, staving off Parkinson's and the newest, *newest*, research that coffee, coupled with exercise, helps prevent skin cancer. I love that one. Except for the exercise part.

If a speaker doesn't drink it for the jolt or the health benefits, then she should turn to history. Throughout time the greatest thinkers of our nation have met at coffee houses. You never hear about the fabled tea-house orators do you? No, we learn about great coffee-house orators. In fact, if you really dig deep into history, you will find that the Boston Tea Party story was a ruse. It wasn't an act of protest by the American Colonists against Great Britain. Clearly the American Colonists wanted coffee so they threw the crap tea over the ships.

I think I read that on the internet. The one that Al Gore invented.

The truth is, coffee helps me to be a better speaker. A better mother. A better volunteer. A better writer. A better entrepreneur. A better daughter to my elderly father, a better sister. (insert 1,000 other roles here).

And without it...I'd be...sleeping.

6:00 p.m. Tuesday, September 11

Location: **Hilton Minneapolis/St. Paul Airport**
3800 American Boulevard East
Bloomington, Minnesota 55425-1658
Tel: 1-952-854-2100

Please RSVP for the IPSD Informational Sessions:
[RSVP for September 11 session](#)

NSA-MN Summer Social Recap

About 25 NSA-MM members and their spouses celebrated at the annual Summer Social on August 23. Everyone had a great time renewing old friendships and sharing their summer stories. Special thanks to Kathy Brown and her husband, Ken Simpson, for hosting the event at their beautiful house.



Jim Pancero and John Tschol



Ken Simpson and Kathy Brown, our hosts

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2007-08 NSA President

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Mary McGrath, Amy Tolbert and Arlene Vernon



Tim Cimbura and John Crudele

Know Your Board by Mary Z. McGrath, Ph.D. Serial Servant Leader: Board Member, Mike Roby



Yes, Mike Roby is back on the NSA-MN Board, this time as President-Elect. His current responsibilities include serving on the Executive Committee with Audrey Thomas and Tom Guetzke, as well as being a resource for other Board Members. Why is Mike "baaaack"? In his words, "So much has been done for me that I want to put something back into the organization. The local Chapter provides an opportunity to serve my colleagues and our industry. In addition, some of my best friends and

most profitable relationships have been a result of being involved with NSA-Minnesota."

Not only has Mike given but as stated, he has gained positive relationships through Board involvement. In addition he has gained a unique perspective that he would not have found anywhere else. From this vantage point Mike has gained the "reaffirmation that those who wish to be served must serve, and there is no 'Retirement Date' from helping others. I've also been reminded that I need to exercise patience; I'm not very good at that. But, I keep trying and hopefully will get better."

Besides personal growth Mike offers the following comment regarding the change in his life, world view and business due to Board service. "As Dan Burruss discussed from the main platform in San Diego in July, EVERYTHING changes, but the question is, 'will we transform?' Everything has changed, and I choose to transform my business with the help and encouragement of my colleagues in the business. The Board works HARD, and I am convinced that one person can make a difference. But as Mother Teresa said, 'We can do no great things, only small things with great love.' That reminds me to be humble. "

Mike says his involvement with NSA has changed his life. "My life is so different! I heard a trainer named Dan McBride say, 'the only difference between who we are today and the person we will be in 15 years is the people we meet and the books we read.' The people I have met at NSA have helped me so much, and genuinely added to my life as well. If reading Mike's comments has not motivated you to get more involved in NSA-MN, consider this comment from Mike. "No matter how much you serve, you will be rewarded in greater proportion by your service."

Those of you who know Mike Roby may wonder what the basis is for his consistent smile and enthusiasm at chapter and NSA events. Mike shares that, "There is a song that says 'God is great, but life ain't always good.' While that is true, most of time life IS good; better than I have deserved. I'm just happy to be able to get to go along on the ride. I'm blessed and I am grateful. Most of the time I don't know who needs a smile, or if I and the things I do and the words I speak really made a positive difference. It's not up to me to say which seed grows, or even KNOW which one grows, but it IS my job to plant. And that's enough for me."

Top 5 Speaker Tips for Professionals by Randall Munson, CSP



HERE ARE FIVE TIPS FOR learning how to improve your professional speaking career - from one professional speaker to another.

1. Learn from Speaking Often

Nothing helps you improve your game more than playing the game. Speaking often keeps you polished. Speaking allows you to tune and improve your timing, phrasing, movement and audience connection. It teaches you when and how your audience reacts and gives you the opportunity to hone your timing

and tweak your presentation to maximize your impact on the audience.

2. Learn From Your Audience

Your audience will coach you. Watch your audience as you speak. Not just to maintain eye contact, but also to see when they lean forward with interest and grab their pen and jot down your ideas. These are times you are really connecting with them and giving them something they care about. Make changes to multiply these times. Also watch when they lean back, gaze around, and check their watches. These are times that you have lost their interest because of your delivery or your content. Make changes so these times don't occur.

3. Learn From Audience Evaluations

Evaluations help you understand what matters to your audience and how you can improve your presentations. Here are the three audience evaluation questions I've found most useful to help me improve:

- **What did you find the most valuable?**
This shows you what really hit home with your audience members. You may be surprised that your audiences values things that you don't consider your most significant message. You can cultivate the message already found to be valuable and improve your communication of the points you want to be your most valuable message.
- **How would you describe this presentation?**
This tells you what your audience sees as your most significant characteristics. You can accentuate the attributes your audience has discovered about you. If, however, these adjectives are not the descriptors you want to be known for, you can take advantage of the information to modify your programs and your delivery. By the way, with this question you often get great quotations to use in your marketing!
- **What is the one best idea you got from Randall's presentation?**
This shows you what the significant "take aways" are in your presentation. By asking for only one idea, you blow away the fluffy chaff to discover the significant kernels that people actually intend to use. This shows you if you are getting your point across and reveals significant ideas you may have underestimated.

4. Learn From Professionals

Get advice from another professional speaker. You can hire an expert speaking coach or simply ask for feedback from another professional speaker that you respect. They will point out weaknesses and suggest improvements that you will never discover on your own. With this knowledge, the most important, and most difficult, thing you can do is use the advice they give you. Even if you are skeptical, try doing what they suggest. You may be pleasantly surprised with the results.

5. Learn to Charge What You are Worth

The thought of increasing your speaking fees can be personally frightening with images of prospects laughing and walking away when you quote your fee. Remember, though, that your worth is determined by what others are willing to pay, not by your own self image. After years of doubt, I finally made the leap to increase my speaking fees by 50%. I was relieved to find that those prospects who were willing to pay my old fee were just as willing to pay my higher fee. And, I was pleasantly surprised to find that some organizations and bureaus that never considered me before were now interested in my programs. Don't sell yourself short or you will be overlooked by those seeking a speaker of stature.

These **Top 5 Speaker Tips for Professionals** are just a small sample of the wealth of information available within the National Speakers Association, Minnesota. Our chapter is filled with some of the top professional speakers in the industry. Each of us grow from the minds and experiences of other professional speakers when we are willing to listen and learn.

Randall Munson

is president and founder of Creatively Speaking, based in Rochester, Minnesota. He is the sales expert who Fortune 500 corporations and technology companies across six continents rely on to increase their sales. Named one of the world's greatest business mentors, Randall combines two decades with IBM and 25 years as a professional magician to create powerful sales programs and motivating keynote presentations. Randall is a best-selling author and Certified Speaking Professional who presents international award-winning programs to audiences in more than 30 countries. For a free information kit or to hire Randall Munson to help your organization, please call

507-286-1331, e-mail Randall@CreativelySpeaking.com, or visit www.creativelyspeaking.com

Please Welcome New Member: Karel Murray



Karel Murray
www.karel.com
866.817.2986

I have the privilege to introduce NSA-MN's newest member, **Karel Murray**, a Motivational and Keynote Speaker with a flair for humor. Please check out Karel's website and her video clips and you will see why she gets great reviews from her clients.

Karel was born and raised in Iowa, where she currently resides when not speaking. She has chosen to join NSA-MN after hearing how wonderful we are, and due to the minor fact, there were not enough professional speakers interested in having their own association in Iowa. It is Karel's hope to attend at

least three of our events per year, given her heavy speaking schedule.

When I asked Karel what her biggest lesson learned from speaking was, her humor shined through! Karel's answer: "a safety pin". She now terms it "defensive dressing". I believe she and Janet Jackson might have a little something in common if you know what I mean.

Please feel free to email Karel with a warm welcome or questions.

Article written by:

Lori La Bey

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Members In The News

Kathy Brown, RN, CSP is a contributing author to "*Chicken Soup for the Soul Celebrates Nurses*" which will be available December of this year. Her other two books, "*Living Happily Ever Laughter ... A Guide To Thinking Funny In A Fast Paced World*" and "*I Only Have A Minute - So Let's Make It Matter*" are now available in all the book stores as of July 16, 2007.

Congratulations Kathy!

Your Source for NSA-MN Information

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