

## Lindsay Robertson - Minnesota Speaks - October Edition

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**From:** NSA-MN Chapter Administrator <info@nsa-mn.com>  
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*The Electronic Newsletter of the  
 Minnesota Chapter of the  
 National Speakers Association*

September 2007

### A Note from NSA-MN President



Dear Friends of NSA:

Our membership year has officially kicked off and there are many events and programs you won't want to miss out on.

Please read this newsletter carefully to get the full details on upcoming events such as a Fireside Chat on October 26<sup>th</sup> with Dave Horsager, our newest CSP, and our first teleseminar of the year with John

Reddish.

The board is here to serve you so please be sure to let us know how we can be of help.

**Audrey Thomas**  
 NSA-MN President

### Teleseminar: How Many Clients Do You Need?

#### In This Issue

[October Teleseminar](#)

[Speaking for Results](#)

[From the Dean's Office](#)

[Soulful Kick-Off Chapter Meeting](#)

[Know Your Board](#)

[New Member](#)

[Your Source for NSA-MN](#)

**NSA-MN  
 Upcoming Events**

How many clients do YOU need to run a successful speaking business?

That's the topic of our first teleseminar. Join us from noon-1 p.m. on Tuesday, October 16, 2007 when NSA veteran speaker John Reddish joins us to share his views on how to build a successful speaking business.



John is a business growth specialist who deals in negotiations, mergers and acquisitions, strategy, marketing and licensing. He's been a leader in NSA for many years, most recently chairing the PEG groups. He has a great deal of knowledge on what works and what doesn't. John's site is appropriately named [www.GetResults.com](http://www.GetResults.com). Check it out and then check us out!

Join us for this one hour session and bring your questions on how to take your business to the next level!

To register, go to: <http://www.nsa-mn.com/eventdetail.php?eventid=475> and you will be sent a dial number and pass code.

Mark your calendars now! No advance registration needed. Open to all professional members as part of their membership dues!

This event will be recorded and posted to the NSA-MN website. If you can't make it, send your questions to [dan@prleads.com](mailto:dan@prleads.com)

**Please Note: The Speaking for Results: *Strategies for Executive Influence and Persuasion* is being postponed. Held over to the first quarter of 2008, exact date and time to be announced**



**Institute for Professional Speaker Development**  
National Speakers Association | Minnesota Chapter

## From the Dean's Office

Both the "Apprentice and Graduate programs" have their first class session this month. The curriculum is both inspiring and educational and it will be a joy to watch the learning occur. All the participants are ready and willing to take their business to the next level. We have had existing NSA-MN members participate in both



## Mark Your Calendars!

### 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 Every Day

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

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

Date is to be determined.  
***All interested parties***

programs in years past. You should see their results today!

As promised, the final NSA-MN acronym for the year is Advance Speaker Development Series (ASDS). We had our first event last year when Chris Zimmerman shared her expertise on using ACT. The room was packed and all in attendance raved about the evening. That set the stage for this year's December 13th ASDS message.

We will have two of our professional members sharing a year end message to assist you in making 2008 your best year ever.

Dr Alan Zimmerman , CSP and CPAE will present "Everyday Secrets to Keep Yourself Booked Every Day!" As a bonus we will also learn "The System Behind the Secrets."

Yvonne Kinney-Hockert, will wrap up our morning with her message "Working Your Business With a Plan". What better way to spend a morning with your speaking friends and their associates. This event will be open to all who speak and those who support speakers.

Review time;  
What does IPSD stand for? The first to respond to [stuart@4remarkable.com](mailto:stuart@4remarkable.com) will receive a fabulous prize at our next NSA function.

**Stuart Gray**  
Director of IPSD

## Soulful Kick-Off Chapter Meeting

We packed the room to capacity to hear our own Robin Getman, CSP, speak about *Leading From Your Soul, Six Stages of Power on the Platform*. Robin led us through a series of interactive, thought provoking and often humorous exercises, exploring what comprises our personal power and leadership. The September 25 Kick-Off Chapter Meeting was the first of four Speaking Business Forums that are scheduled in coming months, and Robin set the bar high.



*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*

**Off Kilter**

By Molly Cox



### Booknotes

Do you ever receive books in the mail for no apparent reason? I do. I think its because there are delirious speakers and authors who think I'm an influential person and can

- A) Suggest the book to other influential people;
- B) Buy thousands of their books and resell them;
- C) Hmmm.

There is no C.



My son, who is 13 and therefore the smartest human being on the face of the Earth, will tell you that I am not a "big influential speaker." He wonders why people send me things. I'm his mother, the woman he would pay not to talk. In fact, just to put me in my place he said, and I quote: "I bet more people know who Poobah The-Fire-Eating-Pygmy at the Fair is than who you are."

The truth hurts.

Regardless, I still get books. Most of the time I love getting them, and since I'm not important enough for someone to sprinkle Anthrax in them, I open everything I get. And then I look to see who the author is and think-who the hell are you? Or, sometimes I think, Yes, I remember meeting you, two years ago, you told me you were writing a book, it was at a speaking engagement in Calcutta, and, Wow, you still have my name? Honestly, I never thought you would pull this off.



I don't always like to get products that people send me. Case in point--The other day I opened a nicely packaged padded envelope, and a pint of confetti poured out onto my desk, on my floor, and-God help this person when I meet them--into my



## Know Your Board by Mary Z. McGrath, Ph.D.

### David Horsager's Code: Little Things Lead to Big Things



Board member, Dave Horsager's web site begins with the phrase, "The BIG difference". As a result of NSA membership, Dave has experienced a big difference in his speaking business. Due to the relationships and friendships he has made in NSA and the encouragement and insights that come with member conversations, Dave has made gains in learning about the business. To Dave the most valuable thing about our chapter is the selflessness with which many

share ideas and encouragement. He also believes that the CSP designation was more valuable than he expected to bureaus, press, and certain meeting planners.

By being on the Board as Director of Membership, Dave has gained a unique perspective through observation of, as he says, "our great organization." He very much values, being around "such talented, giving people".

Dave's site mentions that the little things we do help us to achieve the big things. To Dave that is true in every area of life. "If I am overweight it is because of have eaten too much over time not because I ate too much yesterday. If I am a good husband, I have loved, honored, and cared for my wife over time. It is not because I gave her a big bouquet and diamonds yesterday---not that that wouldn't help. So it is with the little things in every business."

Dave zeros in on the speaking business saying, "For the speaking business any of us could ask, 'What little thing, if I did it consistently over the next 90 days, or year would make the biggest difference?'" Some possibilities follow:

1. Sending out a thank you or appreciation note every day.
2. Making one strategic business development call every day.
3. Getting your speech critiqued every month-by someone who will tell you the truth, not your audience.
4. Making 15 calls a week to past clients or advocates.

coffee.

I won't name names, (well, after a couple gin & tonics I will) but for the sake of professionalism in this highly professional article, I won't. I will tell you this--am not recommending this book. Ever.

Which begs the question: is sending stupid, cutesy, irritating, messy, juvenile, party paraphernalia with your product effective?

I suppose. If you're a clown.

As a professional speaker, not so much.

Less the confetti, it's great to get books and products in the mail. It takes the sting out of those black holes in our calendars, the ones with no speaking engagements or when product sales drop off like dead leaves each fall. That's what I've heard. Of course, I'm wildly busy all of the time.

It's probably how Michelle Pfeiffer must feel when Vera Wang calls her to wear her dress (for free) on the red carpet. It validates our importance, which is critically important as a speaker. Because, let's face it, some of us actually believe our marketing materials.

I'm going to start sending my book out to speakers again. I'll start with Confetti Woman.

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5. Reading and writing for 30 minutes a day.
6. Working out 5 times a week.
7. Creating a plan to become and stay an expert in an area.

For me being mentored and having a plan for continual learning has been huge. I believe there are 3 areas we need to be experts in to be successful in the speaking business. 1. Platform skills. (I continue to take coaching from people like Patricia Fripp and Champ's Edge and others as well as have mentors in comedy and magical illusions. 2. Entrepreneurism/Business skills. 3. Our specific expertise. For me that is Trust. Trust in leadership, sales, and service. My flagship is "Gaining the Trust EDGE". So I must continue to study how and why Trust is a bottom line decision. Mentors in each of these areas have made the difference.

## Please Welcome New Member: Troy Stende



Troy Stende  
Stende Inspirations  
[www.StendeInspirations.com](http://www.StendeInspirations.com)  
[Troy@TroyStende.com](mailto:Troy@TroyStende.com)  
1-866-2STENDE(278-3633)

This month it is my privilege to introduce New Member, Troy Stende. Troy has been speaking fulltime for the past 9 years. Prior to speaking, Troy was an undergraduate student for 8 ½ years, accumulating several degrees before realizing he could make a living doing what he loves!

Troy speaks primarily to Colleges; focusing on team building, diversity and conflict management. The one thing Troy has learned over his years in speaking, is LOVE your audience and your connection with them will be powerful.

Troy is married to Karin Malkowski Stende, who is also a speaker. Together Troy and Karin have two small children, 2 dogs and a cat and have just moved back to Minnesota from Atlanta, Georgia.

Please welcome Troy when you see him.

Article written by:

**Lori La Bey**

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## Members In The News

NSA-MN member and past board member, **Ann Ulrich**, was honored as a Woman of Influence in the Twin Cities business

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community by sponsors Wells Fargo, WCCO Radio and Minnesota Monthly Magazine. Ann selected Angel Foundation, which supports families touched by cancer, to benefit from proceeds at the event.

*Your Source for NSA-MN Information*

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