



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

September 2007

A Note from NSA-MN President



Greetings!

November 14, 2007 has been designated as "Spirit of NSA Day" by NSA President Mark LeBlanc and the Board of Directors. It was created to honor NSA Founder Cavett Robert and continue NSA's legacy of sharing and giving. The date has special meaning because it is the 100th anniversary of Cavett's birthday.

As I think of how we share and give in NSA, I think about the Information Nights our chapter has recently hosted for individuals interested in the IPSD Apprentice and Graduate programs. During one meeting I purposely tried to be a wall flower, watching and observing from the back of the room. Here's what I observed:

I saw members who willingly gave up an evening in order to educate others about the speaking industry.

I observed current and past board members come early and stay late, in order to pull off a successful meeting. No complaining. No whining. Just pitching in and making things happen.

I listened to this year's IPSD Director Stuart Gray enthusiastically share the benefits of this program. He went through the program himself four years ago and is a walking testimony of the educational impact it provided as he launched his speaking business.

I was entertained as Sharron Stockhausen, Kit Welchlin and Stevie Ray told attendees what they can expect in this year's program as they serve as the 2007-08 facilitators. Their classrooms will be filled with laughter and learning - what a great combination.

As members you often meet others who express interest in

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NSA-MN Upcoming Events



Mark Your Calendars!

**Chapter Meeting &
Speaker Business
Forum**

becoming professional speakers. Do them a favor. Tell them about our IPSD Apprentice and Graduate programs. I think it's one of our chapter's greatest strengths and in the spirit of Cavett, is a wonderful way to share and give to others!

With gratitude,

Audrey Thomas
President

NSA November Chapter Meeting and Presentation

Become a Healthier, Less-Stressed Speaker

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The speaking life is a busy, complicated life that could burn you out if you aren't careful.



Join us for an evening of practical health tips delivered by NSA's favorite doctor, Dr. Dale Anderson and Annie Glasgow, a Psychotherapist (MSW). Dr. Dale was a surgeon, emergency physician and is a Founding Diplomate of the American Board of Holistic Medicine. Annie specialized in burn out caused by hardening of the attitudes.

Special guest appearance by Ole and Lena who will present their latest findings on burnout in a humorous skit.

You'll learn how to:

- maintain a holistic health plan to spur your speaking business to success
- reduce stress
- make travel safe and cold-free
- exercise for maximum results - even on the road
- balance your work life and personal life
- improve your diet, exercise and sleep
- avoid and treat infection, pain, allergy and fatigue



Join us on for this life-changing event on Tuesday, November 27 at the Airport Hilton, 3800 American Boulevard in Bloomington.

Chapter meeting, with dinner and networking is available for Professional Members and will be held from 5:30-7 p.m. Dessert and mingling with guests, apprentices and IPSD members will be held from 7-7:30 p.m. The presentation will run from 7:30-9 p.m.

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!

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.

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).



From the Dean's Office

Both the Apprentice and Graduate programs have begun their journeys under the guidance of our very talented NSA-MN volunteers. Thank You to all who have shared their messages during the informational session nights. I know that Larry Peterson wins the award for traveling the longest distance to share-Thank You!

The level of professionalism and talent shared at the kick off session for the Apprentice Team (20 Participants) was astounding. The messages these folks will be sharing will change every audience they present to. We will look for big things out of this class. Under the guidance of Sharron Stockhausen (Thank You for printing all the handouts) and Kit Welchlin (Guest speaker catalyst), I know that this Team will discover what they are searching for.

The Graduate Tem Team (7 Participants) will have an additional benefit this year. They will be meeting at the home of facilitator

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



www.jennifermarah.com

Back of Room Barbie

By Molly Cox



It's amazing what I will do when I should be doing something else. Today I found myself on Mattel's Barbie website. Oh, don't tell me *you're* always on task.

So, anyway, there I am slack-jawed looking at pictures of Hard Rock Café Barbie, The interview Barbie (I'm guessing she gets the job by the way she's dressed) and Cabaret Dancer Barbie.

I simply *had* to read the description of Cabaret Barbie

Stevie Ray. What better way to witness the lifestyle of a very successful speaker than to be a guest in his home (Thank You Stevie). This group will be working on the next level and launch of their business. This Team has a combination of graduates of the Apprentice programs along with other industry professionals who want more. We will see big things from this group.

On November 27th at the chapter meeting you will have the opportunity to connect with each of the IPSD participants. Let's each make an extra effort to welcome them into the NSA-MN community.

Stuart Gray

Director of IPSD

Missed the Teleseminar?

(No You Haven't.)

Our teleseminar, "How Many Clients Do You Need" with John Reddish and Dan Janal is now available online:

<http://nsa-mn.com/memberresources.php>

Members need to login with their e-mail address and password for the NSA-MN site.

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

Stuart Gray: Offering the Hospitality from the Industry to NSA-MN



Each member of NSA- MN learned of the organization in a different way. Perhaps you can recall how you found out and made your way into membership. Board Member, Stuart Gray shares his unique journey as follows: "About 10 years ago I read Mitch Albion's *Tuesdays with Morrie* and it caused me to reach out and touch those that had impacted my life. One of those individuals was my college professor, Dr Alan Zimmerman, CSP, CPAE. When Alan invited me to his home in Prior Lake we visited and he shared with me that what I was doing in my role in corporate America was being a speaker. His passion and belief began the journey toward membership. That meeting triggered the research to learn about NSA and then NSA-MN."

After reconnecting with Alan, Stuart made the next step of visiting some chapter meetings.

after I saw the photo. This is what it said: *Cabaret Dancer Barbie doll is dressed to thrill in a daring, silver outfit designed to show off those agile legs.*

WHAT? Did they get that copy mixed up with the Payne Reliever night club?

NSA Minnesota, it's time to take over Barbie and give her a real platform.

I propose: **Motivational Speaker Barbie.** Of course she would own a Dream House, and convertible (proving that yes, speaking is a lucrative business). And she'll be perfect for back -of the- room- sales; easier to schlep than those bulky books we sell.

Motivational Speaker Barbie would be a clean, conservative, articulate Barbie--a savvy business woman. Pull her string and she'll say "Would you like to sign up for my e-zine, blog, podcast and 36- set CD package titled: "Barbie Talks to Bureaus--a hit and miss interview"?"

Maybe that's Chatty Cathy who had a string on her back. I remember now, I would incessantly pull her string until my brother yanked her from my cute little hands, and banged her between two doors to stop the madness. He then said, "Now let's hear what she has to say." I pulled the string and she spit out words that sounded like Alvin the Chipmunk on Speed.

You can only imagine the therapy I required.

Consider it-Motivational Speaker Barbie. Our chapter and Mattel working in tandem to create a meaningful toy-- one that teaches and inspires, not thrills and titillates. A toy that brings in sales that would make the "Fun Meter" pale in comparison.

There will be no unsafe manufacturing practices, and Barbie would be made in the U.S.A. thereby saving us money

"I visited a few chapter events in St Paul and realized that the community of giving and sharing was not anything I had experienced before in any association."

What else does Stuart have to say about us? Wow! "Our professional members have huge hearts and are willing to share their expertise on a continuous basis. The fireside chats, teleseminars and all programming are invaluable. The PEG groups give me a broader perspective, and keep all my messages current and relevant. The national convention was terrific! I can't wait to go home to NY next summer and be part of Mark LeBlanc's convention celebration."

Stuart offers this perspective on our current Board and how his position there connects with his previous job in the hospitality industry. "The board this year is packed with passionate individuals that all have unique gifts and talents. We all share and give freely of those resources to raise the value to our members of NSA-MN. My calling is to demonstrate hospitality, the business of serving others. The real gift to all of us is when those services are received."

According to Stuart, gaining from membership is interconnected with giving. He offers the following recommendation: "Participate and be open to as many events and opportunities as your business will allow. When you can, give back to the NSA-MN chapter and continue to raise local awareness."

Thanks, Stuart for your story, service and suggestions. We learn and gain motivation and inspiration from one another. enough for me."

I OWE YOU! by Janie Jasin, CSP

Seems this was my summer of realization, my summer of gratitude and my summer of paying back.

Being a single woman for a very long time I am often invited to functions, couples events, dinners and more. I am always so thrilled and folks love to have me over because I am fun and a peppy person with communication skills as well as emotional connecting.

This summer I took these dear ones who have fed me and spoiled me out to dinner as they appeared in my daily life this summer.

I OWE THEM

And as I am plowing through the newsletters, NSA Speaker Magazines, other publications but especially NSA publications and VOE I am stopped dead in my tracks.

Because I owe you, I owe so many. I received so much. I took so much. I gleaned so much knowledge. I used so much of it in over 30 years of this amazing speaking vocational journey.

As I listened to VOE yesterday driving to the lake I was hearing Lynn and Lee Robert chatting about their Dad, Cavett. My initial contact with Cavett was 1983 when I was given a luncheon

on lead paint. (See * *Enterprise*, one of NSA's competencies.)

Next, we'll work on getting Skipper in the Apprentice Program!



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speaking spot at NSA in Las Vegas. As I attended one of the workshops I sat down next to (I didn't know who he was) It was Cavett, and he said to me, "Well little lady what do you speak about?" He ended up staying through the luncheon and changed his plane ticket to hear me. I was overwhelmed.



Rosita Perez was my mentor. An exact fit for a creative talker like me? In the winter of 2004 I stopped to see Rosita And Ray. She gave me a speaking sparkling coat of many colors that she wore only a few times. She wanted me to speak and wear it and I do. That visit assured me that this Rosita was as strong and mighty in her MS as she ever was on the platform and as loving. Her photos grace my office. I am practicing her shtick to continue her message on diversity and speak about her at my talks. I always speak about her and now that she is not speaking she misses "THE EYES."

We as speakers look into so many eyes. We are eye readers. I am telling the eyes that we see their struggles, their joys, and their wonder.

Patricia Fripp was always available for a chat and recommended me often. What a spark plug on the face of the speaking engine of life.

When our chapter of NSA Minnesota formed in 1983 a young, handsome Mark LeBlanc and Manny Steil and David McNally and I worked on many projects. Nido Quebein came to town and we had him visit our chapter. I had a cocktail party at my little single woman, newly divorced house. The office was in the basement, Renee Strom worked with me then and we hung Nido's photos all over our office. Mark LeBlanc, Mike McKinley, Mike Podolinsky and so many so long ago mixed and mingled until we became who in heaven's name we were going to be. Speakers, authors, CSP's & CPAE's.

As I read through the NSA SPEAKER I saw Bert Decker's son and wife. Bert Decker commented on my speech at NSA JULY 1985 in Washington DC.

I heard Ty Boyd on VOE and I could hear his voice at a convention saying my name summing up the speakers at that event. "And how about that Janie Jasin? Masterful."

And that is what NSA is MASTERFUL for it made us master the words of wonder and the words with wings.

The masters were with us then and we have them with us now.

The years have flown; I was 41 and flying low picking up every possible idea, lead, piece of material and energizing thought I could glom onto.

There was a song that Neil Sedaca wrote about "The Hungry Years." Those were my hungry years.

This is my Fall of telling you all that I OWE YOU!

And I couldn't have done it with out you!



Please Welcome New Member: Kevin Stirtz



Kevin Stirtz
The Smart Marketing Guy
Stirtz Group
Phone: 952-212-4681
Email : kevin@kevinstirtz.com
Website: www.kevinstirtz.com

Please welcome Kevin Stirtz's to NSA-MN. As a fairly new member myself, I was delighted and yes surprised to see Kevin up at the podium at our September meeting, introducing our speaker for the evening. Kevin did an exceptional job, which reaffirms "new" does not necessarily mean "newbie" to our industry.

Kevin has been speaking professionally for three years. He Keynotes, does Breakout Sessions and Consults. Kevin has twenty-three years of experience in growing businesses and helping them get new customers.

Why did Kevin decide to become a member of NSA-MN you may be wondering? Kevin is a good friend of Mark LeBlanc, our NSA President. It was an easy choice; Mark threatened to stop being friends with Kevin if he did not join NSA-MN. Therefore, from this we learn two things: 1) Kevin respects Mark's opinion and friendship, and 2) Mark is not only talking the talk when it comes to commitment in expanding our membership, but he is walking the walk! Thanks for your help Mark!

As a Burnsville native and current resident, Kevin confides he has always lived in Minnesota. His favorite color is "Sky Blue". It reminds him there is always a new day ahead. The person who inspires Kevin is his own Father. "My Dad knows who he is. I want to be like him." A hidden fact - Kevin built Don Ho's first website. Please welcome Kevin aboard and visit his website or email him. Kevin is looking forward to getting to know all of you!

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