



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

December 2007

A Note from NSA-MN President



Dear NSA-MN Friends:

December is typically a busy month for most people, regardless of whether or not they celebrate a particular holiday. Sometimes the month passes so quickly that when January comes I find myself catching my breath and wondering what happened to December.

Many times we tell ourselves we need to slow down. This is definitely easier said than done. Recently I've begun making daily entries in a Gratitude Journal - a simple notebook that sits on my nightstand. I find this exercise helps me slow down mentally. Each night I reflect on my day and jot down things I'm grateful for that occurred in the previous 24 hours. Sometimes the things I remember are the simplest of things, a kind gate agent at a busy airport, a hug from my teenage son, a giggly toddler at the grocery store.

As we finish up 2007 and enter the New Year, my hope for you is that you are overwhelmed by life's blessings - big or small.

With gratitude,

Audrey Thomas
President

"How Many Clients Do I Need" teleseminar and handouts now available

If you missed the teleseminar "How Many Clients Do I Need?" with John Reddish interviewed by Dan Janal, you can hear it in

In This Issue

[Teleseminar Recap](#)

[January Chapter Meeting](#)

[From the Dean's Office](#)

[Know Your Board](#)

[Are You As A Professional Speaker Giving Back to Others?](#)

[New Member](#)

[Your Source for NSA-MN](#)

NSA-MN Upcoming Events



Mark Your Calendars!

Teleseminar

the NSA-MN website. Just go to the member's directory.

You can access the helpful files John referred to on his website, which is:

<http://www.getresults.com/NSAMN.asp>

You'll find the complete presentation in PowerPoint format, as well as several sample proposals, forms, checklists and contracts, all for free.

[Presentation](#)

[Sharpen Your Sales Skills](#)

[How Many Sales Do I Need?](#)

[What Consultants Sell](#)

[Sample Proposal/Agreement Form](#)

[Sample Proposal/Agreement Attachment](#)

[Seminar Checklist](#)

[Speaking Hierarchy](#)

Our December teleseminar, "How to Get Booked on Cruise Ships" is available in the member's site of the NSA-MN website.

Media Relations Megafest Set for January 22nd

How can you get publicity to promote your speaking business? Join a couple of veteran journalists and other NSA-MN members for a panel discussion of what works, what doesn't and what's worth trying. Dennis Stauffer and Dan Janal will facilitate at January's chapter meeting and presentation on Tuesday, January 22, 2008 at the Airport Hilton. Dennis is an Emmy award winning reporter, formerly with KARE-TV, who spent almost two decades in the news business. Dan was an award-winning daily newspaper reporter and business news editor for several daily newspapers. So join us, bring your questions and find out what's really working out there!

Check your email in January for your invitation and more details. All members can come to the dinner and meeting as part of their dues program. IPSD members can attend the seminar for free.

Special Thanks

Special thanks to Ole and Lena (a.k.a. Dr. Dale Anderson and Annie Glasgow) for a great presentation on becoming a healthier less-stressed speaker, at the November Speakers Business Forum. Special thanks also to Stuart Gray for generously providing the sound system and taking pictures.

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

Everyday Secrets to Keep Yourself Booked Every Day

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

Holiday Social

Rescheduled for
Saturday, January 12
7:00 - 11:00 p.m.
Members Only

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

'Tis the Season
By Molly Cox



It's difficult to be a speaker in December. Especially when it's close to Christmas, I mean Hanukkah-or is it Yule? Which as we all know is the holiday celebrated by Wiccans.

I'm confused when I greet my audiences. It's all snowy, and fresh and Bing Crosby-ish. I want to start with a plucky: *Merry Christmas*, as that's my holiday. But I can't. I could greet with Happy *Hanukkah*- heck, as a child I spent as much time at temple as I did church. But that won't work either.

Maybe I should acknowledge the *Winter Solstice*, or the Kemitr Orthodxy's-- *The Day of the Return of the Wandering Goddess*. (Possibly a goddess who has Alzheimer's?) I don't know, it's as foreign to me as frankincense and myrrh is to non-Christians. Okay, fine, frankincense and myrrh is foreign to me too. But I *do* know it was a gift from the Magi and you don't use it in a meatloaf recipe.

Frankly, I really don't care. God, Higher Power, it's all good. And personal. Which is what makes it sticky.

Right now you're probably asking yourself "why was she at temple?" Since you *need* to know, my neighbor and best friend was Jewish. The religion made no difference -except for the tree and the presents. When I had my binoculars positioned *just right*: laser focused into her parents' living room, I could see exactly what candle they were on and which gifts were opened. (This was during my *Harriet the Spy* period).

My friend wanted a tree and the frenzy of ripping

Teleseminar: Get Paid to Speak on Cruises!

Ever dream of speaking on a cruise ship?

Now you can learn the secrets of getting booked on cruises as Dan Janal interviews cruise expert Daniel Hall on Tuesday, December 4, 2007 at Noon Central time for one hour.

Bring your questions as Dan and Daniel will help you overcome the obstacles to your long-awaited speaking vacation!

Register now by calling the NSA office at (952)928-4649 or sending an email to: chastings@harringtoncompany.com

Telephone number and access code will be sent to all registrants. An MP3 file will be posted to the NSA-MN website after the teleseminar.



From the Dean's Office

On December 13th the ASDS will have Dr Alan Zimmerman and Yvonne Kinney-Hockert putting a bow on 2007 and making 2008 ROCK! The continental breakfast will begin at 8:30 AM with the event starting at 9AM. We will be meeting at the MSP Airport Hilton.

9-11AM Dr Alan Zimmerman, "Everyday Secrets for Staying Booked Everyday"

11-Noon Yvonne Kinney Hockert, "Growing Your Business With a Plan"

Your investment is \$39 for this event. The seating is very limited so make your reservation today! This event is open to both speakers and their support staff.

Have a terrific Holiday Season

Stuart Gray

Director of IPSD

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

An Interview with Board Member, Gabrielle Hamen-Kieffer



When we meet board members, we do not always know their journey to where they are now. Gabrielle shares that she, "always knew I would be a speaker, but didn't know how to get started. Back in 1996 a member of the chapter invited me to come along to be in the audience for a video day and see for myself what MSA (that's what it was called back then) had to offer. For years, I hung out and participated in various chapter events but never joined. Then in 2005 I joined

the apprentice program and got serious about the speaking business.

Joining NSA-MN is one thing, but serving on the Board is a whole other step. Gabrielle says: "I found my way to the board through Michael Roby. We were at the Atlanta convention when I told him that I would like to participate in the chapter in a bigger way. Michael invited me to co-lead the Graduate Program with him. After my tour of duty Audrey Thomas asked if I would serve on the board as the Director of Membership in 2006." Now Gabrielle serves as Director of Finance where she can use her skills in accounting "and

open gift upon gift. I wanted *eight full days of presents*. We tried to include Santa in the mix - but even then we knew there was something wrong with sitting on the soft, pudgy lap of a 63 year- old man who smelled like Scotch, and telling him our wildest desires.

The only thing we could pull off was a tree. Or, as we sheepishly told her father: A Hanukkah Bush. We hauled it home and put it in her living room. It looked like a tree that had just finished its last chemo treatment.

I'm not sure if her father was angrier when he caught us smoking the butts of her sister's cigarettes while listening to Herb Albert and the Tijuana Brass's Whipped Cream & Other Delights, (check out the album cover) or when he saw our Hanukkah Bush. Either way, the tree/bush was history and our dreams of melding a world of more gifts, for longer periods, disappeared with the thunder of Ten Lords a Leaping.

So, until I figure out the *perfect* opening, I lift my glass to the Diversity Peg and wish you all a Happy HigherpowChristHannaksoltickKwanzfillintheblank Day!

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chapter experience to help guide the board to make good financial decisions."

She shares her interest in the competency of Eloquence. "If we value eloquence and expect each of our members to present professionally then we need to provide speakers a way to be more competent on the platform. Having a Toastmaster club specifically designed for speakers will help build their content, platform skills, and 'think on your feet' skills. Each member will also receive professional feedback to help them deliver the best presentations to their audiences." Members can contact Gabrielle at 651-330-7300 to learn more about a proposed NSA-MN Toastmasters chapter.

Coming to NSA functions is a positive experience for Gabrielle. In her words, "each time I go to an event I learn at least one useful thing I can use immediately in my business. The learning and support from members has been invaluable to me. "We will see you at future events, Gabrielle, and thanks for your service and enthusiasm!

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www.beaverspondpress.com

Are You As A Professional Speaker Giving Back to Others? by Jim Pancero, CSP

What kind of impact are you making as a professional speaker? I define and believe that "impact" is more than just giving a great speech. Impact is also making sure you are helping improve the lives of others, both from within your business efforts as well as by volunteering.

Too many of our fellow NSA members are so busy building their speaking business that they do nothing else to give to others. We are not just professional speakers. We are also independent business owners, small business executives. In addition to growing our speaking businesses we also have a larger responsibility to our community to also be helping those who have not been as successful (or as lucky) as we have been. How much of your time and expertise are you investing toward the improvement of others and without direct business or personal recognition or benefit?

The easiest way is to just write a check to a worthy cause. Nothing wrong with giving money. But what else are you doing to invest your time, energy, expertise and creativity to really make an impact on others?

Bill McGrane, CSP, CPAE from Cincinnati was my mentor who introduced me to professional speaking. He also taught me lessons in self-esteem and the importance of helping others that built on and strengthened my own background and beliefs. This was a message that truly impacted and motivated me to make sure contributing to improving others less fortunate than me became a central part of my business and life.

Our NSA (and NSA-MN) association and so many of our members have always believed in donating their time and energy to helping others. But for many, donating their time and expertise doesn't start until they have already raised their families and are now senior in

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our industry.

I am so proud to now be a resident of Minnesota, a state recognized as having one of the greatest percentages of people donating their time and efforts to helping others. And I have heard of so much being done by so many of our fellow "MSA'ers". So what about you? How many days of your time and expertise are you donating to helping others in our state? How much of your time are you contributing to the betterment of others, and could you be doing even more?

I was always impacted by Dr Bernie Siegel, author of "Love, Medicine and Miracles." He referenced a quote in his book that said "I reached out into the darkness to grab a hand in need, and the hand I pulled back was my own." Whose hand will you reach out to help today?

Welcome New Member: Jill Fleming



Jill Fleming
Simple Lifestyle Choices
866-860-1609 Work
608-317-0081 Cell
Email: jill@simplelifestylechoices.com
Website:
www.simplelifestylechoices.com

Please give a warm welcome to our newest member, Jill Fleming: Speaker, Registered Dietitian, and Author. I asked Jill how long she has been speaking and I loved her answer. Like most of us, she had to find a reference point for time gone by. "Let's see, how old are my kids now? I guess it's been seven years now I've been speaking. "

Jill's area of expertise is helping people improve their health, and weight loss. When you meet Jill, you will find she walks her talk. I met her at my first NSA Convention in Florida. She has a warm, bubbly personality, and is a great networker. She believes in her program. Her message is simple. LOVE YOUR LIFE, AND YOU WILL LOVE YOUR BODY! No surprise here, Jill is a great cook.

How did Jill get into speaking you may be asking? Well, she was sitting in an audience when it hit her. She saw a group of people eager to learn, but the presentation was weak. The audience was not connecting, and Jill thought to herself, "I can do that (better)," and her journey began. Her first book, THIN PEOPLE DON'T CLEAN THEIR PLATES, came out in 2005, and she has been going strong ever since.

Jill joined NSA-MN for two reason; one her Mentor, Mark LeBlanc, was a member and she had heard great things about our Minnesota group (amazing, confident people, willing to network), and two, it was a shorter drive than where Wisconsin meets. "Thanks" for picking our group Jill! Her favorite color is yellow, as she feels it is an optimistic color, which in my mind, says a lot about her inner spirit and drive. Please say "Hi" to Jill at our next

gathering, or feel free to drop her an email.

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THANK YOU NSA-MN!

With the recent passing of my Mother I realize how fortunate I am to be a member of NSA-MN. The outpouring of calls, emails, cards, flowers and kind words touched me deeply and lifted me up at an otherwise sad time. I am so thankful for the sharing of professional advice, the caring spirit and the truly special individuals that make up our unique family at NSA-MN.

May God Bless all of you during this holiday season!

Tom Guetzke

Past President NSA-MN

New Chapter Administrator, Corinna Hastings

We have a new chapter administrator through the Harrington Company. When you call to register or ask questions, you'll now be connected to Corinna Hastings. Corinna (rhymes with "Tina") is originally from Waseca Minnesota and graduated Magna Cum Laude with a degree in Health Care Administration from the University of Wisconsin - Eau Claire. She worked as a senior housing manager with Ebenezer prior to joining the Harrington Company in 2005. In her spare time, Corinna likes to scrapbook, make cards and cross stitch.



Her role is an important one that touches nearly every aspect of NSA-MN, so please welcome her the next time you find yourself contacting her for information.

Your Source for NSA-MN Information

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