



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

January 2008

A Note from NSA-MN President



Happy New Year!

Each December or January my business goes through a 2-day Strategic Planning session where we review the past year and set goals and strategies for the year ahead. We outline specific action items with a timeline in order to keep us on track and focused on our goals. You might go through a similar process.

For those of you who attended the December program called Everyday Secrets for Staying Booked Every Day by Dr. Alan Zimmerman and Growing Your Business With a Plan! By Yvonne Kinney-Hockert, you realize the value not only in the information presented, but the timing. Both Dr. Zimmerman and Yvonne gave sound strategies to help us grow and manage our businesses in the coming year.

As I looked over my notes from both sessions, I tried to place a dollar value on the information I had received. Although the morning cost me a mere \$39, it was worth hundreds if not thousands of dollars.

Your Board of Directors is constantly working to bring value to your membership in the Minnesota chapter. We welcome comments and suggestions going into this new year of how we can better serve you. Please don't hesitate to contact us.

Warm regards,

Audrey Thomas
President

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Second Chance to Celebrate the Season

Winter Social - (The holiday social was rescheduled due to an ice storm in early December)

January 12, 2007 (Saturday) 7:00 PM-11:00 PM

NSA-MN Annual Winter Social - It's Time to Ring in the New Year and Celebrate our Successes Together with your NSA-MN Friends!

Mark your calendars for Saturday, January 12 from 7:00 p.m. - 11:00 p.m.!

Hostess Amy S. Tolbert, Ph.D., CSP has pulled out all the stops to make this the best winter social ever with great food, entertainment and camaraderie! You'll enjoy scrumptious food service including fruited brie in phyllo dough, shrimp with various sauces, cheese puffs (back by popular demand), an assortment of breads, crackers, cheeses and prosciutto wrapped melon, bruschetta, and much more! There will be an array of beverages - some flowing through a fountain.

Musical entertainment will be provided by NSA-MN's own Kathryn Bakke of Creative Concerts who is generously donating her time and talent. She's a pianist/entertainer, speaker and hearing loss consultant. She entertains extensively throughout the U.S. Specializing in theme shows, both holiday and event specific thematic, and provides a unique dimension to business conventions, non-profit events and social gatherings. She has crafted a winter theme with entertainment - just for NSA-MN!

Let's start the new year out with a bang!

If you registered for the December Holiday Social, you are automatically registered for this. Please let us know if you won't be able to make it.

If you weren't going to be able to attend in December, you have a second chance, so

Register now! *

The fee for members is \$30 each and \$45 for a couple. Space is limited, so please register now!

*Driving directions will be sent to registrants.

Payments can be accepted in three ways

1.) Online with credit card

2.) By phone with credit card

*(952) 928-4649, Corrina Hastings

3.) By mail with check or credit card information

*NSA-MN, Attn: Corrina Hastings, 4248 Park Glen Rd, Minneapolis, MN 55416

Invitees: Professional Members and their guests.

[RSVP/Registration](#) (Enter your name and send the e-mail. If shown above, please include your filled out registration form document as an attachment.)



Mark Your Calendars!

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 7
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

RSVP's Are Required for Chapter Meeting Dinners

Your NSA-MN membership includes attendance at all our chapter dinners at no extra cost. But PLEASE remember to RSVP so we can have a dinner waiting for you! If you don't RSVP, we can't guarantee you a dinner. Alternatively, if you do reserve your spot and find that you can't attend, please let us know so the food (and the tab) don't go to waste.

Rescheduled Fireside Chat with Janie Jason

The Fireside Chat with Janie Jason has been rescheduled to Friday, March 7 from 9-11 a.m. at the Airport Hilton. Please mark your calendars! Watch your email in February for registration details.

Exercises in Eloquence

Is one of your New Year's resolutions to develop your platform skills?

Do you plan to polish your presentations content in 2008?

Maybe after the holidays you're craving professional feedback from your peers.

Forget the health club resolutions come flex your eloquence muscles at NSA-MN Speaker Pros. To join you must be a Professional Member of NSA-MN S or a current/past IPSD participant.

Our first meeting is on January 10, 2008 from 6:00 - 8:00 p.m. in the Community Room at Edina Lunds. The address is 3945 W. 50th St., Edina, 55424.

There will be a cost involved to be a part of the club but not for the first meeting, it's **FREE!**

You can expect to hear 3 speakers present 20 minutes of a presentation, ask them questions about their content and hear 3 evaluators offer valuable feedback to each speaker. Can you feel your eloquence muscle toning?

Be sure you don't miss all the fun and development! To insure we have materials for everyone please **RSVP no later than January 8, 2008** to Gabrielle Hamen-Kieffer, 651-330-7300 or gabrielle@thrivorship.com. If you are definitely interested in being a part of NSA Toastmasters and you absolutely can't make this



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

Deal or No Deal

By Molly Cox



Well, it's January which means that all speakers, consultants, and people who make money in their pajamas are required by NSA law to write their resolutions.

Then it's back to disorganization, weight gain and not writing the best self-help book *ever*. Sans the *Kama Sutra*.

Oh sure, we all have good years when we can fit into our jeans from 1977. (Now sporting a muffin top). We get our demo on our website, kibitz with bureaus and still have time to shop for a leather vest for the 2008 convention. But unless you're following a Five- Step plan, e.g. Earn two million in Five Easy Steps, Bond with Your Brother's Step- Child in Five Days, get a charismatic personality in Five Semi-Painless Shock Treatments, the *I'm on my way to earning my C.P.A.E.* feelingputters out faster than Bush's Thousand Points of light.

I'm the type who writes *weekly* resolutions. Sometimes *daily*. 1.) Get out of bed. 2.) Make coffee 3.) Send my novel to my agent. I've had this same resolution for

meeting please contact me to insure your spot in the club.

Teleseminar: Get Paid to Speak on Cruises!

If you missed our December teleseminar on "How to Speak on Cruises and Get a Free Vacation" or if you'd like to hear it again, an audio file is now available in the members area of the NSA-MN website. Also, a free special report is available at www.prleads.com/cruise.



From the Dean's Office

What an event! We had over 60 participants that shared in the Advance Speaker Development Series on December 13th. It was a terrific showing and we thank all of you for your active involvement and participation.

Special thanks to:

Speakers
Dr Alan Zimmerman, CSP, CPAE
Yvonne Kinney-Hockert

Videographer
Jack Daly

Voulnunteers
Kathy Brown
Julie Allen
Tom Guetzke
Luke Green
Dave Durham

The good news is that if you were unable to attend you will soon be able to invest in your own DVD of the event for \$39. Details will be announced soon. For a sneak preview, go to <http://www.nsa-mn.com/videos/2007-12event.php>.

As a chapter we are planning a spring event for the ASDS. If you have a particular area of expertise that you would be willing to share or a topic area that would be of interest let us know and we will see what we can do.

stuart@4remarkable.com

Both the Apprentice and Graduate programs are moving right along. We thank all of you that are sharing your talents with our future NSA-MN members.

years. My agent called a few days ago and said "What the hell?" No "Hello," no "How are the kids?" No, "Take your time, I know you're trying to make Jill saucier and Mike smarmier and it's hard to let those characters go." Just "What the hell?" My resolution: Check Caller ID.

A big resolution for me is to work less-- support friends more. That's the one that earned me a place in my girlfriend's posse when she auditioned for the game show *Deal or No Deal* in December. She got a call-back, which is pretty incredible since a whopping 10,000 idiots stood in sub -zero temps to audition.

Okay, *I did* encourage her. She'd make the *perfect* contestant. She tops out at 4'10" and has a voice that can make a dog's ears bleed. She makes Happy in Snow White seem Grumpy. And tall.

At the audition we were given specific orders as to how a supporter /audience member should behave. They should have just said, "Like an audience at the NSA convention." Ooooh! Like an applauding, ecstasy enhanced Baptist Church service. Got it.

As I watched Trudy win a mock \$750,000, I stopped making fun of her. And I made a quick resolution to get a cut.

It's good to keep resolutions liquid. If Trudy wins mega bucks, I'll get a job that has more recess time. Less mind numbing, fulfilling work than speaking. Maybe Congress?

And I'll get an extender for my jeans from 1977.



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Stuart Gray
Director of IPSD

Editors note: And thanks to Stuart for all his hard work arranging this special event!

Media Relations Megafest

Don't miss the January 22 Speakers Business Forum, when a panel of NSA-MN members will share their strategies for using the various media to promote their speaking businesses.

When it comes to utilizing the media, one size does not fit all. So we've brought together a diverse groups of speakers with different types of clients, markets and business models, to provide insights about a number of different-and successful-media strategies. Anne Warfield, Audrey Thomas, Stevie Ray and one of our newest members Russ Bernstein have agreed to discuss what they have found effective. The panel will be moderated by former television news reporter/anchor Dennis Stauffer, with assistance from our resident public relations expert Dan Janal. So you'll gather insights from both sides of the cameras, notepads, microphones and computer screens.

This is a rare opportunity to hear what's working and what's not for speakers, ask questions and learn what strategies are best suited to your professional needs and objectives.

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

An Interview with Board Member, Dan Janal



As chapter members we all know Dan Janal as the "go to guy" for PR. In addition to that Dan serves on our Board as Director of Programming. Dan explains that he is "responsible for deciding the content of the programs, inviting the best people to speak and facilitating all promotion with members and coordinating all logistics with the hotel. It's a handful! But it is worth it to present

great programs that will help our members."

Dan believes that, "Programming is probably the most valued feature of NSA-MN. It serves the dual purpose of educating our members-so they become better speakers who run more profitable businesses-and the meetings give everyone a chance to get together, bond, and share ideas and friendships."

Dan's business, as we know, is PR *Leads*, which *leads* to the question: What led Dan to NSA-MN? Dan says he moved to Minnesota in 1999 to make it easier to travel to speaking events without spending 8 hours in airports flying from California. He says he could have moved anywhere in the Midwest but chose Minnesota because with a strong NSA chapter he knew he'd make

www.cimbura.com



www.ewepac.com



www.inbeautephoto.com



www.beaverspondpress.com



www.jennifermarah.com

friends easily. "It's nice to pal around with people who know the demanding life of a speaker!"

Thanks, Dan for providing us with great programming and bringing your leadership skills to NSA-MN!

Media: A Multi-Use Tool to Grow Your Business

by Michael Roby

Speakers often look at media as a way to gain exposure in their key markets, but media can do so much more than act as a passive marketing tool. Understand that I am not trained as a writer, but I have used writing in creative ways to help me gain new prospects and clients that are allowing me to grow my business.

Not being trained or disciplined in the practice of writing, I decided to start a weblog, or "blog" last winter. (Check it out at www.michaelroby.com/blog) Blogging allowed me to:

Write 200 - 300 words on a regular basis to improve my skills and comfort with writing.

Generate additional traffic to my website, as blog articles, or "posts," trigger the search engines, which improve website visibility.

Begin to build an audience that reads my posts and passes them along to others.

In March of this year, I received an e-mail from the editor of **Bank Advisor Magazine** (www.bankadvisormagazine.com). He said that he had been reading my blog for over two months - and wanted me to start writing a regular column on sales and marketing for the magazine! He offered me a small compensation but I told him I would do it for free, so I could retain all rights. My articles reach prime prospects - 30,000 per issue. My website address is in my byline, which increased website traffic, blog readership, speaking inquiries, and a few bookings. Being able to say that I am a regular columnist for **Bank Advisor** was a nice addition to my introduction and profile as well. During this time I also began to distribute articles to trade publications and through web-based distribution systems.

This is when I decided to be creative. I was speaking for a large insurance company that was having a meeting in Denver for their "Million Dollar Round Table" qualifiers on the day after the convention adjourned. MDRT is an organization that awards membership based upon sales - you cannot join or just choose to attend. With thousands of insurance agents and companies in attendance, I was dying to get into the exhibit hall, but there was no way I could get in - unless I had a media pass! A quick call to the publisher resulted in press credentials. My insurance company client paid the airfare, I had to pick up two nights lodging and meals, but I spent two exciting days visiting booths, gathering information for my articles, and developing relationships with over 50 prime prospects.

The Bank Insurance Securities Association (BISA) had a booth at MDRT, and I met the association management. BISA is a robust organization, and hosts several conferences across the country. I sent a handwritten card and kits to the executive management. In September, I attended BISA's Regional Bank Conference in St. Louis. To attend this meeting as an attendee would have cost me \$1,600, but the press credentials allowed me to attend without paying a registration fee. Once again, I visited with association management, as well as the 120 banks in attendance. A month later, BISA called and asked me to speak at their Western Sales Management Conference in California - a home run! In early December, I conducted a half-day sales management symposium for twenty sales managers of large banks and credit unions, all of which have the ability to hire me. Once again, I sent cards, kits, emails, and made phone calls and to date I have received six indications of interest. Also, BISA has said they plan to use me in the future at their conferences.

While I have to pay my own expenses, attending these industry conferences has helped me book thousands of dollars in business, with much more in the mill. I plan to attend two or three industry conferences each year as a key way to market, based on the credibility of my writing for a national magazine, and using a press pass as a ticket for admission. In addition, my first book will be published in January - all because of a blog!

Make certain to attend the January NSA-Minnesota Chapter Meeting for other ideas on using the media to help grow your business. I wish I could be there. Be prepared to hear and share actionable ideas on media utilization.

Ask yourself the following questions. How can you learn or improve your writing skills? What publications might publish your articles on a regular basis? How can you utilize the media to help grow your business? What ways can you creatively utilize the media to broaden your reach?

Your move.

Welcome New Member: Brenda Elsagher



Brenda Elsagher
Ph: 952.882.9882
Email: brenda@livingandlaughing.com
Website: www.livingandlaughing.com

Brenda Elsagher, is a comedian, author and nationally known keynote speaker. She has a fabulous website which screams with personality and pride. Over the past ten years Brenda has been speaking professionally but says she didn't realize it was her calling. About five or six years ago Brenda decided she had an opportunity to have a second successful career. Then, a year ago, Brenda retired from her previous career in the hair industry, and she has been booked ever since.

Brenda has written two books, "I'd like to buy a bowel please - Ostomy A to Z" and "If the battle is over, why am I still in uniform?" Her stories and style embrace humor and healing from a patient's perspective as well as bringing the joy through the journey. Her "bedpan banter" is full of spirit and grace.

Please help welcome Brenda to our group. She is seeking referrals for a videographer and is interested in networking and sharing contacts and connections to expand her business sphere. If you can assist Brenda, I know she would love to hear from you.

Article written by:

Lori La Bey

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Member News

Kathy Brown's recent book, "**I Only Have A Minute... So Let's Make It Matter**" was accepted by Focus On The Family in Colorado Springs. Kathy will be in Colorado Springs in March for a book event and signing. In December she was interviewed on KTIS AM by Kim Jeffries on "Her Journey." Kathy will speak and have a book signing on January 5 from 1 - 3 PM at the Northwestern Book Store in Maple Grove.

Events of Interest

As a service to our members, we will periodically post notices about upcoming events by other organizations, that we think will be of interest to you. It is our hope that other organizations will do the same in return, boosting everyone's visibility. In some cases, we will arrange for our members to attend these events at their member rate, which is the case with this event hosted by Awesome Women. NSA-MN members will be extended the same discounted registration.

Play to Your Strengths How to Maximize Your Talents & Contribute Your Best

Faith Ralston, PhD.

Tuesday, January 29th

8:00 AM to 12:00 Noon

In this thought-provoking workshop, Faith Ralston challenges you to let go of 'striving' mindsets and succeed by doing more of what you do best. She shares the secret to success in today's volatile workplace - leveraging your top talents. Once you know your unique talents - what you do easily and effortlessly - the challenge is to successfully contribute them in everything you do.

Register online at <http://www.awesome-women.org>

Your Source for NSA-MN Information

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