



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

April 2008

A Note from NSA-MN President



Spring is finally here!

This is the time of year when our kids are anxious for their school year to draw to a close. We have a saying in our home and it's "Finish Strong." We gently remind them to stay focused to the very end, avoiding any regrets once their school year has ended.

As our membership year winds down, you'll be pleased to know that our programming is remaining quite strong. In the next two months you have two Fireside Forums, a Tele-seminar and the May Gala to choose from.

Last month we were treated to a Fireside Forum with Janie Jasin as well as a full day seminar with Mark LeBlanc. If you missed Mark's event you can purchase a DVD of the event on our website.

Here's to finishing strong!

Warm regards,
Audrey Thomas
President

New Member Reception

In This Issue

[Upcoming Events](#)

[From the Dean's Office](#)

[Know Your Board](#)

[New Members](#)

[Off Kilter](#)

NSA-MN Upcoming Events



Mark Your Calendars!

**Fireside Chat with Dr.
Dale Anderson**
Friday, April 18
9:00 - 11:00 a.m.
Members Only



New members were welcomed at a new member reception, preceding the March chapter meeting.

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 Grocery Store Marketing for Speakers

By Molly Cox



Fireside Chat with Janie

One of NSA Minnesota's most experienced speakers, Janie Jasin hosted a very heartfelt and enlightening Fireside Chat in March. She discussed those who have been mentors to her and facilitated a discussion around the mentors who each of us has drawn on for inspiration. Thank you, Janie, for being one of those mentors.



I'm ready to redo my marketing (again) and this time I'm going to take a cue from the grocery industry.

As I spend three quarters of my life at Byerly's, casually tossing halibut into my cart a-la Mary Tyler Moore, I can't help but be taken in by the catchy way products lure you in. For instance, BBQ sauces are sweet *and* spicy. Oranges are plump and juicy and coffee is extra-bold and full bodied with mellow, earthy flavors, delightfully complex with virtually no acidity.

While I can't claim to not have any acidity, or to be hormone free, (I'm told). I am slowly moving into the full- bodied category. Maybe that's something my clients are curious about. I believe they have a right to know my expiration date and how to keep my "freshness." (Room service, Starbucks coffee and a

Business Plans Discussed



Nearly 60 professional members, apprentices, IPSD graduates and guests attended the March meeting to hear "There's More Than One Way to Run a Speaking Business" presented by Kit Welchlin, Tony Schiller, Dan Janal and Dr Manny Steil, CSP, CPAE.

Each speaker talked about how they use different business models to run successful speaking businesses.

Upcoming Events

Fireside Chat with Dr. Dale Anderson



Join us for an intimate conversation with Dr. Dale Anderson as he shares the secrets to his success in the speaking business on Friday, April 18, 2008 from 9-11 a.m. The location will be sent to the first 20 people who register for this event. The event is open only to Professional Members.

Fireside Chats are a great way for Professional Members to move to the next step in their careers as they learn the tools for success from our master presenters.

Dr. Dale has transformed a successful medical career into a successful speaking

career. He is one of the most popular members in the chapter and one of the most active!

To register, go to <http://www.nsa-mn.com/eventdetail.php?eventid=467>

50 minute full-fee keynote will keep me pretty darn *fresh*.)

While most of us can stake a claim to being home-grown and free range, Roxanne Emmerich, Tony Schiller and Kate Larson could add 97% *lean* to their marketing.

What can we learn from the coffee marketers? (Like I wouldn't include coffee in this article). It's not good enough to tell us what their product is, we must know its heritage, its family tree and genealogy: The Island of Sumatra produces 70% of Indonesia's income and is home to over 38 million people, reads the back of a Starbuck's package.

Maybe David McNally should include his origins in Australia, and Audrey Thomas should tell her clients she was farm raised? Janie Jasin gets it; she actually has a map of Victoria, MN on her website! But still, I find myself wanting to know the population and average humidity.

Does it matter where we come from? Maybe it does effect our fees if we're in season or not. And what if meeting planners are looking for *only* Fair Trade speakers?

Bud Light boasts superior *drinkability* (*yeah that's a word*, he says after his fifth Bud Light).and Grey Goose suggests dry; up with a twist. Nestle is rich and chocolaty. Makes you think.

Well colleagues, let's give it a try. I'll go first:

A decadent combination of English, German and Irish, Molly is a tart but sweet speaker. Her stress reducing programs are a rich source of antioxidants, and have been proven to lower LDL. Her spicy after-tones linger long after your event is over. Grown in the bone-chilling tundra of MN, she is best used in a speaking engagement in Maui in January.

How to find the best agent for your book!

Our next teleseminar will show you how to find the best agent for your next book! Dan Janal will interview Mahesh Grossman who's written dozens of books and can share his unique insights into the agenting process.

Join us from noon-1 p.m. on Tuesday, April 22. Bring your questions as Mahesh will answer as many as he can in this time slot.

Teleseminars are open only to Professional members.

To register, go to <http://www.nsa-mn.com/eventdetail.php?eventid=484>



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

From the Dean's Office

We all received a gift of a book from Tom Pace. Like many of you, I placed the book on a stack and knew that it would be read someday. The challenge that I will offer is read the book, MENTOR, The Kid & The CEO". After you read the book you may discover the opportunity that struck me!

That's right a mentor program as part of the IPSD 2008 offering.

We have two incredible offerings with the Apprentice and Graduate programs. This would be the next step in development of our emerging speakers and assist in their quest to obtain membership. How interesting does that sound to you?

We have had one of our members offer to assist in the facilitation of the Apprentice program, they would like assistance in the process. Is that a gift that you are willing to share with next years team? If YES is the answer give me a call and we can discuss.

Stuart Gray

Director of IPSD

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NSA President and Minnesota's own Mark LeBlanc delivered an outstanding and insightful workshop in March: *Growing Your Business When YOU Are The Business*. If you couldn't make, you can order it on DVD on the NSA-MN web site.



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NSA-MN Speaker Pros

EXERCISES IN ELOQUENCE

- **Bi-monthly:**
1st Thursday & 3rd Wednesday
 - 6:30—8:30 p.m.
 - Lunds Community Room,
3945 W. 50th St., Edina 55424
- Contact: Gabrielle Hamen-Kieffer
gabrielle@thrivorship.com
651-330-7300

Open to NSA-MN & IPSD Members Only

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



**NSA Minnesota Chapter
Administrator- Corinna Hastings**

As chapter administrator, Corinna Hastings is a woman of many talents. She serves us through doing board and committee communication, membership coordination, promotional production and website maintenance. She says her personal plan in her new job is to "assist in growing your membership and coordinating quality education and

networking events." Corinna looks forward to assisting NSA-MN in continuing to grow and expand as the leading organization for professional speakers in the Minnesota area.

Before working for NSA Minnesota as an Account Executive, Corinna worked for 3 years with The Harrington Company. This is the Association Management Company that provides management services for NSA-MN. Prior to joining The Harrington Company, she worked as a senior housing manager with Ebenezer, a division of Fairview Health Services.

When asked what she sees as benefits to those of us who belong, Corinna says she believes one of the most important benefits of membership in NSA-MN is the opportunity for peer networking. It allows NSA-MN members to grow their businesses by learning from other members about what has worked for them. She adds that, "the members of NSA-MN have a very positive energy about them!"

When you see her at NSA-MN events or call the NSA-MN office for information or to register for a program, please feel free to introduce yourself. Corinna, we welcome you!

Welcome New Member



Nicole Middendorf
Strategic Financial
15600 - 35th Ave No

Suite 101
Plymouth, MN
Website: www.helpingyouinvest.com
Email: Nicole.Middendorf@lpl.com
Phone: 763-231-9500

Nicole has been speaking for ten years on financial strategies to freedom. She is driven to get her message to as many people as possible. Her philosophy is make it real, make a difference, be practical, and give examples and tools to make financial freedom possible! She loves taking what most think of as an intimidating topic and making it fun, exciting, and useful.

What inspires Nicole you may ask? "It's the simple things," she says, "like getting positive feedback from her audience or a personal note of thanks from someone she has helped become more financially savvy." That's what lights her fire and drives her message.

You may have heard Nicole on the radio Saturday's 1pm to 2pm on station 107.1 FM or read her column in the Metro Magazine. She does many public speaking engagements and has been on National Television regarding her financial tips. Nicole has a new book coming out called, *SIMPLE ANSWERS - Life is more than just about money*, which is due out the first week in April.

Here is the link to Nicole's book: www.nicolemiddendorf.com

Please give Nicole a warm NSA-MN welcome when you see her. She is looking for tips to build her speaking business and continues to look for new ways to promote herself. If you have any ideas for Nicole, she would appreciate your help.

Your Source for NSA-MN Information

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