



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

September 2008

## A Note from NSA-MN President



**Well now, that was different!**

The 2008 NSA Convention in New York City delivered on the promise to be upbeat, fast-paced, and hard-charging. For those of you who did not attend, NSA Rocked! Each session began and ended with rock and roll classics, from Chuck Berry to the Beatles to Bad Company to Bon Jovi. People danced in the

aisles (Janie Jasin - YOU ROCK!) and sang along with the band. We heard wonderful speakers and attended breakout sessions that will help us grow our businesses.

Our own Mark LeBlanc ended his Presidential year on stage in his skivvies - I will explain in person - and as always was a pro's pro. During his year as NSA President, Mark asked us to dream, and refocused the National Speakers Association on - of all things - professional speaking. An anonymous NSA-Minnesota member, in honor of Mark's contribution to this member's professional development, as well as his contributions to the speaking profession, authorized the minting of a special commemorative medallion. Each NSA-Minnesota member for 2007-2008 will receive the medallion as a memoir from Mark's presidency. In addition, a medallion will be presented to past and future LeBlanc Award winners. Congratulations to Mark on a wonderful year as president, and for his long years of service.

Dr. Lyman K. "Manny" Steil, CSP, CPAE also served NSA this year as a National Director. Along with Mark, he championed the profession well and has much hope and enthusiasm for the future. Manny's decades of service to our profession are a testament to his

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### NSA-MN Upcoming Events



**Mark Your Calendars!**

**September 9, 2008  
Chapter meeting**

love of professional speaking and his desire to serve. Thank you for your past and continued service, Manny.

At the Annual NSA Awards Banquet, long- time NSA-Minnesota member Mike McKinley, received the Cavett Award. The most coveted award in public speaking. Mike delivered an impromptu acceptance speech that touched hearts and made people laugh at the same time. What a pro! Congratulations Mike - it was well deserved.

Your Board continues to work hard to build on the foundation of the past to provide each and every one of our members with the tools and inspiration to continue to grow their businesses. We serve you with great humility and hope for the future of our businesses and our profession. Your experience with NSA-Minnesota will be in direct proportion to the extent to which you become involved in the Chapter. There is room for all of us to grow and flourish - together.

Celebrating your success,  
**Michael Roby, President**  
NSA-Minnesota

## NSA-Minnesota's Mike McKinley Recieves NSA's Highest Honor



There were by all accounts many surprises at this year's NSA Convention, but none were more meaningful than the announcement that long time NSA-MN Member and Past President Mike McKinley, CSP, CPAE received the Cavett Award-NSA's most prestigious honor.

Mike has been speaking professionally for 30 years and has been a member of NSA-MN since 1983. He served as National President of NSA in 1994.

"The Cavett, to me, represents someone who gives back to the profession of speaking, grows the professional association and its members, and uses what they learn on the platform to help those

Place: Hilton Inn MSP  
Airport  
Time: 5:30 to 9:00 PM

### **October 10, 2008 Fireside Chat**

Place: Hilton Inn MSP  
Airport  
Time: 9:00 to 11:00 am

### **November 11, 2008 Chapter Meeting**

Place: Hilton Inn MSP  
Airport  
Time: 5:30 to 9:00 PM

### **Off Kilter**

By: Molly Cox

### **Shock and Awe at 2008 NSA Conference**



New York, NY. -- After years of professional and educational conventions, local man Mark LeBlanc took the main stage in a new direction.

"At first I just tried to cover my eyes and make it go away," said Hondo. "I didn't want to see our president in his skivvies." Sporting only sunglasses, white socks, white Jockey briefs and a white shirt, president LeBlanc burst out from behind the curtain and slid across the stage to the song Old Time Rock n' Roll. "But you just couldn't look away," Hondo added under his breath, blushing.

who are in the audience," says McKinley." "We all know the more you give, the more you get. In my humbleness, I know that I have received so much more than I have given."

Hearing aids are being issued free of charge to all attendees due to the eardrum- breaking explosion of screams and cheers.

"That's so 2007," Dr. Dale Anderson was overheard saying. "All my clients' do that. Most lower themselves from a swing into a cloud of smoky dry ice. Whatever."

## NSA Convention Glances



President Mike Roby and Mark LeBlanc with the medallion struck to commemorate Mark's year as NSA-President and his many years of service of NSA-MN and its members.

Michael Roby, Tom Guetzke and Stuart Grey, aka the Rat Pack, sat in the back of the room during general sessions. According to Guetzke "It was a necessary measure "In case the speaker sucked," he said as he sipped on a \$9.00 small black Starbucks from the Marriott hotel.

Desi Williamson was seen laid out on a stretcher twitching in pain from excessive gyration on the dance floor. "His hand was in this gross claw position, we had to pull a beer from his fingers like Little Cindy Lou Who's lollipop," complained an EMT.



"Show off," said Randall Munson under his breath. "I could saw that man in half while doing a rope trick."

In a shocking, but not that much, award ceremony, Mike McKinley gave an impromptu speech worthy of receiving the Cavett Award. "It was that good," said Anne Warfield, while swigging a glass of wine.

A radical departure for NSA entertainment, the foundation benefit featured a man wildly



throwing paint on a canvas to music. "You think you make so much money for just talking? It takes me five minutes to do this and I can get \$15,000 for it," Michael Israel laughed, as Mark LeBlanc wrote him a check.

Steve Forbes unveiled the truth about money and our government. "Finally! I've been, like, so confused," said Roxanne Emmerich, "That's one subject I just can't grasp," she giggled as she tossed back her blonde hair and adjusted her CPAE super-hero ring.

While this convention in New York was, "The most rockin' fun ever," reflected Leblanc, "I think we'd have done better financially if we'd held it at a VFW in Arkansas."

SPECIAL THANKS to Virtual Assistant, Jennifer Marah, for her help assembling and sending this month's issue of Minnesota Speaks



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

## No Sweat on the Fast Track

By:Stuart Gray, Director of IPSD

The Stevie Ray program, "No Sweat Speaking", is filling fast! With only 16 total chairs available, enroll today to secure your seat. This offering will go along with his new book, "Speaking in Public without

Sweating in Private".

Dinner served 5:30 PM

Program 6-9 PM

All sessions will take place at the MSP Airport Hilton

Four class Sessions with customized workbooks, and a signed copy of Stevie's new book.

Limited enrollment, 16 participants

Investment \$499, only \$299 for current NSA-MN members.

[Click here for more information or to register for "No Sweat."](#)

[Click here for more information or to register for "Fast Track."](#)

The IPSD will be partnering with Robert Middleton of Action Plan Marketing, for a one day event on November 8th. To be very clear, that day will be a marathon (9AM-7PM) with a solid outcome. Robert will be offering his Fast Track to More Clients Workshop. We will be working with him in an affiliate relationship so be sure to use the NSA-MN link to enroll in the program. [Info and Registration for "Fast Track".]

The day will consist of seven major areas:

- 1) Understanding the game of marketing
- 2) Changing your marketing mindset to that of possibility
- 3) Decode the language of marketing
- 4) Enhance your personal marketing message
- 5) Turn key formula for your marketing materials
- 6) Discover the best marketing strategies for you
- 7) Create your own Marketing Action Plan

All this plus a workbook for the day for only \$199 if you enroll by October 10th. One additional bonus opportunity that Robert will be offering is a process he has branded "Hot Seat", from 8-10PM. (Yes, this is a long day.) You will have the opportunity to have Robert and his colleagues evaluate your marketing in front of the big room. This part of the day is optional. You can be sure that my marketing will be on the hot seat!

The Apprentice, Graduate and Mentor programs are filling quickly! Thank you to all those involved in the success of these programs.

## Strong Line Up for the New Program Year

**By: Kevin Stritz, Program Chair**

**September 9, Chapter meeting** - the 2008-2009 kickoff event featuring John Crudele, CSP

*Speaking with Passion and Purpose*

Our message is so much more than words. How we share, along with what we share, impacts our audiences. In John's presentation you will discover how to increase authenticity. Achieve greater connecting power and anchor your message in the heart, mind and soul of your audience... with passion.

Place: Hilton Inn MSP Airport  
Time: 5:30 to 9:00 PM

### **October 10, Fireside chat with Jim Pancero, CSP, CPAE**

Jim is a leading sales trainer and authority on sales and sales management training. He has had a very successful career as a speaker, trainer and consultant. Plus he's a really nice guy! In October he's going to share with us what has worked and what hasn't as he has built his speaking business. This will be a fun and informative event.

Place: Hilton Inn MSP Airport  
Time: 9:00 to 11:00 am

### **November 11 Chapter meeting - sneak peek**

In November Anne Warfield, CSP has a spectacular surprise for us. I can tell you it's something you do not want to miss. But that's all I can say for now or, you know, it wouldn't be a surprise.

Place: Hilton Inn MSP Airport  
Time: 5:30 to 9:00 PM

Stay tuned to find out more.

## **Know Your Board**

**By: Mary Z. McGrath, Ph.D.**

### **Mike Roby**



With all of Mike's Board experience I thought it would be interesting to see what new insights he has gained about our chapter. So I asked him what encouragement he would offer. Mike said, "I never cease to be amazed by the depth and breadth of talent we have in our Chapter. The membership of NSA-MN reflects the wonderfully diverse resources of Minnesota. In addition, we are blessed with a membership that continues to grow, and is at the top of the profession. Our newer members bring energy and vitality to the Chapter, and as a group we are making a difference.

I also wanted to know how Mike's personal goals intertwine with his role on the board and career as a speaker. He told me, "My only personal goals as President are to serve our membership as I have been served."

Then I offered Mike this creative thinking question: If you could recruit anyone into our chapter, without using a name, how would you describe this ideal new member?

Here is what he said. "An ideal recruit is one of two people. The first recruit is and has been successful, but after seeing what is happening at NSA-Minnesota, this recruit would say, 'Wow - I want to be a part of this organization; I want to know these people better.'" The second recruit is someone who says, (to paraphrase Mark LeBlanc), the world needs to hear what I have to say.' Both recruits understand that their work is bigger than they are, and that they have a noble purpose. They understand that they owe it to the world and to themselves to be wildly successful."

Something to think about! Thanks Mike!

*Your Source for NSA-MN Information*

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