



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

October 2008

A Note from NSA-MN President



And We're Off!

September is the beginning of our NSA-MN Program year. We started our year with a presentation by John Crudele, CSP on "The Power of Passion." We enjoyed a great member turnout, and we had to set extra chairs for the presentation. This past week your Board met to review the upcoming business of

your Association, and we have a tremendous amount of quality programming coming during the rest of the year.

Our Institute For Professional Speaker Development (IPSD) Programs begin in October. Our new Mentorship Program promises a new level of professional development for newer AND experience speakers. Our Graduate Program is full, but we have several seats available for the Apprentice Program, which is designed for new and aspiring speakers, and a few spots are still open for the Mentorship Program.

Do you know an aspiring speaker desiring knowledge of how to get started in our wonderful industry? If so, please send in a referral and we will contact them about the Apprentice Program. And if someone is launching or wanting to grow their business significantly, check out the "Mentor to Membership" and "Mentor to Mastery" offerings. In the Spirit of Cavett, we want to fill these openings.

Take advantage of the many opportunities for learning, networking, friendship, and service offered by NSA-Minnesota. The greatest waste is the waste of time and opportunity, so attend whenever

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Mark Your Calendars! .

**October 10, 2008
9:00 a.m. - 11:00 am**

possible and bring new people into the profession. Thank you for your involvement and support.

Celebrating your success,

Michael Roby, President
NSA-Minnesota

John Crudele Program Kicks off the New Year

By Kevin Stirtz, Program Chair



John Crudele gave a masterful presentation at our 2008-2009 Kick-off meeting. He spoke about the power of passion and he helped us see how to apply his lesson in our speaking businesses.

The next day, after hearing John's presentation, I sat down and made significant changes to my message. John provided useful insights on how to connect with people and how to incorporate his suggestions into our own work as speakers.

I know that listening to him and using some of his ideas will make me a more effective speaker. How about you?

Please let me know how John's presentation helped you. You can email me at Kevin@amazingserviceguy.com or call me at 952-212-4681 to share your thoughts.

Upcoming Events

Fireside Chat With Jim Pancero

October 10, 2008 (Friday) 9:00 AM-11:00 AM

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



Fireside Chat
Guest Jim Pancero

November 11, 2008
5:30 p.m. - 9:00 p.m.
Chapter Meeting & Presentation
Getting People In Your Door: How Public Seminars Can Lead to Six Figure Deals!
Anne Warfield

January 13, 2009
5:30 p.m. - 9:00 p.m.
Chapter Meeting & Presentation
How to Establish and Maintain Your Celebrity Status in a Flooded Market
Tom Winner

January 16, 2009
10:00 a.m. - 12:00 p.m.
Fireside Chat
Guest Randall Munson

January 17, 2009
6:00 p.m. - 10:00 p.m.
Winter Social

March 10, 2009
5:30 p.m. - 9:00 p.m.
Chapter Meeting & Presentation
The Write Way: Tools, Techniques and Tequila - Proven Strategies to Help You Become a Better Writer.
Molly Cox

April 24
9:00 a.m. - 11:00 am
Fireside Chat
Guest Kathy Brown

May 14
5:30 p.m. - 9:00 p.m.
Annual Gala

Off Kilter
By: Molly Cox

Titanium Matters

what has worked and what hasn't as he has built his speaking business. This will be a fun and informative event.

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.

[Register Here](#)

Public Seminars Will Be Focus of November Chapter Meeting



5:30-7:00 PM - Chapter Meeting & Dinner (NSA-MN Members Only!)
7:00-9:00 PM - Presentation

Getting People in Your Door: How Public Seminars Can Lead to Six Figure Deals, presented by Anne Warfield

In this session you will learn how Anne has used public seminars to get business and build long-term client relationships, created products to hit

new markets, and built a business that consistently grows each year without having 100 dates keeping you running out the door.

Over 80% of her clients have been with her for 4 or more years. What builds those sustained relationships? How do you get the trust needed to land six figure contracts? Anne will share all her secrets with you.

[Register Here](#)



**Institute for
Professional Speaker Development**

National Speakers Association | Minnesota Chapter

Don't Miss October 10th Early Bird Pricing Deadline for Middleton Marketing Event By Stuart Gray, IPSD Chair

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.



Finally! It's been confirmed on national TV that speaking is a "performance art." I know it's true because Bill O'Reilly said so. And whether you agree with her political views or not, you've got to admit, Sara Palin is one heck of a speaker.

It's not news that her teleprompter went out during her speech. She knew her speech well enough to keep going with only moxie and composure to hold her up behind the microphone. But the eloquence of speaking is really beside the point. Those glasses!

As speakers, we should pay close attention to Obama and Palin for their extraordinary oratory skills. R-i-g-h-t. Focus on the prize people. Pack up your books, recycle your CDs as coasters, and cancel your writers' retreats. A speaker's passive income clearly is now in eyewear and clothing.

I just want to know why it took politics to thrust us into the smartest career move we could make. Where were our highly paid speaker consultants on this one? Probably figuring out how to get us one more podcast or make us into an avatar.

[Register Here](#)

The day will consist of seven major areas:

- Understanding the game of marketing
- Changing your marketing mindset to that of possibility
- Decode the language of marketing
- Enhance your personal marketing message
- Turnkey formula for your marketing materials
- Discover the best marketing strategies for you
- Create your own Marketing Action Plan

All this plus a workbook for the day for only \$199 if you enroll by October 10th, be sure to use the NSA-MN link to enroll. (this is an affiliate program with NSA-MN) 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, but you can be sure that fellow attendees' marketing will be on the hot seat!

The Apprentice, Graduate and Mentor programs have all commenced. Be sure to reach out and thank our volunteer leaders:

Chere Bork
Gaye Lindfors
Stevie Ray
Amy Tolbert
Robin Getman

We may have a surprise this spring from IPSD as well!

New Members Bonnie Laabs and Chez Raginiak

By Lori La Bey and Brenda Elsagher



Bonnie Laabs has been speaking from her heart for the past two years and is not about to stop now. She has made a conscience decision to build her career and expand her platform by becoming a NSA-MN member.

Bonnie decided to take her life's journey public about four years ago and has been building her dream in the process. Her goal is to inspire and encourage children to believe that bad experiences don't make bad people. In fact, she believes each experience is just a stepping stone in life, providing choices. Bonnie inspires children to live the life

H-e-l-l-o?

There's been such an influx in demand for Palin's glasses with titanium, rimless, rectangular frames that the knockoffs are already selling like triple-shot espresso at a Randy Gage boot camp. And Mario Pino's dresses are skyrocketing after Michelle Obama sported them on The View! Clothes matter. (Note to self: Get on The View wearing fabulous dress. Wait for bureaus to call.)

Laura Bush's convention ensemble: \$8,500, Cindy McCain's stylings: \$20,000. Barak Obama's suit: Priceless.

This is serious. Attention must be paid.

Oh sure, there've been attempts to be fashion forward: Tony Schiller's Speedos, Kathy Brown's sponge nose, Stevie Ray's 1977 tux (sported at the Awards party.) But no one has cracked the passive income gold mine that we now know exists. No one has started a trend and propelled their back-of-the-room sales like a new fried item on a stick at the State Fair.

I met one of my best friends at National when she grabbed me by the elbow and demanded to know where I got my purse. We physically struggled while I pried out of her where she got her shoes. It took us an hour to even discuss the business of speaking. Like Dorothy, I had the power all along; I just didn't know how to

they want by making the right choices to get them where they want to go. She knows that in order for people to secure the life they want, they first must believe in themselves and their own goals.

Bonnie currently lives in Burnsville with her cat Bradley. She is looking forward to meeting our members and networking. Please introduce yourself to Bonnie at the next function you see her at, or check out her website, drop her a note, or give her a ring on the phone.

Bonnie's Contact Information:

Bonnie@BonnieLaabs.com

612-388-2136

Chez Raginiak entered the USA 23 years ago as a political refugee when Poland was still a troubled-by-Communism country. After 7 months living in a refugee camp in Austria, Chez arrived in the USA with no money, job, family, or English. He became a U.S. citizen in 1991.



Chez joined the NSA in July - only 10 months after his first Apprentice Program class. His message is one of hope and unity along with a reminder to help us all appreciate the good things the USA has to offer. He feels a deep sense of duty and privilege to help others with his motivational speaking. He's the author of, *My Escape to Freedom*, a collection of poems, endorsed by Nido Quibein, David McNally, Mark LeBlanc, Lyman K. (Manny) Steil, Janie Jasin, and others, describing his journey from Poland to America. He's also co-founder of Kid's Express Train, where he recorded 8 critically acclaimed CDs.

When asked what he likes about speaking, Chez quickly responded, "Speaking has never been about money for me; it's about giving back. When immigrants come to this country we reap benefits, but we need to be aware that we also have a responsibility to give back. I like to empower people so they can "escape to their freedom" - whatever it may be. I want to give people a boost of energy, hope, and a sense of direction and community. After all, we are in this together. If I can do that, I'll die a happy man."

Chez has two teenage daughters and in his spare time likes to play Ultimate Frisbee. He enjoys fishing and camping in the BWCA. He came from a place in Poland called the land of 1001 lakes, so he feels right at home in Minnesota, the land of 10,000 lakes.

Janie Jasin first met Chez in the apprentice program and has since been a mentor to him. His long-term goals include a successful speaking career and completing two more books by 2010. Somehow, I don't doubt that he will.

Here is an excerpt from Chez's poem, "I'D DO IT ALL AGAIN"

package it. Dorothy did though. Those ruby reds are still selling today!

Before you step on stage for your next performance art piece, check the NSA site for the fifth competency: Fashion. It may be a dropdown box under, Enterprise.

Event photos provided courtesy of Wendy Blomseth of InBeaute Photography
www.inbeautephoto.com

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

But the years that matter most
Are those still ahead.
Years of growth,
Of giving back,
Of simplification,
Of my children living in peace,
Of all children living in peace.

And for those years I'd do it all again.

Chez's Contact Information:

chez@1moment.us

651 775 4294

Know Your Board

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

Lori La Bey



Lori La Bey came looking for NSA. "For several years I had been talking about finding a speaking organization but I couldn't locate what I was looking for. One day I sent my assistant to just find one. He discovered NSA, telling me that the national convention would be in two days in Florida. I told him to sign me up as a member, book a flight and a hotel!"

For Lori, key benefits of joining have been the networking, business resources, and remarkable insight of others. "People are so open to help one another, and half the time you don't even have to ask. People just offer their assistance." Noting the Fall Kick Off, she says, "We were blessed with a powerful experienced speaker, John Crudele, who went to a lot of work to prepare a special presentation for his peers. His stories hit home and I'm glad our members had an opportunity to hear his message. I also loved seeing all the new people who came for the presentation, including many of our IPSD people."

Lori agreed to join the Board because, she says, "I'm a firm believer that an organization is only as strong as its members. I like how open our people are to new ideas. Based on my personal experience, I felt that NSA and NSA-MN were not easy to find and I wanted to change that. Now we have business cards for all our members to pass out to potential new members. Look for them at future events."

Member Milestones

Sharol Tyra, PCC, CPCC, RN authored two articles, *The Value of Co-active Coaching*, and *Coaching Nurses: A Real Example of a Real Difference*, for the August issue of *Creative Nursing: A Journal*

of Values, Issues, Experience, and Collaboration.

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