



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

November 2008

## A Note from NSA-MN President



### Fighting Through Tough Times

No doubt all of us see the effects of a slowing economy and financial turmoil. To quote NSA icon W. Mitchell, "...it's not what happens to you, it's what you do about it." How you react to current events is the greatest determining factor of how well you serve your clients, and as a result, your future success. Continue to

find a way to bring value to your best and newest relationships, and persist.

Your Board certainly has high hopes for the future. At the present time, we are in the process of examining new ways to bring more value to all of our members. Perfection is not a destination, but rather a collective journey and we want to do everything in our power to continue NSA-MN's tradition of leadership and excellence.

Our new "Emeritus" membership category will keep retired members engaged and involved in the Chapter. We were told that it wasn't common for NSA Chapters to have emeritus members - but we choose to be uncommon; we choose to be exceptional.

Our programming evolves with our needs, and the Board is looking for ways to enhance our model. In that vein, we ask that you choose to continue to step up, volunteer, and participate in the life of this vibrant chapter, with positive and forward thinking, in spite of what you hear in the news.

Our choices determine our destiny; choose wisely. To quote

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another NSA icon, our own Mark LeBlanc, "The world needs to hear you." Choose to be heard.

Celebrating your success,

**Michael Roby, President**  
NSA-Minnesota

## Expecting An Awesome Year Ahead

By Daphne Siegert, IPSD protégé

What a night to remember as mentors and protégés launched the newest Institute for Professional Speaker Development (IPSD) programs September 22: The Mentor to Membership and Mentor to Mastery Programs. The three-and-a-half hour dinner meeting was a rollicking good time with very serious beginnings between protégés and mentors. We protégés come from the ranks of NSA membership and the IPSD apprentice and graduate programs. And wow, the mentors have incredible backgrounds and knowledge to help us focus on our speaking career paths.

In order to be matched with a mentor, protégés applied for the program submitting personal/professional goals and outcomes desired from the program at year's end. A committee then followed a matching process to make the best possible pairing of mentor and protégé based on goals, focus, style, etc. Some protégés are planning to build a speaking network to be eligible for NSA membership. Others are stretching themselves to obtain mastery in their speaking business.

### Mentor to Membership (Protégé - NSA Mentor)

Mark Douglass - John Crudele, CSP  
Pam Muldoon - Tom Guetzke/Sue Rusch, CSP  
Roger Revak - Dr. Lyman K. (Manny) Steil, CSP, CPAE  
Daphne Siegert - Arlene Vernon, PHR  
Sheila Simon - Robin Getman, CSP

### Mentoring to Mastery (Protégé - NSA Mentor)

Joe Mayne - Anne Warfield, CSP

### Mentor Program Kick-off Meeting

It's amazing how much can be accomplished in a few hours of meeting with this group. Amy Tolbert, Ph.D., CSP facilitated the launch session and focused on the whys and hows of mentoring, what elements need to be present for the NSA initiative, the value of a one-on-one approach to personal growth, and provided an Up Front Defining Agreement (UFDA) to further describe the year's process. It's important to identify the benefits for all involved as well...here are a few key benefits that the group generated:

### NSA-MN

- Involve experienced speakers
- Grow new and inexperienced speakers
- Grow the pie - the NSA origin - the chapter brand

### Mentor Benefits

## Mark Your Calendars!

### 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, CSP

### 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  
Thom Winninger, CPAE, CSP

### January 16, 2009

10:00 a.m. - 12:00 p.m.

Fireside Chat  
Guest Randall Munson, CSP

### 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, CSP

### May 14

5:30 p.m. - 9:00 p.m.

Annual Gala

## Off Kilter

By: Molly Cox

## The Stupid Years

- Giving back
- Re-Thinking our own beliefs and strategies
- Hones our steward leadership

### Protégé Benefits

- Accountability
- More focus
- Build confidence
- Membership and broaden network within NSA-MN

In the second half of our kick-off, each mentor pairing got to know more about each other. We shared personal learning styles based on an assessment and discussed strategies we could use working together. A mutual UFDA was hammered out for each pairing. It included benefits, expectations, logistics and protocols. My mentor and I were like popcorn forming ideas and next steps. The noise level in the room indicated all the other pairings were popping along also.

All of that excitement will be furthered and focused with monthly one-on-one meetings between mentor and protégé. We will be getting together as a group again in February for a mid-year review and a grand finale in May.

Hold on to your hats, the protégés are moving fast with the guidance and support of their amazing mentors.

For more information or to find out how you can participate in the process next year, please contact Amy Tolbert directly at (651)-636-0838. Here's to a new successful NSA-MN development offering!

## Jim Pancero, CPAE, CSP Shared His Insights at October Fireside Chat

By Kevin Stirtz, Program Chair

Listening to Jim Pancero speak is like spending time with your favorite uncle. You know, the one who travels the world on great adventures and swings home every now and then to share his magical stories with you.

He shared advice, experience and wisdom he has gotten from years on the road as a speaker, trainer and consultant. Here are just a few of the gems Jim gave us at the Fireside Chat in October:

- Be an expert who speaks.
- Stay connected with people.
- Separate yourself from what you are doing. You cannot be focused on yourself and improve what you're doing.
- You'll never please everyone in the audience. Don't try. Just give them your best and be happy with it.
- Remember - you are NOT your message



It's so much easier to be a speaker than a mother. People not only listen to you, they pay you for talking. They think you're funny. And smart.

That is because the people who hire me are not fourteen-year-old boys who know absolutely everything there is to know on the face of the Earth, and then some.

As any mother or father of a teen knows, these are the years you will be corrected for almost everything that you do. And you are very, very stupid. For instance:

While in a discussion which didn't involve my son, I said, "That's a Catch 22." My son interrupted and said, "Isn't that Catch 21?" I pinched the bridge of my nose and took a cleansing breath.

I told my son to edge the lawn when he was finished mowing. He explained to me, as though I was Forest Gump just out of lobotomy surgery, that the trimmer was "charging," and it takes -- three days.

While at Nordstrom's he informed me he once again needed new Nike socks. We have, last count, the exact amount

Jim reminded me, in vivid detail, why I belong to NSA. It's to make new friends, stay connected with colleagues and to learn from the experiences and wisdom of others.

**Thanks Jim!**

## A Public Seminar on Public Seminars at November Chapter Meeting



### **Getting People in Your Door: How Public Seminars Can Lead to Six Figure Deals**

presented by Anne Warfield, CSP

Tuesday, November 11

[Register Here](#)

In this session you will learn how Anne has used public seminars to build long-term client relationships to get business, used public seminars to retain business, used product to hit new markets, and other creative things she has done to build a business that consistently grows each year without having 100 dates where you are running out the door.

Over 80% of our clients have been with us for 4 or more years. What builds this sustained relationship? How do you get the trust so you can do six figure contracts with these clients? Anne will share all her secrets with you.

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

7:00-9:00 PM - Presentation

## Emeritus Membership Category

Our Chapter is proud to announce a change in our membership categories effective for 2009-10. At the October Board meeting, by unanimous vote, it was decided that we will add an Emeritus Category.

The Emeritus category has been available under NSA and now our chapter will also share in this offering, feeling it will honor our semi-retired members for their contributions and allow them to continue to be active members at a discounted price.

The Board felt strongly that the experience these speakers have and the talents they hold should be recognized and appreciated on a formal basis.

More details to follow in 2009 as membership renewal approaches.

## Spirit of NSA Day

November 14 is NSA Founder Cavett Robert's birthday. So

of mismatched socks as the government bailout. I told him he would have to find pairs and use what we have. He explained, in a Macalester College professor manner, that matching socks is a use of "negative energy," and as a speaker, I should know there was a direct correlation between doing what you like and success.

Is it any wonder those of us who have children love to speak? To hear applause and to feel that at that instant, we've made a difference? To get paid for what we do? And sometimes get gifts and room service, and a Town Car with a polite driver who asks us if the temperature in the car is comfortable?

The other day we were driving and my son told me if it were any hotter we would be driving in bubbling magma. I asked him exactly what temperature magma bubbled. He raised his eyebrow and pointed to the thermostat.

Along with the many driving lessons he has given me, while unencumbered by having his own license, he has given me guidance on voting, and even making coffee. Because, if there is one thing I've never done before in my life it is make coffee.

I know that I am just going through a stupid period in my life and I'll snap out of it when he's 20. In the meantime, I'll just continue to help him with his homework.

celebrate this 2nd Annual Spirit of NSA Day by giving back to the speaking community and remembering the spirit of Cavett Robert. Provide genuine support to a colleague, take time to connect, help, mentor or refer business to other members.

"One thing I hope will never change...is the caring-sharing, loving-hugging attitude of (NSA) members toward those who want to improve themselves." - Cavett Robert from Cavett Robert: Leaving a Lasting Legacy.

## Send Your Thoughts on Raising Awareness of NSA-Minnesota

By Stuart Gray

The best kept secret in my opinion is NSA-MN.

So what can we do about it? What if we told our story and created an event to raise awareness and exposure of the tremendous value of our association?

Yes, again I have lots of questions!

Here is the opportunity for each of you.

Become part of the solution to the questions that I raised. I have some thoughts as to a potential event solution but clearly need your help and guidance.

So if you feel the need to raise awareness and be part of a totally creative event, CALL ME at 952-226-3878!

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

## Platinum Perspectives

*Each month, this section of Minnesota Speaks will include the perspectives of one of our chapter's CSP/CPAE members.*

### The Audience Experience

By Sue Rusch, CSP

As speakers, there is tremendous value when we step out of our "speaker" role, and into the audience **experience**. Sales trainers often suggest that sales professionals pay close attention to the **experience** of being sold. NSA-MN Member Stuart Gray, an expert in the hospitality industry, suggests that restaurant owners dine in competing restaurants to pick up on the nuances of the dining **experience**. As professionals, we, too, benefit from the audience **experience**.



One of my out-of-town clients recently hosted a grand-scale open event as a way of giving back to the members of the community. Each year, they hire a nationally-renowned speaker to deliver a high-impact event. The speaker they selected this year is someone I've admired for decades, and I was thrilled to be invited as their guest. Quite familiar with the concepts in this author's books, I had high expectations that the live **experience** would leave me with even deeper insights and renewed inspiration.

As it would be, my travel arrangements didn't go according to plan. I arrived just as the CEO was at the end of the speaker's introduction. I slipped into an open seat at the rear of the auditorium, immersing myself fully in the audience experience. The sense of expectation in the room was palpable. I found myself wondering how this **experience** compared to attending one of my programs.

I watched as the speaker took the stage, showing strength, confidence, and warmth. I paid close attention as he established a connection with the audience, building trust every step of the way. The audience listened and laughed as he masterfully intertwined each story with inspiration and instruction. When he asked us to turn to the strangers around us to recite a phrase or share an idea, we were enthusiastic and willing participants.

For the first half of this presentation, this speaker brought his "A" game to the platform. Like everyone, we as speakers have our "on" days and "off" days. In the second half of the presentation, I was saddened to see this speaker's dynamic spirit, and audience tone, spiral downward. As he spent twenty minutes of the two-hour program promoting back-of-the-room sales, the energy in the room deflated like a balloon. I became a student of countless nuances as the speaker attempted to reclaim the sense of trust and connection he had worked so hard to create. The sense of anticipation I observed at the start of this presentation was replaced with an uncomfortable longing for his presentation to come to a close.

I arrived with extremely high expectations, many of which were not met. Yet, the more I have reflected upon this **experience** the more grateful I am. It was memorable to meet the author of books I've enjoyed reading. It was exciting to capture his sense of style as I heard him speak. Most of all, I realized that the learning that goes on as part of the audience **experience** is like no other.

See you at an NSA-MN event!

## New Member Judy Kay Mausolf

By Brenda Elsagher



I met Judy Kay Mausolf at the National Speakers Association meeting in September and my first thought was "effervescence". She emits rays of vibrancy and smiles. Over

the phone she told me that everybody calls her Judy Kay so I shall too. I learned that her goal is to empower people to show their shine. She might help them with their image; show them how to work with people, better ways to communicate, or even how to overcome their conflicts. Judy Kay likes to help people discover things that might hold them back from being the best they can be. "Sometimes, it's a matter of me teaching them how to work with different personalities. For example, conflict resolution with teams."

Judy Kay has a 25-year background in the dental industry. When entering a dental practice, she can diagnosis instantly if communication has shut down, which makes it extremely difficult to work together. "Instead of creating a new system, I remove the stumbling blocks. Communication and team building is key if the dentist wants good results for their practice. I bring fun into the work place; people say I have orange energy. Colors add a lot along with energy and emotion. I'm serious about getting results as a dental consultant and I have a great time achieving that."

I asked Judy Kay about the connection to NSA, "I knew some speakers from California in my industry and they told me about the importance of being involved with NSA. My first presentation, I bombed, I had sweat running down my back. I gave a presentation for 35 doctors that never laughed. I wanted to run and never come back. It wasn't an easy transition. I come from humble beginnings and I screw up like anyone else. I never want to put myself on a pedestal; it's too easy to fall off. I don't sweat anymore though and I do make them laugh occasionally."

The best message she leaves with her audience is, "There is always hope; you can achieve anything you want to do. Even in the darkest situations, there is hope. Whenever there were dark periods in my own life there were also times of growth."

Residing in Lakeville with her husband and two pets, Gus the cat, and their dog, Zoe, Judy Kay also likes to garden, read, do landscape design and go for walks. Check her out at the meetings, she'll probably be wearing or carrying orange.

Contact Information:  
Judy Kay Mausolf  
952-435-4355  
[www.PracticeSolutionsInc.net](http://www.PracticeSolutionsInc.net)

## Know Your Board

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

### Sharol Tyra

It is always of interest to me how someone finds NSA and then, in Sharol's case, ultimately get on the board. She explains as follows:

"On Aug 22, 2002, I attended my first NSA-



MN meeting at the Carondelet Center. When I arrived the speaker had already started. I listened.

*What is happening? I've heard this story. Who is she? This speaker sounds so familiar. Yet, I look at her and do not recognize her face. The story is all too familiar. Aha! It's Janie Jasin. I just read her book, If Love is Contagious I Hope You Never Get Well." Wow. Live in-person. So, I listened with delight.*

I went to meet her.

I waited patiently in line. We met. Janie asked about my speaking.

She walked me to the table in the back of the room. She told me to pick out some cassettes in these 20 packs. They were conference tapes from over the years. Some other speakers helped me select 'the best of the best'. Janie, opened her wallet and handed the cashier \$75.

*I felt astonished. I experienced gratitude.*

Janie said something I'll never forget, 'Take these tapes, listen to every one of them. Call me in a year, if you are still serious about speaking.'

*Deeper yet, seemed like she believed in me...perhaps more than I believed in myself and professional speaking business.*

It took me a year and a half to complete the 20 grand tapes, speak at businesses and associations, build my speaking business in addition to my coaching services, and attend more NSA-MN meetings. I e-mailed Janie and let her know my professional and personal progress. She e-mailed back, proclaiming, 'Your message made my heart sing!'

Fast forward, Janie has been my mentor 1 ½ years. She helped me week to week in endless, significant ways!

Janie also passed along golden heirlooms to me from her mentors. I experienced glowing gratitude with all the change, growth and learning in our mentor-mentee relationship! In turn, I mentored other up-and-coming speakers in small meaningful ways, learning to openly receive and give service, build enriching relationships and fan the flames of generosity.

I stepped up and volunteered to serve on the Board of Directors. I am a torchbearer who enjoys visioning to make great organizations better."

What more can I say? Welcome, Sharol!

## Member Milestones

Sharol Tyra, PCC, RN received a 'Star Award 2008' from the Minnesota Organization of Leaders in Nursing, MOLN, in

recognition of her commitment to volunteering and dedication to influencing health care by advancing professional nursing leadership, particularly with the Metro Alliance Education and Service Collaborative for Expanded Enrollment of Baccalaureate Nurses. Congratulations Sharol!



Watkins.

On October 18th a few of our members went out to support Regions Hospital Alzheimer's and Dementia Care Unit. All had a great time. In attendance were members Janie Jasin, Brenda Elsagher, Lori La Bey; along with IPSD participants Chris Rozman and Grant

Dave Horsager and his family have a new addition. "Kiddo" number four under the age of five! Micah John Horsager, born Tuesday Sept. 23 at 10:13pm. 7lbs 2 oz. Every one is healthy and the family is very grateful for their new little bundle of joy.



### *Your Source for NSA-MN Information*

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