



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

December 2008

A Note from NSA-MN President



As we enter a new year, I challenge you to be the best you can be for yourself, your family, and your clients.

Happy holidays and blessings to you all!

As we finish a year of change, I think we will ultimately look back on 2008 as a year that redefined our nation and our industry - in some ways for the better. The older I get the more I recognize the need to be receptive to change. The business of speaking professionally continues to change, and the realities of the marketplace demand we change and become even better at our craft. I am grateful that I continue to be challenged to change, with the ultimate outcome being providing more and better value to those I serve.

My professional gratitude extends to many other areas as well. I continue to be grateful for:

- An industry that chooses inclusivity and expansion
- Professional colleagues that inspire me with their capacity to give
- An association that continues to look for ways to bring additional value, as opposed to contraction
- Living in a country that allows me to seek the opportunity to grow my business and serve my clients
- The friendship and association with some of the finest speakers in the world - and some of the best people I have ever known

As we enter a new year, I challenge you to be the best you can be

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for yourself, your family, and your clients.

Happy holidays and blessings to you all!

Michael Roby, President
NSA-Minnesota

November Chapter Meeting Review - Two Thumbs Up!

By Kevin Stirtz, Program Chair

November's Chapter Meeting was outstanding! Anne Warfield (and her helpful hubby Paul Cummings) delivered an extraordinary amount of valuable information that most of us can use in our speaking businesses.

Until I heard Anne speak, I had given up on the idea of doing public seminars. Too costly, too risky and just not worth it I told myself. Wow - was I wrong!

Anne and Paul showed us how to build a profitable business using public seminars and how to turn them into an ongoing flow of new clients and new revenue. I'm already using her advice in my planning for 2009!

*** IMPORTANT NOTICE DATE CHANGE FOR WINTER SOCIAL ***

Please change your calendars to reflect the NEW DATE for our Winter Social. It will be January 10 (not the 17th). Our world-class hostess, Amy Tolbert will be planning this event so it will be THE event of this holiday season.

Celebritydom is Topic of January Chapter Meeting

How To Establish and Maintain Your Celebrity Status in a Flooded Market

presented by Thom Winner, CPAE, CSP
Tuesday, January 13, 2009

[Register Here](#)

In January, our very own award winning speaker and author, Thom Winner is going to share ideas and tools to help us stand out in a crowded market. This is a rare opportunity to hear a master like Thom share his expertise.

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

Mark Your Calendars! .

January 10, 2009

6:00 p.m. - 10:00 p.m.
Winter Social

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 Winner, CPAE,
CSP

January 16, 2009

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

Fireside Chat

Guest Randall Munson,
CSP

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

**You Should Have Told
Me**

7:00-9:00 PM - Presentation

NSA Minnesota Well Represented at "Marketing Marathon" and "N.S.S."

By Stuart Gray, IPSD Coordinator

On November 8th we had close to 50% of the room represented by NSA-MN while Robert Middleton delivered his "Fast Track to More Clients". The key learning for me is the need for clarity around our marketing message. The four key components of any message are:

- Specific Target
- Solving their issue
- Outcome for them
- Telling the Story

Personally, by addressing these components and getting crystal clear on my target, I will lower my costs of marketing and gain clients faster! This was a terrific event and it was very fun to see so many NSA-MN attendees present.

Our "No Sweat Speaking" Program, facilitated by Stevie Ray, just finished. My only comment is if this program is offered again make sure you say YES. The content is terrific and the class response was tremendous. Thank You Stevie!

We have had one member step up and volunteer to assist in the design and implementation of a "IPSD Spring Event" for both NSA-MN as well as the folks that hire us. So during this holiday season if you are feeling the desire to be part of this event send me a message.

Stu@BlueCollarSalesGuys.com

Know Your Board

By Mary Z. McGrath, Ph.D.

Sue Rusch

We have seen Sue's service in the past and we admire her in the present. She shares her insights and ideas as follows:

You have had a variety of NSA leadership experiences. Please fill us in on this so we can learn about your NSA journey.

"I had an 'Aha' moment one day while on the treadmill, listening to Voices of Experience. The speaker (I don't remember her name) was asked what single step made the biggest difference in her career - and she said 'volunteering at the chapter level.' She said



What do you get when you mix an unquenchable thirst for new information, thrill seeking, and high energy? Experts would tell you that it fits the ADD and dyslexia mold. Really? Maybe they're just the characteristics of a professional speaker.

The latest information on dyslexia and ADD has been published and I couldn't be happier. It seems that some of our brightest, funniest and most creative minds were dyslexic.

I just read an article titled: "Charles Schwab, dyslexic financier." I can understand Pablo Picasso. Seriously, most people know where the nose on a face goes, but Charles Schwab sort of threw me for a loop. What if he got the zeros wrong and isn't worth 3.8 billion?

In any case, famous people with learning disabilities make it more acceptable for the Average Joe to struggle a bit. Turns out Average Joes can still be successful. Really successful. Like the slogan says, "Dyslexics of the World UNTIE!" Galileo was no schlep. He seemed to understand the telescope more than the



that until she stepped up, she felt like an outsider. I felt like she was speaking directly to me. It seemed like there was an NSA-MN fabric which was already woven, and I didn't see where I fit in. Then I heard that VOE.

Until I got involved I had made several observations from the 'sidelines' - and knew that change doesn't happen from the sidelines.

These are the ways I have served NSA-MN:

- Fundraising Chair (Our Committee raised over \$8500 that year, and Holly Zelinsky earned Member of the Year for leading the highest-grossing Silent Auction in chapter history!)
- Program Chair (I gained insights about the way our program year was structured, insights which were instrumental later when we changed our chapter model to an inclusive program package)
- Apprentice Program Chair (I loved the energy of up-and-coming members)
- President - (In the middle of my year as Chapter President I accepted a client's invitation to be their Corporate Executive VP- so Tom Guetzke played a significant leadership role in the chapter that year and he earned the Mark LeBlanc award to honor his contributions)
- Platinum Rep (currently)

What have you learned about NSA-MN since you have been on the Board?

"I've learned that our chapter is distinctive and something to be proud of. When I enter an NSA-MN event with the mind-set that I will learn something, I am never disappointed."

Any tips from your perspective on how to spread the NSA spirit within and without of our organization?

"For me, every single NSA-MN experience I have attended since 1998 has added value to my business. As each of us develops our expertise, every insight we acquire, large or small, makes a difference."

Sue, our thanks for your contributions.

Platinum Perspectives

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

Laugh and Learn or Cry and Die?

By Kathy Brown, RN,CSP

How are YOU doing in this "interesting" economy? Are you doing, dreading, or dying inside because you



average guy from the 1600's. Although he did have that run-in with the Church-which shows low emotional intelligence.

It wasn't until the 1980's that the United States Congress mandated the National Institute on Health and Research Learning to understand the nature of dyslexia. Which explains why my father didn't know what dyslexia was when I was a child, and told my children that, and I quote, "Your mother was retarded when she was young." Yep, sitting at breakfast in a country club, my father casually cut up his Jimmy Dean and blurted out, "Well you know your mother was retarded." I shot a look at my mother, who shrugged her shoulders as if to say, "We didn't know the right time to tell you."

You never told me I was retarded?

At home that night, my children spoke very s-l-o-w-l-y to me. "Could you please pass the s-a-l-t?" My daughter drawled as if, well, I were retarded. My son fell on the floor (literally) in a fit of laughter. I used this to my advantage and told them that if that were the case, I couldn't figure out the oven, the washing machine and darn it anyway, I wouldn't be able to drive them anywhere. Then I casually sashayed over to the bookshelf and dusted off the book I'd written.

Ann Bancroft struggles with dyslexia. Bill Cosby, Leonardo de Vinci and

don't know what to do on the outside? This is where your inner attitude shows up. This is where the importance of our attitude outshines our aptitude as we seek to achieve the altitude in life that we aspire to. An old adage is still relevant, "If it's meant to be, it's up to me!" Professional speaking is not a virtual career! We need to be action orientated not only in our ultimate performance but in our marketing as well as what we personify in our everyday living. Are you fun to be around?

Remember to hire the happy...they are more fun to work with. So don't hide your happy my friends!

Authentic happiness comes from focusing on our strengths, which may include kindness, originality, humor, optimism, and generosity according to Martin Seligman, author of Learned Optimism. But how about when the global economy dives, uncertainty dominates, and your dog just threw up on your new rug that the cat ripped the day before? Do you still have an attitude of gratitude after you clean up the rug, check the stock market, and go over your financials? Can you laugh while you learn life lessons which include "crash" courses in how to budget and market during the tough times?

To me, this is an opportunity to take advantage of a negative to create a positive. Learn how to get creative in how you approach prospective clients for one thing. Speak confidently with a smile in your voice that is reassuring to a client that your services are not only an investment with a positive payoff in the content but in the unique way that you deliver it. Ask them what they want the audience to know, think, and feel when they leave your session and then over deliver. I love to hear my clients say that they received more than they expected! Keep raising the bar on yourself so that you don't become too comfortable with old material and the same style of delivery.

Remember that the greatest enemy of a speaker is "sameness." Don't be like everyone else who presents on the same topics that you do. Think about what you do well that makes you unique. Do you dance, sing, or do impersonations? At the NSA convention in New York this year I was in a session where we explored impersonating types of people with our body language. I volunteered as I loved to act in high school. It was really fun to revisit character acting which made me realize that I really enjoyed the playful atmosphere it created. I plan to incorporate a couple of short bits to try out with an appropriate audience to add a different type of humor (when I get work).

This Holiday Season you may hear more "Oh, oh, oh's" than "Ho, ho, ho's." The stock market may make you want to hang more than your stockings but that's not only not legal ... it's not "nice." Find the Fun in the moment during the perceived stress associated with the upcoming Holidays.

*The Stockings were hung by the chimney with care...
I'd worn them for months and they needed the air.*

*We hope for an economy that will take off like a deer.
Bookings, bookings we then hope soon will appear.*

Albert Einstein were reported to have ADD. It's on Wikipedia so I know it's true. Good company for speakers.

I would start an NSA ADD PEG but I think the meetings would be too crowded. And too filled with acronyms. And besides, I'd probably lose interest and then want to start a dyslexia PEG.

I know for a fact, that as a former retarded person, I wouldn't start a MENSA PEG.

*Don't be critical and cry...give thanks for what you have and come
alive,
There's much to do and celebrate before we die!*

*Lighten up speaker friends. That reminds me that eating for
comfort weighs us down ... in the end.*

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