



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

March 2009

Edited by: Dennis Stauffer

Please send comments and feedback to dstauffer@insightfusion.com

A Note from NSA-MN President



You stepped up again.

Our February NSA-MN event featured Ross Bernstein, the absolute master of marketing for authors - and for speakers. Ross provided rich content, delivered in a relaxed, authentic style. He made us laugh, and we took lots of notes. It is easy to see why Ross is so successful.

But Ross was not the only star of this event! Director of Programs Kevin Stirtz coordinated the event. Long-term members Sharron & Harry Stockhausen from Expert Publishing agreed to be our sponsor. Judy Kay Mausolf acted as greeter, assisted by Tom Guetzke. Dennis Stauffer put the word out in the newsletter. Professional and Affiliate members invited authors and speakers from outside the association to attend, and attend they did. We had sixty people in attendance!

Many businesses and associations are contracting; not so at NSA-Minnesota! We succeed as businesses and as an association because we persist, we add value, and we step up when needed. So contact Sharol Tyra, Director of Volunteers or any director if you want to step up and get involved. And stay tuned - THERE IS ANOTHER FIVE STAR EVENT ON THE HORIZON!

Michael Roby, President
NSA-Minnesota
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"Shut Up And Write It"

In This Issue

February Special Event

March Chapter Meeting

MSAE Speakers Showcase

IPSD

Know Your Board

Off Kilter

NSA-MN Upcoming Events



Mark Your Calendars!

March 10, 2009
5:30 p.m. - 9:00 p.m.
Chapter Meeting &
Presentation

By Pam Muldoon
pam@nextstagebusiness.com



The NSA-MN chapter has historically offered excellent education presentations to help speakers learn best practices, generate new ideas, and overall grow their speaking business. The presentation on Thursday, February 12, "Proven Insider Tips to Publish and Promote Your Book" by member Ross

Bernstein was no exception. From seasoned speaker to aspiring novice, members and non-members came out to hear how Ross has made a successful career as an author, speaker and guerilla marketer.

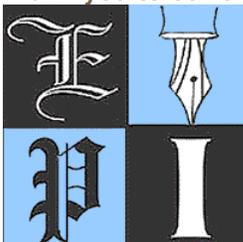
Ross shared many great insights into how he began his book writing career at the age of 21 and now today is the author of over 40 books. The secret to Ross' success? No secret really at all...here's what he shared with the audience:

1. **Hard Work:** Be prepared to put in the effort to create your own success. Commit to the daily discipline in your business.
2. **Passion:** What motivates you? Have a passion for your topic and it will shine through in your writing and speaking.
3. **Charity:** Give back without expectation of something in return. What you give, will truly come back you.
4. **Karma:** Basically, what comes around, goes around. Do good in the world, and good things will happen to you.
5. **Customer Service:** Over promise and under deliver. Don't just take care of your customer's needs, exceed their expectations. Make it easy for them to 'buy' you and when they do, produce!
6. **Accountability:** Be a person of integrity and honor your commitments. The ones to others and to yourself.

Ross Bernstein reminded us to enjoy the process as much as the outcome. Writing, publishing and promoting a book is a big undertaking, but don't just rush to get to the end of the process; enjoy each step and the people you meet along the way. And his answer to getting that book started? Easy..."shut up and write it!" Ross inspires with a no-nonsense, no excuses approach to accomplishing your book writing goal. Thank you, Ross, for sharing your wisdom and energy!



Thank you to our event sponsor - Expert Publishing!



Expert Publishing is your resource for independent publishing. We publish business, self-help, and inspirational books. Our imprint, et al. Publishing, publishes other worthy work. If you're an expert who speaks, visit us at www.ExpertPublishingInc.com or call us at (763) 755-4966.

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 Audacity of Optimism

Obama doesn't know the first thing about hope and the ability to see the future and all its possibilities. I know, because my father has cornered that market.

My father is a well-dressed, funny, almost 88-year-old man who suffers from Alzheimer's disease.

There's a tad of dementia too, unless he really has been to Mars-twice. The second time because he forgot something.

He's been to Venus too. He has informed us approximately 167,000 times that it's a "hell hole." And FYI, Mars is very cold. And really, just how would he know that if he hadn't been there? Before the progression of Alzheimer's, he had read every *Scientific American* magazine ever printed. So when he talks about the solar system, hemispheres, stratospheres and telemeres, he could very well be telling the truth. Or not.

He is-was-*really* smart.

The Write Way, Tools, Techniques and

Tequila: Proven Strategies to Become a Writer

By Kevin Stirtz
kevin@amazingserviceguy.com

For our February event, we learned the secrets for how to publish and sell a lot of books. Now for our March Chapter Meeting, Molly Cox talks about how to create that bestseller by writing like a pro...with first rate content and great humor.

When: March 10, 2009 (Tuesday) 5:30 PM-9:00 PM
 5:30-7:00 PM - Chapter Meeting & Dinner (NSA-MN Members Only!)
 7:00-9:00 PM - Presentation
Where: Airport Hilton



[Click here](#) to register!

Opportunity to Participate in MSAE Speakers Showcase

Midwest Society of Association Executives is holding its 4th annual speakers showcase on Tuesday, April 14, and all NSA Minnesota members are welcome to submit proposals to speak and exhibit.

For more information call 651-647-6388 or send e-mail to update@msae.com.

IPSD in Home Stretch!

By Stuart Gray, IPSD Coordinator
Stu@BlueCollarSalesGuys.com

Congratulations to each of you that invested in your futures and obtained both of the DVD resources listed on the NSA-MN website. Your business thanks you as well as the chapter thanks you!

The mentorship program has just completed the mid year celebration. Under the direction of Amy Tolbert (President Elect) our Mentors and Protégé participants are seeing exponential growth in their business as well as personal goals being achieved. It is very fun to watch a thought turn into reality with the hours of volunteerism and clear and concise leadership.

Our Graduate program, facilitated by Stevie Ray is one session away from the proverbial getting kicked out of the nest to go and do what they have been planning since the fall. As David McNally shared with us in his book and title, "Even Eagles Need a Push", Stevie is providing that opportunity. Trust me the formal sessions may be coming to a close, but I know there have been many cups of coffee shared around making this program the tremendous success that it is.

The tag team leadership of the Apprentice program, co-facilitated

And curious about everything. But mostly, optimistic about life.

This is a good lesson for us as speakers: Be careful what you're interested in and pursue in your reading because it will stick with you. I've stopped reading smarmy novels just because I don't want to be talking to my grandchildren about my years as a captured love slave in Madrid. I'm reading a lot more self-help books now, so when I go on and on someday, maybe I can help someone.

As speakers we are all hopeful and maybe even unrealistically optimistic. We have to be, in these economic times. We think what we have to say is important and that people will want to hear it. That we're funny, persuasive and we deserve gobs of money for our brilliance.

Wait, maybe that's just me.

But my father could teach us all a bit about hope.

Lately he's decided he wants to "get a wife." I've pointed out that starting with a girlfriend may be the way to go, but he's told me that he "doesn't have that kind of time." My son has started to use his stop watch to mark the number of times in a three minute period that Dad reminds me of his new plan.

Even though he is in tremendous pain from a torn rotator cuff, he is on a mission. When I showed up at his retirement apartment to give him his medication last night he was "out." He had taken a new female resident to Granite City (just over a foot bridge from the

by Gaye Lindfors and Chere Bork continue to get "kudos" from their participants as well as the guest presenters that feel the energy and passion in the room. A very big thank you goes out to all the folks that make our programs work throughout the year.



Know Your Board - Stuart Gray!

By Mary Z. McGrath, Ph.D.
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Stuart Gray brings to the board a brand that includes the word "remarkable". When asked what is "remarkable" about our NSA Minnesota he shared the following: "My involvement as a board member has opened my eyes to the amount of volunteerism it takes to make our chapter what it is. My vantage point says we are remarkable in our people. It's always about the people!" Stuart suggests that we as members reinforce one another in that understanding. "Take time to share how much you appreciate what all the volunteers do to make our chapter what it is on a regular basis".

Since Stuart sees us from his unique vantage point on the Board, he offers suggestions as to how we can get involved. "Look at your business and your calendar, couple that with what you are passionate about and jump in! By that I mean 'All In.' Give all that you are capable of giving that aligns with your values. Say YES to what works and as important, say no when that makes more sense".

When asked to consider the relationship between NSA Chapter involvement and growing as a speaker Stuart made a connection. "My speaking ability has grown tremendously from being very involved in IPSD and leadership roles throughout the years. To be clear, it is about all those that we touch in our chosen roles, the more you give the more you get. Being around all the amazing speakers in our chapter and at the national level is a gift that has totally blessed my career".

Stuart shares his perspective on how we can be better service providers to our audiences and members. Key to him is "our ability to listen, really listen to their needs. Once we have determined the needs then we need to craft a real solution and share that with both groups. Otherwise it is all about us, clearly that is a dated service model".

Thank you for your service, Stuart.

Your Source for NSA-MN Information

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assisted living center). He didn't have any money but that didn't seem to matter. I think he's cognitive enough to know that they'll just send me the bill, and romantic that I am-I'll pay it.

He has many guardian angels, including the management that looks out for him at Granite City.

I'm relieved he may have found someone. I was having a hard time writing his personal ad for Match.Com: *Charming mature male seeking female interested in galactic tourism and love of wine. Time is of the essence.*

My father, beacon of hope. Wrapped in an invoice from Granite City. Oh, the audacity.

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