



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

**May 2009**

*Edited by: Dennis Stauffer*

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## A Note from NSA-MN President



### The Connection Between Speaking and Farming

In the Upper Midwest we understand farming. Agriculture is a huge sector of the Minnesota economy. The Minnesota State Fair reflects this agricultural heritage, as it is the second largest state fair in the nation. During the ten days of the fair "The Great Minnesota Get-Together" is the third largest city in the state!

This raises a simple question: What does this have to do with speaking? I suggest it has everything to do with speaking. Farmers plant in the spring to reap in the fall. My questions for you are also simple: What relationships are you cultivating that will result in business later this year, as well as for years to come? What new people have you met, talked with, or written to recently that influence buying decisions for speaker services? What value do you provide these relationships even when no buying or selling is taking place? What are your contact plans to stay in touch with and bring value to those relationships whenever possible?

Minnesotans cherish the summer season. Enjoy your summer with your family and friends. However, don't allow your critical relationships to be on vacation, and continue to seek out new people who you can help who can also help you grow your business.

Good selling!  
Michael Roby, President NSA-Minnesota  
[mike@michaelroby.com](mailto:mike@michaelroby.com)

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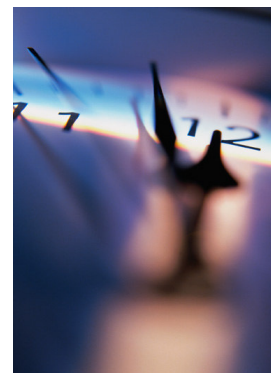
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### NSA-MN Upcoming Events



**Mark Your Calendars!**

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

**Don't Miss The NSA-Minnesota Annual**

**Off Kilter**

## Awards Gala, May 14, 2009

It's the social event everyone will be talking (or is that "Tweeting") about!

Mark your calendars for the highlight of the year: NSA-Minnesota's Gala Event will be held on Thursday, May 14, 2009 from 5:30-9:00 P.M. at the Airport Hilton in Bloomington.

Here's your chance to connect with all your friends one last time before the summer. Last year's Gala received rave reviews!

Cheer on your friends as awards are presented for:

- Member of the Year
- Volunteer of the Year
- Next Level Award
- Mark LeBlanc Award
- Minnesota Speakers Hall of Fame

Guests are welcome (\$45 per person)

Attire: Black tie optional

You don't have to dress formally but if you would like to, you'll find that others have made the same choice.

Questions? Please email [info@nsa-mn.com](mailto:info@nsa-mn.com) or call 952.928.4649

### PRIZE DRAWING

If you renew your annual NSA-MN Membership at the Gala, you will be automatically entered in a drawing for prizes that include a weekend Hilton stay and gift basket.

*\*Bring your checkbook and win!*

Register Here (<http://www.nsa-mn.com/eventdetail.php?eventid=51>)

## Bring Your Caps

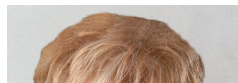
Do you have an old hat or cap that's collecting dust in a closet somewhere? Please bring that old and out of fashion friend with you to the May Awards Gala. (We'll explain when you get here.)

## Emeritus Dues

Our retired and semi-retired members who have applied for and received Emeritus Member status from NSA National, are now eligible for Emeritus Member status with NSA-Minnesota. The annual dues for Emeritus Members is \$100.00. We want you to remain part of our professional speaking community and continue to share your wisdom with the rest of us. It's our way of recognizing your years of service to our profession. We also want to say, "Thanks!"

## NSA-MN Veteran Speaks Energetically

Kathy Brown, RN, CSP calls her speaking



By: Molly Cox

## Time Management Conundrum



Today's topic is a favorite among speakers: Time management. Not practicing it, but getting paid to speak about it.

The Wall Street Journal reports, "The average U.S. executive wastes 6 weeks annually searching for missing information in messy desks and files." (That translates to one hour per day!) Based on an \$80,000 annual salary, the approximate cost of this search is \$10,000.

I don't know about you, but I'd look for stuff for \$10,000. Sounds like a stress free gig to me. Here is an actual conversation overheard at an NSA-MN fireside chat:

"What did you do today?"

"Looked for stuff."

"Did you get paid well?"

"Yeah! I'm almost to 10 grand, dude."

Audrey Thomas of Organized Audrey reports that between making coffee every 20 minutes (as recommended by people who know good coffee, Audrey), and looking for your coffee cup every 10 minutes, you spend approximately 34 minutes actually working each day. Cool. I'd have estimated 27 minutes.

business, Energetically Speaking, a philosophy she shared at her April Fireside Chat. Kathy related her personal story as a single mom struggling to fulfill her dream of a speaking career. She used those experiences to emphasize the importance of personal commitment and sacrifice, and of being passionate about the content and messages we provide. It was an enriching experience for everyone who attended.

## IPSD Wraps Up Another Strong Year



by Stuart Gray  
[stuart@4remarkable.com](mailto:stuart@4remarkable.com)

Two Words- Thank You!

As I look back on the last year leading our IPSD programs it is very clear to me that we are surrounded by a group of very giving members.

Highlights from this year Include;

- Collaborating with Manny Steil at his home
- Taking in the NSA Convention in NY
- Multiple Ice Cream Socials to build the program
- Hanging out at a Toastmasters TELE with Mike Roby
- Strategy sessions at Bayport on the St Croix
- The dynamic Duo of Gaye Linfors and Chere Bork leading the Apprentice Program
- Stevie Ray completing the legacy building third year of facilitating the Graduate Program
- Observing the Success of the launch of the Mentor Program by Amy Tolbert
- Sponsoring Robert Middleton to invite us to his Fast Track to Marketing event
- Being part of the launch of Stevie Ray's "No Sweat Public Speaking Event"
- Celebrating the Holidays at Amy Tolbert's home

Again, thank you to all who shared your time and talents with our emerging speakers!

### New IPSD Director

Welcome to Joe Mayne, 2009-10 Institute for Professional Speaker Development Director. Joe responded to the invitation to lead these NSA-MN chapter programs for next year. He will do a tremendous job with the support of all the program facilitators and volunteers.



### New Member Profile

by Brenda Elsagher  
[brenda@livingandlaughing.com](mailto:brenda@livingandlaughing.com)

### Welcome Bob Cohen

You have to like a guy right away who starts

While searching the web on time management, I found a nifty little gadget called "The Item Locator." It's just \$48.95 and you can attach it RIGHT TO YOUR KEYCHAIN.

"Has anyone seen my keys? I'm looking for my Item Locator!"

Here are the things my family has looked for lately:

- Toothpicks, used to create an earthquake-safe house. Subject to seismic tests performed by eighth graders. Built to scale.

- A "regular" light bulb to replace the energy efficient bulb that expends the same amount of light as the candle Lincoln wrote his speech by in the year 1864. (He wrote in large script so he could read at arm's length-didn't want to waste time looking for glasses.)

- A box of hard cover books to sell at a speaking event.

- The brain that held the memory that put the box in the trunk of the car a week ago.

Steven Covey says to ask yourself - what is the one most important thing you could do today? The answer is clearly, go to Peru and search the rainforest for an undiscovered plant that holds the cure for cancer. Yet, I wonder, unless the trip involves time travel, wouldn't it be better to invent something like the Sham Wow cleaning cloth, make gobs of money, and hire someone to go to Peru?

See, time management isn't that easy, is it? This

off saying complimentary things about NSA. Bob is impressed with the website, online newsletter, welcome materials, and the wealth of information he receives from all of NSA's well organized resources. Bob urged me to look at his website before I called him and was glad that I did. I am not one that typically wants to talk about life insurance but after looking at it, felt like I finally had someone from whom I could get a straight answer on the topic.

Bob is a "life insurance only, life insurance agent." "I facilitate life insurance planning only and leave the other financial services products to the investment pro's. As an 'advisor to advisors' I deliver high end life insurance planning concepts to the advisory community of attorneys, CPAs, money managers, bankers and financial planners, presenting cost saving options and other lesser known, yet very effective techniques for their clients. My "brand" is depth in a single area of expertise rather than trying to be all things to all people, and committing to a very specific client profile."

In Bob's role of 'advisor to advisors' he is frequently engaged by financial services associations to speak to their membership. Bank Holding Company Association of the entire Ninth Federal District, Minnesota Bar Association and the Minnesota Society of CPA's are among the many groups engaging Bob to present the valuable information he brings to the financial and estate planning process and for their required Continuing Education licensing credits. In addition to associations, stand alone firms often request Bob to speak to them individually.

The networking aspect of NSA appeals to Bob along with skills he believes he'll glean through his membership.

Bob leverages his public speaking platform for his ultimate objective of favorable introductions to an advisor's existing client base. "The long time, trusted advisor has a much better idea than I do as to which of their clients can benefit from my work. Once introduced, my job is simply to produce results."

Bob has been in the insurance industry for 15 years. He is married to Sarah, has three children and resides in Minnetonka. The Cohens enjoy all sports especially tennis and golf.

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is why those who speak on the topic get paid big bucks.

Clearly I have spent too much time writing this article and should get back to work. Just as soon as I find my coffee cup.