

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

NSA-MN Chapter
Newsletter
August 2009

2009 - 2010 NSA-MN Meeting Schedule



NSA - Minnesota Chapter proudly provides members with a monthly on-line newsletter that is packed with information you can actually apply to build your professional speaking business. As the editor of the 2009-2010 editions, I'm responsible for compiling article submissions and providing content you will find both entertaining and informative. In fact, we have an area where we need your help:

Writers are needed to recap our NSA-MN Chapter Meetings and Fireside Forums.

Volunteer now to write a "recap" of an NSA-MN presentation - in fact, if you know you are going to attend a chapter meeting or fireside forum, volunteer in advance so we know who to count on for the article. Please contact our "recap" coordinator, Sharol Tyra, PCC, CPCC, RN at (763) 477-9186 or email Sharol@LifeIllumination.com.

I will send all article volunteers the editorial guidelines (number of words, format) and schedule while making every effort to make the process as easy as possible for you to participate.

Get involved now in our chapter as a way to broaden your experience and expand your connection with fellow NSA - Minnesota Chapter members. I hope to meet each of you at future chapter meetings!



Karel Murray, CSP, DREI

Karel@Karel.com
www.Karel.com
(866) 817-2986

In This Issue

Ice Cream Social & Information Night

Tuesday,
August 18, 2009
6:00 - 7:30 PM
Hilton MSP Airport

Summer Social

Thursday,
August 20, 2009
5:30 - 9:00 PM
Savage, MN

Ice Cream Social & Information Night

Tuesday,
September 15, 2009
6:00 - 7:30 PM
Hilton MSP Airport

Chapter Meeting

Thursday,
September 17, 2009
5:30 - 9:00 PM
Hilton MSP Airport

Chapter Business Forum

Thursday,
September 17, 2009
7:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development:

Mentor to Mastery

Kick-off

Monday,
September 21, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Meet Your 2009 - 2010 Board of Directors**Presenting to a Multi-Generational Audience****NSA Convention****Youthful Point of View****Congratulations Sue Rusch****Bragging Rights****NSA - Minnesota Member Profile****Laugh and Learn or Cry and Die?****Off Kilter****Five to-dos to Jump Start your Marketing****Board Retreat 2009****2009 - 2010 NSA-MN Meeting Schedule****Meet Your 2009 - 2010 Board of Directors**

You now have a new Board of Directors for 2009-2010. Please take a moment to get familiar with them and please feel free to contact them with questions or concerns related to the chapter. Your input is always welcomed!



Amy Tolbert, Ph.D., CSP
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Amy@ECCOInternational.com



Dennis Stauffer
President-Elect
DStauffer@InsightFusion.com



Mike Roby
Past President
Mike@MichaelRoby.com



Dan Janal
Finance Director
Dan@PRLeds.com

Institute for Professional Speaker Development: Mentor to Membership***Kick-off***

Monday,
September 21, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
October 6, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
October 13, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Fireside Forum

Friday,
October 23, 2009
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
November 3, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
November 10, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Chapter Meeting

Tuesday,
November 17, 2009
5:30 - 7:00 PM
Hilton MSP Airport

Chapter Business Forum

Tuesday,
November 17, 2009
7:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
December 1, 2009
6:00 - 9:00 PM
Hilton MSP Airport



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Karel@Karel.com



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Presenting to a Multi-Generational Audience

Part 1

By Joanne G. Sujansky, Ph.D., CSP

These can be challenging times for speakers and corporate trainers. The children of Baby Boomers are beginning to flood into the workforce and for the first time ever organizations are faced with the need to manage

Institute for Professional Speaker Development: Graduate Program

Tuesday,
December 8, 2009
6:00 - 9:00 PM
Hilton MSP Airport

Fireside Forum

Friday,
December 11, 2009
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
January 5, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
January 12, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Chapter Meeting

Thursday,
January 21, 2010
5:30 - 7:00 PM
Hilton MSP Airport

Chapter Business Forum

Thursday,
January 21, 2010
7:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
February 2, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
February 2, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Fireside Forum

Friday,
February 12, 2010
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Mentor to Mastery

four different generations in the office. Those generations - Matures, Boomers, Generation Xers and Millennials (also called Generation Y) - each poses a different challenge for those charged with informing and educating them. They're an extremely diverse audience that can stymie even the most experienced and dynamic speaker.

The Mature or Silent generation, born before 1945, displays a loyalty to the company that places duty before pleasure. These are the folks who survived the great depression and fought in World War II. Baby Boomers, born between 1946 and 1964, are known as workaholics with a love-hate relationship to authority. They have been known for being both idealistic and optimistic, but somewhat impatient at times.

Gen Xers -- the MTV generation -- came into the world between 1965 and 1979. They often demonstrate independence and results orientation, but they are also known for their skepticism. Generation Y - the Millennials -- was born between 1980 and 1999. They grew up in a time of economic expansion and unprecedented prosperity; until recently they have never experienced a downturn. This generation has seen more at an earlier age than most members of previous generations, such as the Oklahoma City bombing, the Columbine shootings and the tragedy of September 11. Exposure to these events through 24-hour media has brought the world to them instantaneously. This is a techno-savvy generation for whom multi-tasking is second nature.

Obviously, speaking to a multi-generational audience can be challenging. How can you meet the unique needs of each audience member while keeping everyone "on the same page?" I suggest following the Five Rules of Engagement...The Multi-Generational kind.

1. Get over yourself. Leave your ego at the door and remember it's a privilege to speak.
2. Keep it short - Present content concisely. Your audience members are used to receiving information in sound bites and capsule summaries.
3. Create an "experience". Touch as many senses as you can, never forgetting the power of music and visuals.
4. Tell stories. Remember that you are not always the main character and no age group should ever be stereotyped in your presentation.
5. Switch it up. Try new things and novel approaches. Same-old, same-old becomes staged and insincere.



Joanne G. Swjansky, Ph.D., CSP

DR. JOANNE G. SUJANSKY, CSP is CEO of KEYGroup® has worked with leaders for over 25 years to make their workplaces more productive and profitable. www.KEYGroupConsulting.com. Copyright ©2009 by Dr. Joanne G. Sujansky

Mid-Process Review
Monday,
February 22, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development Mentor to Membership

Mid-Process Review
Monday,
February 22, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
March 2, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
March 2, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Chapter Meeting

Tuesday,
March 9, 2010
5:30 - 7:00 PM
Hilton MSP Airport

Chapter Business Forum

Tuesday,
March 9, 2010
7:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
April 6, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Graduate Program

Tuesday,
April 6, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Fireside Forum

Friday,
April 16, 2010
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

NSA Convention - HOT! HOT! HOT!

By Chez Raginiak

Hello from Chez Raginiak, a first-timer to the National Speakers Association Convention held in Phoenix, Arizona - July 14 - 21, 2009. My VERY first conference with NSA was last the Fall Conference held in November 2008. This conference was my first National event.

Does this tune by Buster Poindexter sound familiar?....

My mind on fire, my soul on fire
 Feelin' hot hot hot
 Party people, all around me
 Feelin hot hot hot

Yes, it was HOT, HOT, HOT in Phoenix for several reasons for me:

1. I've never been to such a hot climate (117 degrees F at one point) because I'm originally from Poland where the hottest it gets during the summer is around 85 degrees! Going outside felt like sliding inside a pizza oven; even the local Jack Rabbits gave up running and rested motionlessly on the shockingly green grass surrounding the swimming pool at the beautiful JW Marriott Desert Ridge Resort and Spa where the conference was held. Oh, yes... by 9:00 PM on Sunday night it cooled down to... 104F.
2. The speakers were HOT; especially The Passing Zone team who juggled chain saws around Dr. Nido Qubein (an unexpected "assistant"), and the incredible story of Nando Parrado, an internationally known speaker and author of the best seller book "Miracle in the Andes" is featured on the June 2009 cover of "SPEAKER", the most influential magazine in the industry of conferences. Nando shared his heroic true story about surviving the 1972 plane crash in the Andes. As Karel Murray, our member from Iowa, wrote to me in her email after the conference, "Dear God, if I ever complain again, please remind me of his story!" I think that says it all.
3. The people I met and/or heard were HOT! It was such honor for me to shake hands with so many CPAEs, best-selling authors, artists, and all others who through their work and talents make this world better, more fun, and easier to understand.
4. The underlying message of "we will be okay" proved to be timely and comforting.

The 2009 NSA Conference was filled with tools for all of us: presenters and assistants, members of Professional Expert Groups (PEG), our children participating in the Youth Program, and First Timers among others. In the exhibit area we could learn more about printing books, best software to keep track of our clients, and which ties are hot now and which colors are not. A professional crew was available to take HOT photos of all who needed one, the food was incredible, and taking advantage of free massages offered to attendees proved to be a great way to relax after all the activities.

Tuesday,
 May 4, 2010
 6:00 - 9:00 PM
 Hilton MSP Airport

Institute for Professional Speaker Development:

Mentor to Mastery
Celebration/Finale
 Tuesday,
 May 11, 2010
 6:00 - 9:00 PM
 Hilton MSP Airport

Institute for Professional Speaker Development: Mentor to Membership Celebration/Finale

Tuesday,
 May 11, 2010
 6:00 - 9:00 PM
 Hilton MSP Airport

May Gala

Thursday,
 May 20, 2010
 5:00 - 9:00 PM
 Hilton MSP Airport

[Join Our Mailing List!](#)



Chez Raginiak

Chez Raginiak, successful founder/owner of two businesses: Kids' Express Train, a company that enhances children's speech through music and fun; and 1Moment, LLC, his speaking and writing company. You can reach him at www.1moment.us.

Youthful Point of View



This year the NSA Youth Conference was amazing! The speakers were vivid, unique and all carried moving messages. When I am at NSA I feel empowered to do great things with my life. NSA always reminds you to keep your life on the right track. My goals are limitless, now, after listening to many speakers and their inspiring stories about how they came from tragic situations and now are successful and happy people. This teaches us values about life, morals, and learning form others. To this day I have many close friends from previous years at NSA, proving that the Youth Conference isn't just about learning but also lifelong friendships.

Lexi Parra

Photos from the National Speakers Association Conference in Phoenix, AZ July 2009



Congratulations Sue Rusch, CSP! Volunteer of the Year 2009

By Sharol Tyra, PCC, CPCC, RN

"You got to give to get." insists Sue Rusch, CSP. "About 10 years ago, while listening to a NSA educational cassette tape (nowadays VOE on compact disc), it dawned on me - "until you volunteer, you are on the outside!" Sue's profound aha! moment was the catalyst that moved her to volunteer five different years on the NSA-MN Board of Directors. "What can I do?" Sue simply asked the chapter leaders. That single question started the ball rolling in her impressive board roles as fundraiser, program chair, apprentice leader, vice president, president, and most recently, Platinum representative.



Sue describes herself as a strategic consultant thriving in the midst of strategic change! "A few years back, I was instrumental in aligning the current membership economic dues model of attending general chapter offerings all rolled into one pre-paid annual fee." Sue emphasized, "Leading self, then leading others," is a tried and true approach in leading strategic change over several years in various companies that carried over to her NSA-MN board positions.

Sue's main calling is to "take complex situations and uncomplicate them into key messages for my clients to hold on to in a simplified form." She laughs, "I think a lot, my brain is on overtime!" So, next time a complex situation arises in your speaking business, remember to take the time to think and unravel it to distill the key messages and strategic plan!

Sue's friends and clients describe her as, "Diplomatic, sharp thinker, funnier than you'd think, and direct to a fault at times." and she applies

these attributes in her volunteering. Yet, Sue claims the adage, "You go first!" in stepping forward; yet, in reality, the reward bounces back to me to ten-fold."

"I am getting better -- better at becoming!" reveals Sue. As entrepreneurial speakers, we will find our way evolving on the professional speaker journey. "Our audiences crave hope, now more than ever!" exclaims Sue. Isn't it grand to imagine -- the possibilities and probabilities of change and hope for a better future for your clients, audiences, peers, and yourself!



Sharol Tyra, PCC, CPCC, RN

Board of Directors - Volunteers and Program Logistics
(763) 477-9186

Bragging Rights

Christine Clifford Beckwith, CSP, is featured in the premier issue of *PROSPER: Home-Based Business Solutions* discussing her new LifeVantage business (www.LifeVantage.com/LiveYoung) in an article entitled, "Laughter: The Best Medicine". Christine is President and CEO of The Cancer Club and Sales Director for Beckwith Partners.

Karel Murray, CSP, DREI stepped onto the platform at the NSA National Conference in Phoenix to receive her Certified Speaking Professional medal.

NSA - Minnesota Member Profile

Ryan Estis

By Brenda Elsagher

I had Ryan Estis sit at my table during one of our dinners at MN-NSA this past year. Highly energetic in conversation and a visionary for his new career with his own business, it was a pleasure to listen to him. He seems to burst out with sentences like I predict he does with ideas.



With seventeen years of business experience, Ryan includes all aspects of helping companies find and really engage the right employee. From consulting to brand strategy, he's able to communicate his expertise across diverse segments to help organizations achieve their goals. Ryan delivers interactive keynotes, seminars and workshops that help companies drive performance and process improvement. A former Senior VP of Sales for the marketing division of McCann-Erickson World Group Advertising, his unique methodology of 30 Steps and Peak Performance Selling Principles helps companies attain actionable outcomes. He also partners with Pixel Farm Interactive marketing and urges you to check them out if you need help with your website.

When he first witnessed a motivational speaker, he thought it was a great way to earn a living. Until he was ready to speak professionally he became an expert in his field. After attending the graduate program of MN-NSA, Ryan designed a plan to leave his career at its acme. He commented that the day after he left in February of 2009, the headlines read about the USA facing its worst financial recession since the depression. He left his successful career because the time was right for Ryan. "It's hard work to be a professional speaker; I work as hard as I ever did at my corporate job."

Careful thought and preparation went into his decision and Ryan says his best days are when he's on the platform. NSA-MN gave him great connections, sound business acumen, and a full picture of the challenges and rewards of a full time speaking career. He loves to travel for leisure so that aspect of the business works well for Ryan. When he's at home, he likes to play basketball on a Rec league. A self-proclaimed "workaholic," Ryan lives in downtown Minneapolis, and is single. Welcome Ryan! www.ryanestis.com



Brenda Elsagher

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"Laugh and Learn or Cry and Die?"

Printed in the MN National Speakers Association Newsletter December 2008
By Kathy Brown, RN, CSP

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

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.



Kathy Brown, RN, CSP

Kathy Brown, RN, CSP is an international keynote speaker, author, and seminar leader. Her first book, ***"Living Happily Ever Laughter ... A Guide To Thinking Funny In A Fast Paced World"*** is a fun motivational cartoon gift book in its third printing. Kathy's second book, ***"I Only Have A Minute ... So Let's Make It Matter"*** is about being in the "present" with people to make the moments you have with them more significant. KBrown471@aol.com

Off Kilter - Convention Notes

By Molly Cox

Well, another interesting convention has come and gone and we are all back in our offices leading somewhat normal lives. All jazzed up with nowhere to speak.

If you missed The Night of a Thousand Starfish (and most of you did) you really missed a fun night. There was a bar! But aside from that you missed Tim Gard, who walked out as a fully costumed Starfish. It took him three minutes to get on stage.

Apparently, as we learned, starfish have no brains, their eyes are on the ends of their "pointy things" and they have two stomachs. (You never hear this in the version speakers tell.) You also never see a starfish walk on stage-- and that's just too bad because if laughter is the best medicine, you would have hit the mother load that evening.

I was a mermaid. This did not go over well with TSA. I had rented quite an elaborate costume from the Guthrie store and at the time, packing it did not enter my mind. I happily hummed "Under the Sea" all the way home.

Going though security with a mermaid costume in my carry-on (I had to sit on it to get it closed) was an experience. It turns out it is much more dangerous than a 4 ounce aerosol can of hair spray. 4 ounces!

TSA: What's this, ma'am?

Me: A mermaid outfit, sir.

TSA: May we take it out?

Me: Well, it smells like fish, sir.

TSA: That's not funny, ma'am.

Note to self: Send TSA guy an invitation to the Humor Peg. And a breath mint.

After the opening session of aerialists who ranged in age from 6-9, and a speed skater with a propensity for standing on chairs, we moved to a very somber mode. That's how we do things at the convention. It's a roller coaster ride-- The hero's journey takes place all day long, then crashes smack into the Cigar Peg.

Lights dimmed as quiet enveloped the room when Nando Parrado, author of "Miracle in the Andes," (Remember the movie: Alive?) began

his story.

As he spoke, you could have heard a snowflake drop - in Maui.

Funny, when I tell my HORRIFIC tale of growing up middle class, with a cleaning lady and as a member of a country club, no one sees the pain or gasps at my story! Even in the climax when I reveal I went to a public high school!

Not to self: Take Doug Stevenson's class.

But the crème de la crème was the tribute to Michael Jackson--starring Janet Jackson! What are the chances that a wardrobe malfunction could happen twice? And at NSA?
Exactly zero. We only pay tribute to Cavett Robert.

Still, it was a great convention.



Molly Cox

mcoxziton@comcast.net

Five to-dos to Jump Start your Marketing

1. Get a Linked In account. It's free. www.LinkedIn.com
2. Post your profile. It's as easy as typing your resume.
3. Build your network. Search for NSA members and colleagues on Linked In. They'll wonder what took you so long.
4. Find opportunities. Search for groups that are in your targeted fields (i.e. sales and marketing; nurses, C-level executives) Join the PR LEADS group just for fun. It's free to join a group.
5. Build trust. Go to those groups and answer people's questions. Your mini bio or "headline" will appear so people will know who you are and how to reach you.



Dan Janal

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PR LEADS Expert Resource Network
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Board Retreat 2009

At the Board Retreat for the 2009-2010 year, your board of directors discussed:

- The current state of membership and the industry
- The future state of membership and the industry
- How to bridge and identified the gap between

As a result, as members you will see:

- An enhanced set of programming topics, a well orchestrated and proven offering for speaker development through the Institute of Professional Speaker Development in the Apprentice, Graduate, Mentor to Membership, and Mentor to Mastery programs.
- An enhanced newsletter format with practical tips, interviews with professionals that will keep an eye on the shifting industry, and member's news and highlights to celebrate their achievements.

Once again you have another year of a committed and energized board. Please feel free to contact us at anytime.

With gratitude and in your service,
Your 2009-2010 Board of Directors



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