

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

NSA-MN Chapter
Newsletter
September 2009

Dear Shelly,

I don't know about you, but I'm a bit startled that we are already moving into the Fall Season. The Minnesota NSA Chapter has been busy with ice cream socials, planning and completing the roster of great speakers for the 2009-2010 season. You should have received a postcard with all of the events listed out for you so please make a point to mark your calendar to attend. When you come to these meetings, it will not only increase your visibility among NSA Minnesota members, but you'll gain from the sharing of best practices from those you meet during the networking times.



Karel Murray, CSP, DREI

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2009 - 2010

NSA-MN Meeting Schedule



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

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September 17, 2009 NSA-MN Chapter Business Forum



One Decision Can Change Everything!
A life-changing Speaker Development Presentation
Inspiring a Multi-Generational Audience

"What lies behind us and what lies before us are tiny matters compared to what lies within us."

- Ralph Waldo Emerson

Don't let a generational gap become a communication barrier. Misti Burmeister's Speaking Across Generations session makes sense of the differences in generational communication that have been widely and unwisely ignored. With simple, yet powerful insight, you get practical, step-by-step solutions to achieve successful collaboration across generations, overcome any communication challenge and begin leading from possibility.

How you will benefit:

- Gain an overview of the four generations: their unique work ethics, perspectives on work, preferred ways of learning and idiosyncratic styles
- Gain tools and best-practices for presenting to a multi-generational audience
- Experience the challenges of cross-generational audiences and witness effective strategies for transforming them into opportunities
- Learn how to build positive, supportive relationships throughout your audiences

A Must-Attend Program if you want to learn:

- Understand the way each generation sees the world and why

Hilton MSP Airport

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

- Improve personal and professional relationships
- Improve professional effectiveness as a speaker
- Achieve success in communication across generations

As an expert in human communication and highly sought-after speaker, Misti Burmeister has made empowering professionals from all generations her life's work for more than a decade - helping companies improve workforce retention by as much as 90 percent. She has inspired thousands of audiences across the globe to understand their responsibility in bridging the generational gap.

Presenting to a Multi-Generational Audience

Part 2

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

When speaking to multi-generational audiences, presenter's need to go beyond bullet points and avoid information overload. In the last newsletter, I offered some "Rules of Engagement" that encourage speakers to win the 'hearts,' as well as the 'minds' of their audiences. These tips were less about style than they were about content ... more about capturing the audience's imaginations than just filling their ears.

In addition to the Rules of Engagement you may also want to consider these strategies to keep every audience member involved, no matter what generation they're from:

- Focus on "take home" value - This is more a function of these demanding times than of generational differences, but members of all four generations appreciate it when you get to the point and make it practical.
- Employ multiple technologies - Extensive PowerPoint presentations are so "yesterday." Today's audiences (especially Generations X and Y) will expect you to refer them to websites for more information and practical tools they can put to use. This will not only hold their attention ... it will merit their enthusiasm.
- Solicit feedback through technology - Post-presentation feedback forms may suffice for Matures and Boomers, but Gen Xers and Millennials will prefer to blog, chat, text and tweet in response to your presentation. Set up the technology as necessary and encourage them to give you feedback as they desire. It'll keep them engaged and may well yield more valuable feedback for you.

One thing is clear ... today's speakers face multi-generational audiences that challenge their skills and effectiveness. However, by delivering a fresh topic with passion and incorporating some multi-generational strategies into your presentation, you can ensure that your audience is fully "tuned-in" and that you're achieving your goals.

Institute for Professional Speaker Development: Apprentice Program
Tuesday,
December 1, 2009
6:00 - 9:00 PM
Hilton MSP Airport

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



Joanne G. Sujansky, 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

NSA - Minnesota's Executive Assistant

Shelly Chrisman

By Brenda Elsagher

Shelly Chrisman is the new MN-NSA Executive Assistant to our chapter. Originally from Houston, Texas, Shelly came to Minnesota 21 years ago. Shelly has been working with Minnesota speakers for the past six years and some of those speakers suggested she apply for this position. Currently she is working for our chapter 30 hours a month. She enthusiastically says, "I want to make this a good partnership with myself and the members of MN-NSA. I want to see this chapter have a strong membership that keeps me busy. I love what I do! I enjoy supporting people so they can focus on what brings them the money instead of worrying about the details."



I wanted to hire her on the spot. She really gets speakers, the creative flow and the need to keep moving and not get bogged down on details. Her aim is to make life more productive for speakers and she hopes to continue to do that on a larger scale for our chapter. "My goal is to make people happy so they can spend time doing what they need and want to do." You've got to love that!

When asked what annoys her about speakers, she said it was the very thing she enjoys as well. "They usually hate details, even ...where am I tomorrow? It's exciting for me that they need my talents." When asked what she liked about speakers, it was easy for her to answer. "You never find a speaker that doesn't come up to talk to you; most of them seem so outgoing. They don't know any strangers, it's always, Hi my name is..."

I asked her if there was anything she wished she could change about the job. She quickly responded, "It frustrates me that we don't have more members because I love what I do so much and wish I could stay busy fulltime just supporting our chapter. I look forward to working with the chapter on a different level and serving the speakers on a larger scale. I just love it."

Married to her high school sweetheart, Kevin, they have two daughters and two granddaughters and reside in Edina. In her spare time you'll find Shelly playing with her grandkids.

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

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



Brenda Elsagher

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Off Kilter

By Molly Cox

The question for today is, when did anchor women start shopping at Fredrick's of Hollywood for their business attire? Recently while watching FOX News it struck me that their newscasters dressed like Hooters waitresses.

It's hard not to look at the cleavage. It takes up a lot of the screen.

There is a difference though, Hooters wait staff don't wear 24- karat gold crucifixes around their necks that dangle just so-into their cleavage.

I have nothing against the anchors at Fox, CNN or any other network. I actually like many of them, except for Nancy Grace who reminds me of a very, very angry and aggressive mother velociraptor.

These anchor women must shop for months-on-end to get just the right blouses that dip lower than a Häagen-Dazs scooper. And yes, I believe that I can write about this topic if our past president can slide across the stage at the convention in his white underwear. Fair and balanced.

CNN goes the other way. Their female reporters sport burqas and eat rice out of a wooden bowls emblazoned with a CNN logo.

Maybe it's just sour grapes now that I'm moving into my 50th year and it's okay to wear a bikini to work. This was not okay when I was 30. The look of that day was a navy blue suit with a white blouse and a paisley scarf made into a limp bow tie. My shoes were navy blue pumps; the heel was the size of a cheddar cheese cube.

The only way women could express themselves was with their hairstyle. My expressions must have conveyed confusion because in the '80s I

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

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!

Misti Burmeister Testimonies



"... Misti was able to motivate the audience with a high energy that encouraged everyone to interact. Through her

looked like Alice on "The Brady Bunch" going into a bank meeting. I've gone back and compared my demo video hair styles to TV anchors. The only one who could have topped me is Oprah-who at one point looked like Buckwheat from "Our Gang," after he'd stuck his finger into a light socket.

In high school I sported a Farrah hairstyle. And I had white boots. I went from feminine to masculine in order to fit in and have people take me seriously. It was a weird time for women in corporate America. And probably really bad for the go-go boot industry.

I was watching FOX news with my father the other day. He can't really keep up with what they're talking about anymore, but he seems to enjoy the show. Maybe the rise in the ratings is due to the rise in the anchors' skirts. Between the clothes and the hair, I'm glad NSA speakers haven't followed this route to get bookings: "Let's give a Warm Wells Fargo welcome to (insert name) sponsored by Viagra!"

I've watched hundreds of speakers on the platform and not one of them wears low, low cut shirts while giving a speech. Not even the women. There are those who put on a black spangled shirt and swing from a trapeze-but that's only at the convention.

Let's just hope that the meetings industry pulls through and we can rely on our ideas to secure bookings. And that we can express ourselves with our charisma on the platform. And the only one who shows up in a Speedo is Tony Schiller.



Molly Cox

mcoxziton@comcast.net

Five to-dos: Publicity Tips

Here are five steps to becoming a media darling so you get quoted whenever there's a news article in your field:

1. Determine what kinds of news stories you can comment on. Every speaking topic has a news hook. What yours?
2. Develop sound bites -- short, pithy, witty sayings you can use whenever there's a new topic you can comment on.
3. Create a list of reporters in your field. Use www.BullsEyePublicity.com media lists to find those reporters.
4. Contact reporters in advance so they know you are ready, willing and able to provide comments.
5. Give them your email and cell phone numbers so they can

unique style, she was able to bring some clarity to such a complex topic."

**Jackie Mohr,
Sr Associate, HR
Grant Thornton LLP**

"Whether talking to executives or large audiences, Misti connects in a way few do. She is genuine in her approach which resonates with both Boomers and Millennials. You come away with a real sense of what needs to be done. This is Misti's gift

**Tim Overstreet,
Associate Dean
US Army Logistics
Management College**

contact you immediately.



Dan Janal

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List of Presenters for 2009 - 2010

September 17, 2009 - Chapter Business Forum

Misti Burmeister, M.A.

"One Decision Can Change Everything!" A life-changing Speaker
Development Presentation Inspiring a Multi-Generational Audience

October 23, 2009 - Fireside Forum

Jackie Pflug & TBA

"Masterful Storytelling: Take Your Stories to the Next Level"

November 17, 2009 - Chapter Business Forum

Terry Brock, CSP, CPAE

"What Your Momma' Never Told You About Twitter, FaceBook,
LinkedIn, YouTube and How Speakers Can Thrive in Web 2.0.
Presented via video-conference

December 11, 2009 - Fireside Forum

CISCO & Lindsay Strand, M.A. (fieldtrip)

1st half of meeting: On-site, hands-on experience of
CISCO Tele-presence Technology

2nd half of meeting: Lindsay Strand, M.A. will talk about adapting
compelling in-person presentations and speeches to the online world

January 21, 2010 - Chapter Business Forum

Audrey Thomas, CPO

"Organized Speakers: It is an Oxymoron?"
Tips, Tools and Tactics of An Organized Speaker's Business.

February 12, 2010 - Fireside Forum

Karel Murray, CSP, DREI

"Putting Your Brand into your Marketing"
Speed Consulting Gone Wild: Get Your Brand and Marketing Materials
Critiqued

March 9, 2010 - Chapter Business Forum

Phillip Van Hooser, CSP, CPAE

NSA National President Elect

"An Evening with Phil VanHooser, President of NSA - Where We go
from Here

April 6, 2010 - Fireside Forum

Troy Stende

"Engage and Connect your Audience" Infusing Interaction into your Presentations

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