

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

NSA-MN Chapter
Newsletter
November 2009

Dear Shelly,

Thank you for joining us for another edition of the Minnesota NSA newsletter. I just love this weather change, but I'm not too thrilled about the ducking and flinching I'm doing whenever I hear someone cough or sneeze. As a speaker, I'm constantly concerned about any illness that could jeopardize a speaking engagement. Where is that hand sanitizer when I need it?

Enjoy the weather while it lasts and take great care to stay healthy and avoid those germs!

What would you like to read?

If you have ideas for articles or information that could be shared in the NSA-MN Newsletter, feel free to contact me, the 2009- 2010 editor - karel@karel.com.



Karel Murray, CSP, DREI

Building a Better You One Story at a Time

Karel@Karel.com

2009 - 2010

NSA-MN Meeting Schedule



Institute for Professional Speaker Development: Apprentice Program

Tuesday,
November 3, 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,

www.Karel.com

(866) 817-2986 Toll Free
(319) 239-1464 Cell

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President's Message

How are you setting yourself up for success right now - today? What can you possibly do right now? These things take time. It's not immediate.

I'd like to suggest we **do** have greater impact than we imagine every day. We may not be able to control the budget cuts, the trusted client retiring, or the shift in meeting theme that makes another presenter a "better fit." But we do control our attitude.

How do we react? Is it a setback or a setup? It just may be a setup to test our ability to change, adapt, create a new offering, and make a new inroad. All that may be required is an attitude shift. We do control our thoughts, which control our attitudes, which control our actions. This always seems to help me make that needed shift.

ATTITUDE

By Charles Swindoll

"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than the facts. It is more important than the past, than education, than money, than circumstances, than

December 1, 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: 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

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

Institute for Professional Speaker Development Mentor to Membership

Mid-Process Review

Monday,
February 22, 2010
6:00 - 9:00 PM

failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company, a church, a home.

The remarkable thing is, we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past - we cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you, we are in charge of our attitudes."

So with what you are in charge of today - your attitude and your actions, the choice is yours. Shift the perceived setbacks to be a setup. A setup of your attitude, your positive actions and your success!



Amy S. Tolbert, Ph.D., CSP
ECCO International Principal
www.ECCOInternational.com
(651) 636-0838 Office
(612) 986-8436 Cell

President - NSA-MN Chapter

Author: Reversing the Ostrich Approach to Diversity: Pulling your head out of the sand!

Previous Month Chapter Event Recap

Misti Burmeister shared her thoughts and research on "Speaking Across Generations" at the September 17th Chapter Business Forum in a genuine and enthusiastic manner.



Misti feels that "generational differences become an asset when the vision is clear, people feel valued and differences are understood." In addition, she suggested the following as ways to bridge the gap, creating a common ground between generations: release assumptions, appreciate the humor, and to remember and share our experiences and commonalities. Misti cited research stating that generational conflicts are most often over power and control (right and wrong).

The Center for Creative Leadership discovered that values among the generations are identical. The greatest difference is the way in which we express our values. Misti presented some of the core values and assets and liabilities in each of the following four generations: Matures, Veterans, Greatest Generation- 1922-1943, Baby Boomers-1943-1960, Generation X - 1960-1980 and Generation Y, Millennials, Echo-Boomers - 1980-2000. You can find much of this information in her book entitled: From Boomers to Bloggers: Success Strategies Across Generations.

Institute for Professional Speaker Development: Apprentice 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

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

Institute for Professional Speaker Development:

Mentor to Membership

Celebration/Finale

Tuesday,
May 11, 2010
6:00 - 9:00 PM

May Gala

Thursday,

What all people want, regardless of their generation, is to be valued, appreciated, trusted and respected, and to be understood. In addition, people want opportunities to grow/share and to know that what they think matters.

Some of the benefits of a multi-generational audience are the diversity of thought and broad-based opinions. This keeps us growing and can force us outside of our comfort zone. Our session could be recorded and streamed live without our knowledge. Someone could be twittering or texting about US!

To help ensure all a positive experience, become aware of the differences and commonalities. Show up being who YOU are. Be authentic. Share your stories. Keep them real and relevant.

More information and resources can be found on Misti's web site:
www.InspirionInc.com.



Submitted by Louise Griffith
(952) 484-3100 cell
(952) 435-5656 office

Louise@OneShiningLight.com
www.OneShiningLight.com



Coordinated by Sharol Tyra, PCC, CPCC, RN
Board of Directors - Volunteers and Program Logistics
(763) 477-9186

Bragging Rights

Karel Murray, CSP has a newly published book called *Hitting Our Stride: Women, Work and What Matters*. Over 168 women contributed advice regarding issues relating to life, work, children and marriage. It is engaging, informative, useful and humorous. On sale now at Barnes and Nobel, Amazon.com as well as bookstores near you. A virtual launch of her book will take place on November 1, 2009 and December 1, 2009.

Member Profile

Dave Horsager, CSP

Join Our Mailing List!

By Brenda Elsagher

I met Dave Horsager after a Fireside Forum where he presented. Coming in late I heard where he left his well paid job, his comfortable surroundings, and he and his wife moved to another state to begin working on his speaking career. In a matter of months after purchasing educational materials, promotional resources, and the costs of starting up their own business, they were down to less than \$2 in their accounts. They were also challenged by their living situation, renting a moldy, windowless, basement of a home and sharing a bathroom and kitchen with the owner upstairs.



With perhaps a leap of faith, Dave moved back to Minnesota to start his speaking career with one \$500 presentation booked. That was eleven years ago. Since then Dave has spoken in 7 countries and most of the USA with one group booking him in 25 states. Being creative discussing money, Dave has ended up with stocks and a car instead of speaker fees.

Vibrant in his presentation, Dave shared about doing 20 speeches in 20 days and how he acquired his CSP at a young age. With systems in place, he is highly motivated by his passionate message about the Trust Edge, but also by his growing family. He and his wife, Lisa, a fulltime mom, volunteer and business bookkeeper, have four children under seven years old.

When asked about his success he explained, "*We worked hard from morning until 11 PM on everything from platform skills to marketing materials.*" Dave has come a long way since his first speech for the 4-H club at 7 years old. He won many contests culminating in competition against 2000 students where he won an all expense paid trip to Israel. "*I learned early on it takes work and mentors to be successful. To win that trip I went to 5 speech coaches along the way for guidance.*"

"I am grateful to speak and share this important message. We always hear about how we can impact others with our message, but I have to tell you that I am the one who gets impacted by them and that's the privilege of this business."

In his spare time you'll find Dave fly fishing, riding horses or Harley's, reading or playing with his kids. Check out Dave's new book: *The Trust Edge, What Top Leaders Have and 8 Pillars to Build It.*

www.davehorsager.com

www.thetrustedge.com

(651) 340-6555



Brenda Elsagher

Bringing Laughter With a Message
National Keynote Speaker, Author & Comic
(952) 882-9882 Office
(952) 882-0154 Home
brenda@livingandlaughing.com
www.livingandlaughing.com

CSP/CPAE - Request for Article

Got a useful tip or two for Minnesota meeting planners? Want to help them plan meetings that get attendees excited and clamoring for more? Looking for a way to gain valuable exposure for yourself and your presentations?

If you would like to submit articles with a meeting planning focus for inclusion on the NSA-MN website, which is being poised to become a premiere, go-to resource for Minnesota meeting planners, please send them to Danita@SalesGS.com after reviewing these guidelines:

- By submitting your work to us, you grant NSA-MN the non-exclusive right to display your articles on our website for as long as we deem appropriate, unless you notify us in writing.
- When submitting articles that have appeared elsewhere, you warrant that you have the right to reprint them.
- Your submissions may be edited to ensure a consistent format.
- All submissions should be no longer than 750 words and provided in Microsoft Word .doc, rich text (.rtf), or text (.txt) format.

Here's a short list of topics that might work. However, use your own creativity. Use existing articles or generate new content.

- How to ensure you get full value from your event speaker.
- Just how much can a speaker do?
- Are you getting your full dollars worth from your speaker?
- Considerations for meeting planners to ensure diversity & inclusion at the next conference.
- Top 10 Tips for finding the right speaker.
- How do we identify the right speaker that will best match the need of our audience?
- How to work out the right budget for your speaker.
- Can't make up your mind about which event speaker to choose? Review and interview your speakers (if you have to choose.)

Thanks for your interest. We look forward to seeing your submissions. Questions or comments? Please contact us at Danita@SalesGS.com.



Danita E. Bye
CEO/Founder of Sales Growth Specialists
(612) 246-4806 Office
(612) 267-3320 Cell

Off Kilter

By Molly Cox

I started a new job last month. Yes, where I get a regular paycheck. This created more shock and awe around my house than the Iraq war.

It's not that anyone thinks I'm incapable of being employed or working hard-I think I've proved I can do that. But as you all know, speakers are used to doing things their way, on their terms and to enjoy an explosive standing ovation when a day's work is over.

As a speaker, you are the boss. Of everything.

To date, I have not convinced my new co-worker team to clap every time I say something funny. It's unnerving.

It's also curious to me that my "boss," we'll call him Jim (because that's his name) expects results in terms of money, and doesn't consider endorphins flying around the office like pixie dust "measureable." This is such a strange environment. I'm fearful there will be Kool- Aid in the break room.

When I suggested we take the "team" to a sweat lodge for a self-awareness retreat and offered a deal: \$10,000 per co-worker- plus my regular paycheck, no one wanted to go. I just don't get it.

Nor did they want to do a hot coal walk, aerial activity or break into small groups and rub each other's shoulders.

Office Olympics is not out of the question. I'm building a course in the lobby.

The company I work for part time, is Synergy HomeCare. This type of business is close to my heart. Because care giving is part of my life, it's easy for me to write the marketing materials. For instance, on a tent card for a speech they're sponsoring me for I wrote what I thought was a very clever "tag line." *Synergy HomeCare: We care for your loved ones-because you're too selfish to do it yourself.*

They didn't feel it fit in their corporate identity. We have some things to work out.

My head spins with ideas I've learned from the 1.8 million meetings I've been to for NSA. And that one freaky break-out. I want to pull the trigger on all of them. I wonder how long it would take someone like Randy Gage to become hospitalized working at a corporate job. Six minutes-plus medication? Just a guess.

It's comforting to be part of team. Yesterday, at our staff meeting we celebrated my birthday with a chocolate cake and a card signed by everyone. It's nice. Although in the past I would have just taken the week off, and that would have been nice too. And one speech could have

financed a partnership with a bakery. That's not the point. I'm now part of a team. And I don't have to worry if that "one speech" is on the calendar.

There are other things that will take some adjustment. I learned that I couldn't come to work "intoxicated," and that taking a friend to lunch was not a business expense. Seriously?

It remains to be seen if I'm a good fit yet. At least if I have a complete melt-down there will be qualified and compassionate caregivers to help me.



Molly Cox
mcoxziton@comcast.net

Top Five Marketing Tips

Review your web site:

1. Do you have a clear message?
2. Do you have a way to capture names and emails of visitors?
3. Do you have a call to action to get people to do something?
4. How does your site rank on Google for your top keyword?
5. Is it easy for people to contact you for more information?



Dan Janal

Your Fearless PR Leader
PR LEADS Expert Resource Network
(952) 380-1554
dan@prleads.com
www.prleads.com

IPSD (Apprentice Program) Announcements

With a full month already behind us ... the NSA-Minnesota IPSD (Institute for Professional Speaker Development) is boasting 18 participants between our Apprentice, Graduate and Mentorship programs. While any visit to our website will outline the "deliverables"

of each program, IPSD goes beyond merely professional development. It really goes further than preparing participants to launch or expand their speaking business.

IPSD provides our current members with a way to give back to our profession. Since our entire Chapter virtually runs on volunteers, NSA-Minnesota is able to provide a world class series of programs at a very reasonable cost. The instructors for the Apprentice and Graduate program provide fresh and impactful sessions that educate, enlighten, inspire and move out students toward their individual speaking goals. And this type of volunteering provides a great way for our members to network with each other and meet our participants as well as "keeping sharp" in their respective fields.

I encourage current NSA-Minnesota members to contact me at Joe@MayneSpeaker.com to find out what opportunities are available yet this year or if you'd like to be part of the IPSD Faculty next year. Consider an evening of one presentation for the Apprentice or Graduate or offer to be a Mentor. Both Mentor to Membership and Mentor to Mastery need members willing to give of themselves.

IPSD shows the best of what NSA-Minnesota has to offer. The professionalism and enthusiasm our Coordinators and Instructors show is truly addicting. Remember that the getting is in the giving.



Joe Mayne, Director of IPSD
The MAYNE Speaker
(800) 490-9781
Joe@MayneSpeaker.com
www.MayneSpeaker.com

List of Presenters for 2009 - 2010

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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