

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

NSA-MN Chapter
Newsletter
December 2009

Dear Shelly,

Buckle up for the holiday season! It appears that things are starting off in high gear and I hope everyone is prepared to enjoy their families as well as reflect upon what changes you might want to make for 2010.

If you are still looking for that perfect gift, consider checking out what other Minnesota NSA members have to offer in terms of books and other products. A community that shops locally helps the economy all around! Just click on www.NSA-MN.com to browse all our speaker members and check out their websites. You never know what you might find!

As always, if you have ideas for articles or information that could be shared in the NSA-MN Newsletter, feel free to contact me, your 2009-2010 editor, Karel Murray - Karel@Karel.com and I'll see what we can do to meet your needs!

Have a joyous time this month!



Karel Murray, CSP, DREI

2009 - 2010

NSA-MN Meeting Schedule



Institute for Professional Speaker Development:

Apprentice Program
Tuesday,
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

**Members Only
Survive & Thrive Evening**
Wednesday,
January 6, 2010
6:30 - 8:30 PM
Hilton MSP Airport

**Institute for Professional
Speaker Development:
Apprentice Program**
Tuesday,
January 12, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Institute for Professional

Building a Better You One Story at a Time
Karel@Karel.com

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President's Message: In Pursuit of a Global Mindset

Submitted by Amy Tolbert, Ph.D., CSP

In April 2009, President and Mrs. Obama had the opportunity to meet Queen Elizabeth. Upon meeting her, Michelle, in a gesture considered by Americans to be affectionate, placed her arm on the Queen's shoulder. However, in Britain this is a serious breach of conduct. Michelle was of course forgiven due to the circumstances but in many instances of cultural ignorance, faux pas such as this can easily be problematic.

Communication with those of other cultures can often be complicated due to diversity misunderstandings. Especially as speakers, we must be aware of these differences and be careful not to offend those we are coming into contact with.

Diversity, as most people think about it, includes ethnicity, gender - more visible differences. But it also includes other differentiating factors like education, lifestyle choices, sexual orientation, age/generation, employment status, religious beliefs, work/communication style, values and more. These other factors often

**Speaker Development:
Evening with
Mark LeBlanc**
Wednesday,
January 13, 2010

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
1:00 - 3:30 PM
Hilton MSP Airport

**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

get overlooked but largely affect who people are and if misunderstood can be an easy way to insult or alienate others.

Before your next speaking engagement, ask yourself four questions to help uncover some diversity issues where you otherwise could get "caught":

1. What motivates them to attend my presentation (what is your audience's objective, not the meeting planner's, etc.)?
2. What do I know about these individuals, i.e., personal style, background, interests and biases, attitude? What do you need yet to learn about them?
3. How do they perceive me? What might I have to overcome? What can I capitalize on?
4. What is most likely to persuade this audience (What do I need to avoid? Do my examples relate to them? What information or delivery style would impress them to action)?



Amy S. Tolbert, Ph.D., CSP

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President - NSA-MN Chapter

Author: Reversing the Ostrich Approach to Diversity: Pulling your head out of the sand!
Co-Author: The Princess Principle: Women Helping Women Discover Their Royal Spirit
Co-Author: The Discovering Diversity Profile

LinkedIn Networking

Have you checked out the NSA-Minnesota Group on LinkedIn? LinkedIn is the premier B2B web-based social media network. It works, and it is FREE! Some of the recent discussion topics on the NSA-MN Group include:

- Webinars
- Speaker Showcases
- Demo Video Tips
- What Bureaus Want

Do you have a question for which you need an answer? POST IT!
See a question listed for which you have an answer? POST IT!
Need a bulletin board for speaker topics? YOU GOT IT!

Two questions FOR YOU:

1. Should non-NSA-MN Members be allowed to join? (Bureaus, vendors, other NSA members)

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

May Gala

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

Join Our Mailing List!

2. Would you like to be the Group Manager?

LinkedIn leads me to business! If you have not signed up, go to www.linkedin.com.

Good selling!



Michael Roby

Mike@MichaelRoby.com

Website: www.MichaelRoby.com

LinkedIn Profile: <http://www.linkedin.com/in/michaelrobby>

Twitter: @michaelrobby

NSA-MN Fireside - October

Guest speaker: Jackie Pflug

www.JackiePflug.com



Master of Ceremonies: Brenda Elsinger

Workshop leader: Nancy Donoval

Sharon Stockhausen lead off the day with the comment, "You are telling the reader how to feel. You need to SHOW ... don't tell!" For example, an author could write, "I was scared ..." vs. "My bed became my foxhole ... and underneath the sheets my eyes ..."

Other elements:

Think about your audiences. If you are only selling to Christians, then multiple references to God work. If your audience is broader, you've just lost them.

When we come across as real, people believe us. If we are too perfect, they won't believe our ideas. We lose the connection.

We are there to serve the story -- it's not about me, it's about the audience and their experience.

Using dialog in a story makes the story alive vs. "telling" (which is now the bogeyman!)

- Hot Tip#1: People listen better when they've had a chance to be heard.
- Hot Tip#2: Be a good listener

Then Jackie told her story. We, as an audience, were enthralled. It didn't sound like she'd told it hundreds, even thousands of times over the years. It sounded fresh, compelling, and we were right there with her ... storytelling at its best.

Favorite quote: Tell me what a typical good day was then; tell me what

a good day is now.

Did I live with integrity?

Did I laugh, smile, and talk to someone I didn't know?

Before, she had a list of everything she had to get done ... and gave power to that list. She was disgruntled if it didn't get done, but if everything was marked off, it was a good day.

Nancy Donoval, our guest speaker, walked us through some storytelling components. Sharon led us through a wonderful exercise about editing to the final point of the paragraph.



Kathy Gillen

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www.GillenGroup.com

Bragging Rights

Christine Clifford, CSP appeared on KARE 11's Showcase Minnesota on October 27th. [Click this link below to view.](#)

In addition, she was featured on October 23 in the Huffington Report in an article entitled, "Battling Breast Cancer: Turning Lemons Into Lemonade". [You can see the article here.](#)

Lastly, Christine was featured in CHICKS, October 21st eNewsletter.

Member Profile

Susan Zimmerman, LMFT, ChFC

Submitted by Brenda Elsagher

I was impressed to hear about the interesting career of Susan Zimmerman, LMFT and ChFC (Licensed Marriage & Family Therapist and Chartered Financial Consultant), as we lunched at the Hilton after one of our meetings. I had never heard of anyone with a combination of both credentials. Couples seeking harmony and order about money-you mean my husband and I aren't the only ones who see money differently? My motivations may not be pure here; maybe I can do this interview and get some free therapy along the way!



As I asked Susan about this, she explained that in her financial planning business with her husband, psychologists were often referring their clients to her to resolve their financial issues. Susan went to

school to get the necessary degrees to credential herself as a family therapist; she saw the need in the market and went after it.

Susan does seminars for consumers and other advisors to help them with the mindful part of financial planning. "Mindfulness is a big part of my business. It's about being aware and attentive in the now, so you can take the management issues around money to a deeper level, while aligning those choices with values. I call it matching financial assets with human assets-your talents, health, relationships, goals-all those fabulous things that really matter.

"We guide people in defining their own clarity about prosperity, instead of getting caught up in cultural messages of what to do with money. I help couples communicate about money without getting defensive. Humor helps!" This interviewer thinks that would be worth every penny. "I was doing financial planning for seven years before I went to graduate school for counseling and conflict resolution. Now I do keynotes, workshops and breakouts about money personalities - how to claim and tame your style so it works to your benefit."

"We help people organize their finances, calculate what it takes to fund their goals, and get the money in place so the goals are reached and enjoyed. It's that simple. Personally, my greatest challenge is getting overextended at times - big surprise!" As an author, photographer, consultant, and speaker plus being a mother to four adult children, while hanging out with her husband, Steven and dog, Bailey, Susan leads a very full life. Check out her website at: www.MindfulSpeaking.com.



Brenda Elsagher

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Top Five Marketing Tips

Articles can be great ways to position you as an expert and to draw prospects to your website. Unfortunately, many people have writer's block and don't know what to write about. Here are five easy ways to get ideas for articles:

1. Read the newspaper or trade journals and comment on interesting articles or ideas. Use those articles as jumping

- points for your articles.
2. Search Google for latest trends in your industry.
 3. Set up an automated search on Google via the Google Alerts feature. Go to www.Google.com/alerts. It's free.
 4. Ezine articles.com is a large repository of articles on many topics. Go there and search your topic to see what other people have written about.
 5. Find out what people are searching for. Go to www.Keywordtracker.com or Google's AdWords program to find free tools that will show you what people are searching for. It's hot.



Dan Janal

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**IPSD (Apprentice Program)
Announcements**

If you've been asking yourself ... "I wonder how Minnesota's IPSD Apprentice Program is going?" Comments from a few of the attendees may bring you up to date. A "tip of the hat" to Gaye and Chere for their energy, championship and personification of professionalism in making this program a success.

"The Apprentice Program has been very valuable, and we only finished two sessions! It's great to have a place to go and be inspired to be the speaker I was meant to be. I gain more self-confidence and valuable ideas each session. We have been given a gift in listening to these wonderful professional speakers. I'm glad they are willing to share their time, their talent and their expertise."

Maureen Edstrom

"With only two sessions under my belt, I already feel like I've gotten my money's worth on the "journey to be me." Delving into the homework has caused me to focus my thoughts. Seeing the variety in the styles and topics of the guest speakers has been refreshing. I've even picked up a few speaking tips! The facilitators, Chere and Gaye, are up-beat and encouraging. It's been fun to get to know my fellow apprentices, too!"

Diane Windingland

"The Apprentice program is helping me learn just "how me I can be" when speaking. My company is focused on brands, yet I'm not sure I fully realized that my brand is what brings success on stage or in a video. I'm working to blend more personal style and stories into my repertoire-to be authentic-as that's as important as the business message I bring to clients."

Dan Day

"The Apprentice Program is an outstanding way to jump start my speaking. It combines the knowledge of how to build a speaking business with access to some fantastic speakers who can help us navigate the school of hard knocks based on their experience. This program will shorten my development by a minimum of six months, and result in a more successful outcome."

Jim Tincher

Stay tuned.



Joe Mayne

Director of IPSD
The MAYNE Speaker
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www.MayneSpeaker.com

List of Presenters for 2009 - 2010

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: Is it 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

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

April 16, 2010 - Fireside Forum

Troy Stende

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

Save the Date



SOCIALIZE & CELEBRATE at our **NSA-MN Winter Social on Jan 16, 2010 6:30 - 10:00 pm.**

Bring your festive holiday spirit, a guest, and your appetite. Have fun ringing in the NEW YEAR with your fellow NSA-MN members.

Details to follow on the invitation.

Warmly,
Sharol



Sharol Tyra

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Survive & Thrive Evening

Professional Members Only

We need speakers on Wednesday, January 6, 2010

Times are tough. Many NSA-MN members are hurting. Their business is suffering. The board is responding by holding a bonus, survive and thrive evening where our members will benefit from learning what's working in this troubled economy.

On Wednesday, January 6, 6:30-8:30pm at the Hilton MSP, PROFESSIONAL MEMBERS ONLY will be invited to learn and share. In the spirit of Cavett, every member is invited to come prepared to learn, exchange strategies and benefit from the collective wisdom of our great chapter.

Additionally, NSA-MN is seeking four speakers to present 2-3 concrete strategies (that are working today) to be part of the opening panel. If this sounds like you, please contact Robin Getman on or before Friday, Dec. 4 at (612) 789-7115 or RGetman220@aol.com.

Signed,
NSA-MN 2009 Board of Directors

P.S. Whatever your involvement, be sure to save the date!

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