

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

Taking advantage of opportunity is the single best way to move your business forward. Thank you for joining us once again as the Minnesota NSA Chapter offers you programming you won't want to miss. Check out the schedule below and register. You won't regret it!

Also, remember the bragging rights section ... we would love to hear about the things happening in your business! Or if you have ideas for articles or information that could be shared in the NSA-MN Newsletter, feel free to contact the 2010 editor, Karel@Karel.com.

Karel Murray



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NSA-MN Chapter
Newsletter
February 2010

2010 NSA-MN Meeting Schedule



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
Hilton MSP Airport

Fireside Forum

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

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President's Message

Submitted by Amy Tolbert, Ph.D., CSP

As a speaker, your job is to educate, motivate, and communicate. How many languages do you speak? Most Europeans speak three or four languages at business fluency. The school district where my kids are enrolled, made language required throughout the school district this year and many were upset about that, asking, "What will this do to their education?"

Hhmmm - improve it?

While our world gets smaller and business is truly global, learning to communicate in different languages is more important than ever. If you only speak one language, you can speak with those that only have fluency in that language. If you speak multiple languages, your reach increases exponentially.

Consider some of the more popular world languages:

- Mandarin spoken by more than 864 million people
- English spoken by more than 443 million people
- Hindi spoken by more than 442 million people
- Spanish spoken by more than 341 million people
- Japanese spoken by more than 125 million people
- French spoken by more than 121 million people
- German spoken by more than 118 million people

If you do not have another language, you can be guaranteed there are participants in your audiences with English as their second language (ESL). Consider tailoring your content and adhere to these guidelines when speaking to an ESL audience:

- Adjust your rate of speech. Speed does not convey energy. Speak slowly and clearly.
- ESL participants need to adjust their ear to your speech patterns.
- Design your examples to be valid across the world.
- Be aware of abbreviations, colloquialisms and slang.
- They may seem to "spice up" a presentation or offer a short hand way of speaking, however the meaning may be lost.
- Be aware of the translation factor.
- Loosen up your timetable.
- Plan for 50% more time when explaining a new concept due to the culture/language gap.
- Do not assume!
- Find out before, during and after what your audience knows and understands.

Ensure your success be demonstrating awareness of the diversity of your audiences. It can only help get your message across which, after

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!](#)

all, is your goal!

Thanks! Gracias! Xie xie! Merci beaucoup! Shukriya!
Oh and Danyavad



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!

Previous Month Chapter Event Recap

Fab 5 Panel Inspired Us to Survive and Thrive!

Submitted by Marlene Schoenberg

- Despite recession woes, spirits soared on January 6th at "Survive and Thrive!", a program created by Robin Getman and hosted by Joe Mayne.
- With gusto and pulsating energy, outstanding panelists created a warm, engaging, and hopeful evening of practical business advice on a cold winter night.
- Five speaking stars shared their survival techniques for business growth in difficult times. How have things changed? What is working for you? What are you doing differently?
- Christine Clifford kicked off the program with "finding and exploring your niche". She encouraged speakers to hire a well connected sales director. One stream of revenue may dry up, but watch for another. Add sparks to old leads by re-contacting sponsors who almost hired us.
- Anne Warfield skillfully shared how she modified her business to reduce travel. She said: "My thinking had to change". Ann added, "You get what you send out into the universe." Quoting from *The Science of Getting Rich*, she encouraged us to think, "We're about creation, not competition. Think big, keep long and short term goals visible and focus on results", she added. "Develop accountability. Make sure you understand how to get client buy in and build repeatable systems." Contact Ann for her excellent book list.
- Mark LeBlanc shared that we should offer a range of prices and explain what clients will get at several price points. Contact former sponsors, updating them with your new ideas, products, and services in a "You need to know...." format. Connect with, reach out to and hyper-segment your market. Study Obama's election campaign and social media website.

- Janie Jason, with her unique style and grace, taught us the art of making "stuff" enticing to your audience with charming stories. As Janie said, "Have a lovely, fresh and pretty set up of just the right products and remember to welcome your audience individually." Ooooh! They are just going to want to take a piece of that wonderful speaker home...cash flow be blessed.
- Stevie Ray encouraged us to listen carefully to our sponsors' needs and work to solve their problems. Be memorable! Be humorous... even in your voice mail messages! Persistence pays off!
- As I left the hotel, two 15 year old girls in very high heels were leaving a wedding, cautiously navigating the grand staircase. I said, "It's important that you hang on." One girl replied, "That's the key to success! ".What a perfect conclusion to the business advice from this inspiring program!

Top of the Mind Summary:

1. Create enticing "Stuff".
2. Read key books.
3. Hire an experienced sales and marketing person.
4. Make the call.
5. Listen for the sponsor's real needs.
6. Go back to your old database.
7. Hyper-segment your market.



Marlene Schoenberg

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Marlene Schoenberg is an accent expert who is president of Ethnic Communication Arts in the Twin Cities. She specializes in coaching scientists, engineers and IT staff in advanced pronunciation skills.

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New Member Profile

Paul Batz

Submitted by Brenda Elsagher

New member Paul Batz returns to MN-NSA after a ten year absence. He learned to do platform speaking while building a career in public relations and strategy work. While writing his first book *Inspire, Persuade, Lead*, he transitioned into Executing Coaching with MDA Leadership Consulting. Paul continued to improve his speaking and facilitating through leadership development events and executive retreats. As President of MDA, he became the spokesperson for the firm with employees and customers.



This month marks the beginning of his newest business venture: *What Really Works*, a one-of-a-kind virtual business consultancy focused on celebrating, developing, and inspiring everyday leaders to improve the Common Good. Paul is currently working on the signature book called, *What Really Works* which compliments his program about leadership success habits.

"I have always enjoyed hanging out with people who are excellent at their craft," Batz explained. "I have met some talented people and am fortunate to have Dave Horsager as a mentor which is terrific. Publishing and branding is where I started my career - my focus now combines that experience, and weaves in my passion for leadership development and coaching."

"On a personal note, I come from a long line of Gustavus Geeks including sisters, cousins and grandparents who are Gusties. I met my wife there and we have two kids attending Gustavus. It's fun to volunteer as a speaker - and currently I am in charge of my 25th capital giving campaign," he laughed.

"For fun? I'm a hopelessly addicted golfer; I play the piano (Elton John aficionado) and love to build things in my wood working shop. In college I trained as an operatic tenor; the stage has never been anything other than fun for me. It's great to be speaking today with 25 years of experience under my skin. I have much more perspective to bring. I worry less about content so I can focus more on making the connections that energize leaders. After all, that's why they come to hear us!"

Paul is very involved in his community as an 18-year Rotarian, and this past weekend he jumped into an icy Minnesota Lake with 80 other people to raise money for children in Haiti. That explains this crazy picture.



You can follow Paul along on:
Facebook: [What Really Works](#)

LinkedIn and Twitter

[Click this link for access to the Social Media Release on PitchEngine](#)

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Top Six Marketing Tips

Do a competitive marketing audit:

1. Go to www.compete.com to find out how many people are visiting your site, month by month.
2. Type in the URLs of your competitors and see how you stack up against them.
3. Look at the keywords used to reach your site and their sites. See what works and copy it.
4. Use a keyword tracking tool to find out what keywords people search for when they look to find someone like you.
5. See what the top sites are doing -- and what you aren't doing -- to rank high. Then edit your site to match what works.
6. Work with a marketing coach to help you get more visibility.



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IPSD (Apprentice Program) Announcements

The New Year gets many of us in "Planning" mode. If this applies to you....why not make IPSD part of your plan? The Institute for Professional Speaker Development offers a great way for established Speakers to give back. Why not plan on being a guest presenter for the Apprentice or Graduate Program? Or a mentor for the Mentor to Membership program? Do you have a particular strength in one of our FOUR E's?

The NSA-Minnesota Chapter's IPSD program is known for its thorough and often personalized programs to help aspiring Speakers join and thrive in NSA but it also helps current members with the Mentor to Mastery program. I've told many of you how this has allowed me to reinvent my business and has certainly helped me during these tougher economic times. A great investment for sure.

I love the phrase "the getting is in the giving". And I try to live by those words. Plan on making 2010 and even into 2011 a time of giving to NSA-MN. Your talents and experiences can benefit many. And this gives me a great opportunity to thank Robin Getman for her coordination of the Survive and Thrive event earlier this month. Also Mark LeBlanc for his time with all of our IPSD Participants at North Oaks. And a special Thank You to Dr. Manny Steil for the use of his North Oaks Membership for the dinner.



Joe Mayne

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Upcoming Month Chapter Events

February 12, 2010

Fireside Forum with Karel Murray

Location: Airport Hilton, Bloomington

1:00 - 3:00 PM



Does Your Business Have Bounce: Connecting and Closing in a Changing Market

A business with "bounce" is planned, branded, and marketed with your core values and profitability in mind. Join Karel Murray, CSP on February 12, 2010 at 1:00 PM as she presents an information-packed session where you will:

- Find out what future trends are going to impact how you market and how you grow.
- Get a step-by-step roadmap to creating a solid marketing identity and strategic action plan.
- Take away top tips for maximizing your marketing design and approach in each media
- Discover what works and what doesn't (plus a few new tricks) in branding a market identity

List of Presenters for 2010

February 12, 2010 - Fireside Forum

Karel Murray, CSP, DREI

"Does Your Business Have Bounce:
Connecting and Closing in a Changing Market"

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

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