

# Your Bridge to Purpose, Passion, and Platform



## MINNESOTA SPEAKS

As our 2009-2010 season comes to an end, it's time to reflect on what we have accomplished as a chapter as well as individually. I encourage you to take a moment to acknowledge the individuals who have been recognized at the May Gala for their exceptional service. In addition, those of you who have served in the background, contributing to this newsletter or hosting attendees at a meeting ... I personally want to thank you for your contributions. Our chapter wouldn't be as energized and creative if it wasn't for your participation.

Speaking of the Gala, I've had several requests as to how my avatar Bear was created. It is really simple ... purchase the Logitech Quick Cam Pro for Notebooks (under \$99.) The avatar software comes with the camera. I never had to read any instructions because the menu options are so intuitive. Have fun! In case you missed it or just want another look, here's a [link to the video](#).

We hope you all enjoy an exceptionally productive and fun summer!

*Karel Murray*



Karel Murray, CSP, DREI

*Building a Better You One Story at a Time*

[Karel@Karel.com](mailto:Karel@Karel.com)

[www.Karel.com](http://www.Karel.com)

(866) 817-2986 Toll Free

(319) 239-1464 Cell

If you have ideas for articles or information that could be shared in the NSA-MN Newsletter, feel free to contact the 2010-11 editor, [Karel@Karel.com](mailto:Karel@Karel.com).

NSA-MN Chapter  
Newsletter  
June 2010

### 2010-11 NSA-MN Meeting Schedule



#### Ice Cream Social & Information Nights for Institute for Professional Speaker Development

6:00 - 7:30 PM

Monday,  
July 12, 2010

Hilton MSP Airport

6:00 - 7:30 PM

Tuesday,  
August 10, 2010

Hilton MSP Airport

6:00 - 7:30 PM

Thursday,  
September 9, 2010

Hilton MSP Airport

#### NSA-MN Gives Back Miracle Kids Triathlon

7:00 - 11:00 AM

Saturday,  
August 21, 2010

[To Register](#)

#### Chapter Meeting with Dinner (Professional Members)

5:30 - 7:00 PM

Tuesday,  
September 14, 2010

Hilton MSP Airport

#### Chapter Business Forum

7:00 - 9:00 PM

Tuesday,  
September 14, 2010

Hilton MSP Airport

[Join Our Mailing List!](#)

[Send to a Colleague](#)

## In This Issue

### [President's Message](#)

### [Gala Update and Award Recipients](#)

### [Member Announcements](#)

### [Member Profile](#)

### [Five Reasons to Include Old Media in Your Marketing Campaign](#)

### [IPSD AnnouncementsEvents](#)

### [Upcoming Month Chapter Events](#)

### [2010-11 NSA-MN Meeting Schedule](#)

## President's Message

*Submitted by Amy Tolbert, Ph.D., CSP*

For all of you ... who rose to the ***Dare to be Real!*** Challenge!

What a year with NSA-MN ... I look on this past year with joy in our successes, honor in being able to serve, and yes, a tinge of sadness as I take on the role of Past President.

First let me address the board and its leadership. We instituted a Shared Leadership Model this year where each board member took an active role in leading meetings, driving their initiatives, and engaging volunteers to ensure leadership sustainability.

Each board member has such unique contributions that we all, as members reaped the benefit of:

- Mike Roby for his business sense
- Dennis Stauffer for connections with National in the Chapter of the Future discussions
- Karel Murray, CSP for great creativity added to the newsletter
- Danita Bye for her ability to connect with the larger Twin Cities community and keep our presence strong
- Troy Stende for coordinating our great programs of development
- Joe Mayne bringing yet another strong year of leadership, participants and incentives to the IPSD offerings
- Sharol Tyra for creating a volunteer tracking system which serves as a historical account and record of our giving membership
- Robin Getman, CSP for her ability to see the big picture and ask the tough questions that others are not brave enough to pose
- Lori La Bey for endless hours of phone calls to members, assisting at every meeting and for years of going above and beyond
- Dan Janal for being willing to grace us one more year with his forward thinking approach and keen eye on the numbers.

Speaking of numbers ... we had a fine year financially as well. We analyzed the finances for a 10 month period aligned with our fiscal year of July 1 through June 30.

Gross revenue is down 9.6% yet net revenue is up 9.72%. Why? Program expenses were cut; and administrative expenses were cut by about 25% with the changes made in administrative services and accounting services. However, membership and business relations expenses increased which is aligned with our efforts to keep the association strong and focused on a growth track.

Your board was proactive through the year realizing the tough economic climate may force a few members not to renew and yet acquired new members for the same reason. NSA-MN has cash reserves set aside in the event of a downtime; we did not have to tap any reserve money to subsidize the year's activities. Therefore, NSA-MN will have the resources available to begin a push for growth as the economy turns for the better.

We also conducted a volunteer survey in April to assess member needs, get suggestions and help us set new directions for the incoming board. All of this data will be used by the incoming board to plan programming, special events, additional services, etc.

NSA-MN is as strong as its volunteers. A National Survey of Giving, Volunteering and Participating shows that more than three quarters (79%) of volunteers said that their volunteer activities helped them with their interpersonal skills and over two thirds (68%) of volunteers said that volunteering helped them to develop better communication skills. Over 25% of volunteers report that the further develop job-related skills. For NSA-MN, this means we, as volunteers, also gain specific skills in our target speaking areas. In a time of constant change and marketplace surprises, volunteering for NSA-MN not only helps us develop critical relationships with peers, but also helps us develop adaptability and agility in our topics, focus and keynotes. I personally have experienced great satisfaction by incorporating service for others in my life.

Thanks to all of you who chose to serve ... and now, onward ... to further NSA-MN service value to you, our members!

*There are many wonderful things that will never  
be done if you don't do them. - Charles D. Gill*



Amy S. Tolbert, Ph.D., CSP

ECCO International Principal  
[www.ECCOInternational.com](http://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!*

## Gala Update and Award Recipients



### **Volunteer of the Year:**

Lori La Bey

This is an award given to a member who volunteers above and beyond the level expected of a member, and setting a new benchmark.

### **Member of the Year:**

Robin Getman, CSP

This is in recognition of an individual who has contributed significantly to our chapter in the current year.



### **Next Level Award:**

Dave Horsager, CSP

This is a merit-based award that is for the person in our chapter that has moved their business significantly forward over the past year.

### **Mark Le Blanc Award:**

Sue Rusch, CSP

This award is given to recognize those members who have made a long-term and highly significant contribution to the growth and vitality of the chapter



### **Minnesota Speakers Hall**



**of Fame Inductees:**

Kathy Brown, CSP

Joan Kennedy



**Returning Board Members:**

Dennis Stauffer, President

Amy Tolbert, CSP, Past President

Karel Murray, CSP, Internal Communications Director

Danita Bye, External Communications Director

Joe Mayne, IPSD Director

Robin Getman, CSP, Platinum Representative

**New Board Members:**

Gaye Lindfors, President-Elect

Judy Kay Mausoff, Membership Director

Kit Welchlin, Finance Director

Tony Schiller, Programs Director

Susan Zimmerman, Program Co-Director and Volunteer Coordinator

*Gala photos were provided by: [InBeaute Photography](#)*

*(Check out the rest of the Gala photos  
under the Events tab at [www.InBeaute.com](http://www.InBeaute.com).)*

## Save the Date - Member Announcements

**June 18-19, 2010**

**GROW YOUR BUSINESS, GROW YOUR LIFE LIVE!**

Mark Le Blanc and Michael Charest - step-by-step business, sales and marketing training for small business owners in Minneapolis - Holiday Inn Bloomington I-35 \$179

[www.GrowYourBusinessGrowYourLife.com](http://www.GrowYourBusinessGrowYourLife.com)

**June 29, 2010 at 8:00 AM CT**

Life Illumination presents teleseminar - **Awaken to What's Possible, A Presentation for Being in the Moment and Making Better Choices with Work-Life Integration.** FREE teleclass

contact Sharol Tyra, PCC, RN at (763) 477-9186.

**August 30, 2010 at 4:00 PM CT**

Life Illumination presents **Secrets of Coaching Yourself and Other People**. FREE teleclass contact Sharol Tyra, PCC, RN at (763) 477-9186.

## Member Profile

Janie Jasin, CSP

*Submitted by Brenda Elsagher*

Janie Jasin blows in like a gale of fresh air when she walks into a room. A party seems to start instantly and the energy she emits pulls you in like a magnet. When she speaks, her words leap like sparks and you are captivated and if it's true that people have auras, I would say that Janie's is hot pink.



Thanks to an invitation from Sharol Tyra, I had the privilege of getting to know Janie in her own surroundings at her beautiful lake home, Pearl's Harbor, appropriately named after her mother. One quick glance around the kitchen and living room and you can see the importance of loved ones to her. Knick knacks, photos and odd pieces of memorabilia that tell a story hang on her walls. It is a light, open place - a reflection of Janie. With the Silvery Lake before me, I knew I was in for a great weekend which has turned into countless conversations since that first time together. I have been truly blessed.

Janie Jasin is a legacy to the NSA-MN chapter. A speaker for 38 years, she is friends with all the great speakers. Janie has been involved in every level of the chapter, and continues to give tirelessly. A CSP since 1988, she has spoken to thousands of groups and had remarkable experiences. Even in her "golden years" she is constantly trying new things. Most recently she has expanded her business to include coaching for new speakers as well as seasoned professionals who wish to punch up their material. Check out the state-of-the-art studio in her home in Victoria where she coaches speakers.

I have witnessed her talents as she picks up innuendos of a story and shows the teller a hidden message they might not have realized. Her enthusiasm when the new speakers succeed is pure joy as if it was happening to her. Janie is the author of several books, including "The Littlest Christmas Tree" which has sold over a million copies. She can whip up a poem or parody a song in no time flat and has a story for everything. No kidding, I tested her! Plus the story will have meaning or humor.

Janie is a beauty inside and out ... try to get to know her if you have a chance. Your life will be better because of it. Many thanks Janie for all you've done for our chapter and NSA over the years; you are a true inspiration and great role model!

[www.janiespeaks.com](http://www.janiespeaks.com)



### **Brenda Elsagher**

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

## **Five Reasons to Include Old Media in Your Marketing Campaign**

With the rush to use social media, people might be wondering if Old Media still matters.

Yes.

Here are five reasons:

1. Visibility
2. Credibility
3. Reach
4. Search Engine Optimization
5. Ego

Don't shun Old Media. It still works.



### **Dan Janal**

Your Fearless PR Leader  
PR LEADS Expert Resource Network  
(952) 380-1554  
[dan@prleads.com](mailto:dan@prleads.com)  
[www.prleads.com](http://www.prleads.com)

## **IPSD Announcements**

### **Looking for Bigger Pie**

Our Institute for Professional Speaker Development (IPSD) was founded as a track for those who knew they wanted to speak. And

knew that they could speak well enough to hold the attention of an audience ... but didn't really know if there was a market for their message.

Now is the time for all NSA Minnesota Members to spread the word on our Unique Aspiring Speakers track our Chapter is famous for. What other business seeks out people to develop so they can compete with them in the Marketplace? Name another Industry whose members contribute their personal time and expertise to help new entrants? I can think of none.

IPSD launches another year of high value Apprentice, Graduate and Mentor programs to build on the successes of the past. Be sure you spread the word on our info nights. Details are listed below.

### **2010 Ice Cream Social & Information Night Schedule**

**July 12, August 10, or September 9**

**6:00 - 7:30 PM**

**Hilton MSP Airport**

**3800 American Blvd E**

**Bloomington, MN 55425**

Also we encourage you to direct prospective participants to our [www.nsa-mn.com](http://www.nsa-mn.com) website. Click on "Aspiring Speakers" at the top and they can review the details and application PDF's for each of our programs.

We are our own best PR and we get dozens of folks interested well after the programs start and have to turn them away. Please help us grow the pie and get the information to those you know and approach you after your speeches. Also, don't forget the other professional organizations you belong to .... maybe their website or newsletter can help spread the word on NSA-MN Institute for Professional Speaker Development.



**Joe Mayne**

Director of IPSD

The MAYNE Speaker

(800) 490-9781

Joe@MayneSpeaker.com

www.MayneSpeaker.com

### **Upcoming Month Chapter Events**

**August 21, 2010**

**NSA-MN gives back ...**

## **To Register**

*"What could be more fun, a bigger high on warm summer day? Volunteering for the MiracleKids Triathlon. My family enjoys volunteering for this annual event. My favorite is the finish line. While Gary enjoys being out on the bike course cheering the kids on! Hope to see you there!"*

**Chere Bork, MS, RDLN**

Health and Life Balance Enthusiast, National Speaker, Wellcoach,  
Nutrition Entrepreneurs  
(952) 937-5697  
[www.cherebork.com](http://www.cherebork.com)

## **Summer Fun Unlike Anything We've Ever Done at NSA-MN**

*Submitted by Tony Schiller*

The first hero of this story is a boy who loved the outdoors and getting into mischief with his pals. That all changed when Mitch inexplicably fell off the stage during a school choir concert and the next day learned that most of the bones in his body were covered by inoperable tumors. Though the cancer had been ravaging his body, it hardly made a dent in the incredible spirit of this 9-year old.

In fact, it was when Mitch was suffering the most that he focused on others, reaching out with generosity and kindness to the other cancer kids at Children's Hospital, giving them his life savings and all the encouragement he had left to give. His reason for doing this was simply, **"so they might they might suffer less."**

The gesture made such an impact on the families who received it and made Mitch feel so good that in the days leading up to his death in 2003, he made his father "pinky swear" to keep helping cancer kids. That promise led to the formation of the Miracles of Mitch Foundation, a non-profit 501c3 which provides cost-of-living and quality-of-life grants to families treating a child with cancer in Minnesota.

In early 2004, with the foundation fledging to find funding, Mitch's dad Steve and I came up with an idea for a fundraiser and together launched an event called the MiracleKids Triathlon with the theme, Kids Racing for Kids Who Can't. In our first race that summer, we had over 300 kids - the next heroes of this story - who all completed our swim, bike and run course with the name of a cancer kid from Minnesota marked on their legs for inspiration.

None of us imagined the impact marking those cancer kids' names - the final heroes of this story - on the legs of our racers would leave. Kids, parents and volunteers alike were all taken aback by it; the very idea that all these kids were doing the racing for kids who were too sick to race made this a youth sporting event unlike any we'd ever attended. In the end, \$13,000 was raised for the foundation and a bit of a viral campaign began as participants went home and told friends about a great new event.

## **NSA-MN Stepping UP to Serve**

Now in our 7th year with many corporate sponsors behind us, the MiracleKids has grown into the world's largest fundraising triathlon

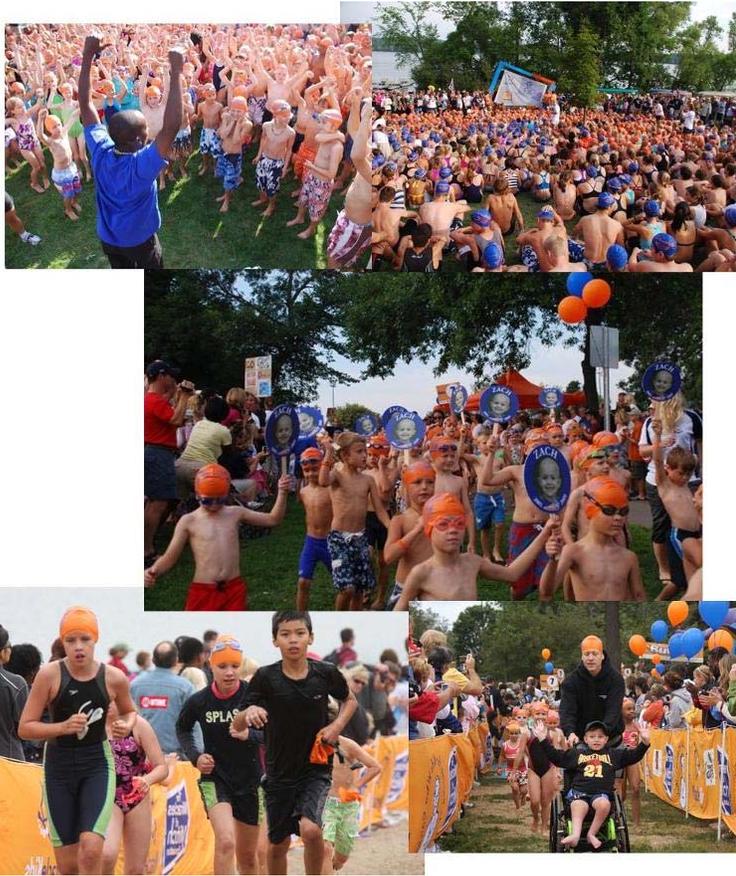
for kids as over 5,000 kids have raced and raised over \$750,000 for the Miracles of Mitch Foundation which now funds hundreds of grants each year to Minnesota families with a kid battling cancer. Our biggest event ever will take place this August 21st at Lake Ann Park in Chanhassen, and in lieu of the summer social, the Board of Directors for NSA-MN has chosen this day at the MiracleKids Triathlon as our chapter's 2010 day to give back. We invite you to lend your energy and enthusiasm to help make this year's event the best ever. We'll be joining a team of 300 volunteers and believe this day of service will become a popular new summertime tradition for the chapter. For 2011 and the years to come, we'll consider your suggestions on other worthy causes we might consider for future days of giving back.

I've got some great ideas on how best to put our many talented and enthusiastic talkers to best use such as some BOR sales and hosting dozens of cancer kids who attend the race (sorry, that probably won't include giving speeches - except maybe Hondo doing some magic.)

This will be a great chance for us to have some fun and make a difference together while giving a nice boost of awareness to what kind of people make up our profession and chapter in front of thousands of people. Of course, everyone will get a cool T-Shirt and afterwards we'll gather informally at the Bayside Grill on Lake Minnetonka (a short distance from the race location.)

Please let us know if you plan to attend by making an early start to your Saturday (7 am arrival). Once we know a potential head count, I will have your roles formalized and more information will follow later in the summer. I want to thank you for considering joining us, and can't tell you how touched and honored I will feel to share this day with my peers, friends, mentors and colleagues from NSA-MN. All of you are my heroes too.

[To Register](#)



[For more information, please click on this link to watch a short video.](#)



**Tony Schiller**

Programs Director  
BreakAway Motivation  
(952) 474-3278 Office  
[ts@TonySchiller.com](mailto:ts@TonySchiller.com)

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to [info@nsa-mn.com](mailto:info@nsa-mn.com) by [info@nsa-mn.com](mailto:info@nsa-mn.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



NSA-Minnesota Chapter | PO Box 181 | Hopkins | MN | 55343