

Notes on the March 12, 2005 meeting.

Melissa opened the meeting by having everyone in the room do a 30 second introduction of who they are and why they came to the meeting.

The group included some long-time members and new people who have a number of business endeavors and experience in public speaking.

Melissa also offered several announcements that included:

- National membership complimented by local membership
- Newly revised by-laws that will be voted on at the next meeting in May
- The value of the Saturday seminars and Wednesday networking events.

Steve Schumann explained the agenda for the day, including why the person who was going to be the spotlight presenter won't be here – they got a “gig.” Steve also spoke of the April Wednesday night (April 6) which will concentrate on sharing resources we use in our business. Place of the meeting will be listed on the web site and in an e-mail notice. The May meeting will include the installation of the new leadership and the President-Elect of National NSA, Rick Jackel.

Susan Keane Baker, CSP was the morning presenter on the topic of “Own the Topic, Own the Room.” Working from a handout, Susan led the seminar through an understanding of how to develop and keep your topics and presentations fresh. There was considerable discussion of resources on the Internet to provide general information in areas of interest including:

- Google
- Speakernet News
- Business journals
- News Link

There was discussion about how networking with other NSA people to share resources can enhance the background information for your presentation. In addition, it is easy then to customize a presentation to local audiences.

There is a way to be available to the news reporters around the nation as an expert in particular field so they will contact you for specific information. Susan spoke of a subscription service for experts at \$99 trial for a month and \$999 for a year. Go to www.prleads.com for further information.

Don't tell the “Star Fish” story. There are members of NSA who have vowed to never tell the story, so don't ask any of them to tell the story if you don't know it.

What is the title of your presentation? Susan gave some practical ideas of how to “spice up” your title. She suggested visiting <http://www.yudkin.com/generate.htm> to get some ideas.

Upon completion of her presentation, the group gave a standing ovation. Mindi, on behalf of NSA-KC, presented Susan with a gift certificate for Barnes and Noble.

After an excellent catered lunch, there was a presentation on the use of Virtual Assistants. Using a telephone bridge, Toni Jo Artz, CPVA joined us from Colorado and Terry L. MacRae joined us from Las Vegas. On site, Kim McDaniels, CPVA and Steve Schumann presented the why, how and costs of hiring a Virtual Assistance. For specific details contact:

Toni Jo Artz, CPVA, The Speaker's Advantage, 702.261.9229 (Pacific Time), FAX 702.304.1159, e-mail Toni@TheSpeakersAdvantage.com

Terry L. MacRae, TL Resources, <http://www.tlresources.com>, Phone/FAX 888.601.9923, e-mail Terry@TLResources.com

Kim McDaniels, CPVA, ClutterCutt Services, <http://www.ClutterCutt.com>, Phone 816.252.5002, FAX 801.672.4996, e-mail Kim@ClutterCutt.com

The meeting concluded with some wrap-up announcements and “thank-yous” to the people who made the day possible.

