

Saturday, May, 14, 2005

The meeting opened with introductions of the various persons in attendance.

There followed a sharing of the “good news” stories from how the networking of NSA-KC, in particular helps in the various areas in which members work. This included how a member presented in a school another member is involved with and how a member can become involved with the writing of a chapter for a book. Another member has a chapter in a book to be published in several weeks. There was the observation that writing a book can lead to raising a fee.

One of our members spoke to how the experience of Cancun University (NSA-National) was so helpful in the raising of professional competency. Another member attended the NSA Humor Lab in Tempe and explained how the hands-on work in the lab raised the value of their presentation.

With the introduction of Rick Jakle, CSP the morning’s program began. Rick, who is the incoming President of NSA-National, he launched his presentation of “Here’s How YOU Can...Break the Broadcasting Booking Barrier. There are 10’s of thousands opportunities for appearances on talk radio. There are several data-bases and directories that should be a part of the resources for the speaker who wants to be booked on radio and television. Rick played several interviews with speakers who have been successful in getting booked on radio and television.

Rick told a story of one person whose one talk show appearance led to over \$1 million worth of business. Some producers will book a speaker because they want to hear the interview themselves. To get the producer’s attention...YOU HAVE TO HAVE A GIMMICK! It’s the little things such as “hot sauce” and “a box of cashews” can keep you in the game.

Rick quoted several NSA members who had success in using Radio and TV Interview Report for ads. Their personnel will write the ads. They also will indicate if your material is good for their Report. They won’t take your money if it is not a good fit.

One producer said that they are in the entertainment business. It can be the best story, but if is not exciting, it will not communicate. Guest should send a list of sample of suggested questions ahead of time to the talk show host. Follow-ups are very important: “thank yous” and offerings that you are available as a fill-in in an emergency.

Rick explained and “role played” how he got the booking of the annual Land’s End meeting and the opening of his presentation.

Rick then shared what his goal and ideas are for the coming year as President of NSA-National. He then spoke of some leadership skills needed:

Preplanning prevents poor performance.

Leaders need to be flexible. The magic word is inconvenience. Leaders need to have balance, perspective and harmony. Almost 100% of National leadership comes from chapter leadership. Rick shared the leadership for the coming year. January 5-8, 2006 will be the date for the NSA University and it will be held at Loews Ventana Canyon Resort in Tucson.

February 10-12, 2006 the Winter Workshop will be held in Washington, D.C.

Rick emphasis for the coming year will be on community. Magic will play an important part in the coming year.

Melissa then led the group through the following activities:
Adoption of the new by-laws (found elsewhere in this web site)
Introduction of the new officers and directors for 2005-2006

Election of the officers and directors
Recognition of the officers and directors from 2004-2005
Awarding of the *Above and Beyond Award* to Barbara Zeigler
Awarding of the *Chapter Member of the Year Award* to Steve Schumann
Turning over the gavel to Ron Patton, President 2005-2006

Officers and Directors for 2005-2006 are:

President - Ron Patton

Vice President/President-Elect – open

Immediate Past President – Melissa Lewis

Vice President for Program – Steve Schumann

Directors – Karen Anderson, Larna Anderson-Beebe, Cynthia Kyriazis, Cathy Newton, Candy Whirley and Barbare Zeigler

Certified Speaking Professional (CSP) Liason – Chuc Barnes, CSP

Sue Heley continues as the Administrator of NSA-KC.

Ron Patton presented his theme for the year in the form of a video featuring the heart of NSA, the men and women of the NSA-KC Chapter. The theme is:

“You have to believe we are magic...nothing can stand in our way!”

Melissa Lewis was honored for her service as President in the year 2004-2005 and presented a gift of music – specially produced CD’s. Melissa was also presented with a Past-President’s pin (designed by Rick Jakle).

Melissa passed the gavel to Ron, who declared that in the year 2005-2006 the gavel would be replaced by a magic wand – a replica of Wizard Harry Potter’s wand.

It was announced that the Board Retreat will be held Friday, June 10 from about 9:15 a.m. to 3:00 p.m. at the Heartland Presbyterian Center, 16965 N.W. 45 Highway, Parkville, MO. All are invited to attend this retreat. Come when you can leave when you must.

Following lunch, Steve Schumann led the seminar in a small group exercise that helped the attendees identify some of there major goals, where they are today in the quest for those goals and how they might proceed toward those goals.

Before the seminar closed, Candy Wirley spoke of the June networking meeting scheduled for 6 p.m. on Wednesday, June 1, 2005. A notice of the place and any special information will be sent to all who are in the NSA-KC data base.

Steve Schumann noted that the July seminar will be held on July 16, 2005 (third Saturday) due to the National Convention in Atlanta being held July 8-12, 2005. The program on the day will include practical information on how to organize sales and marketing practices presented by an experienced professional. In addition, those who attend the convention will be sharing “best practices” they learned at the convention. There will also be some opportunities to catch the spirit of the convention via electronic media.

Also, not that Chuc Barnes, CSP will be offering a “break out” program at the convention in Atlanta.

--Ron Patton