

NATIONAL SPEAKERS ASSOCIATION



## MARY REDMOND PRESENTS *A NEW HATITUDE*

When Mary donned her first hat more than 17 years ago, she gained a new HATITUDE. Now as a seven-day-a-week hat-wearing woman, Mary uses her hats to share stories of courage – her own and those of other fearless women. Her stories will inspire and challenge you to create new ways of looking at life.

### A Dozen Life Lessons

1. What You Think of Me is None of My Business
2. High Expectations = Resentment
3. Dream and Do
4. An Attitude of Gratitude
5. Acceptance
6. My Bag is Packed
7. Listen CareFULLY
8. Know When to Fold 'Em
9. Take Care of YOU for Me
10. Heroes Come in All Sizes
11. Laugh Often
12. Seek Your OWN Truth

Mary is launching her inspirational speaking, a new part of her business. She debuted "A Dozen Life Lessons" to a sold out crowd at Central Exchange in July and received high reviews from her audience:

*"Excellent presentation, wonderful delivery and content."*

*"Well prepared, lots of energy."*

*"Very inspirational and thought provoking."*

## INSIDE THIS ISSUE

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Look for Mary and *A New Hatitude* coming to your area. You'll be entertained and inspired!



Mary speaks, consults and writes nationally on the subject of negotiations and entrepreneurship. Her first book, *The LeaseSpeak™ Dictionary: Understanding Terms That Save You Money*, will be available the end of 2008. Her workshop and training materials, packaged into a DVD and CD e-workbook set titled *The LeaseSpeak™ System: Your Guide to Saving Money on Leases*, will be available for sale in the Fall of 2008. Mary can be reached by visiting her Web site [www.reviewyourlease.com](http://www.reviewyourlease.com).

## CATHY NEWTON RELEASES NEW BOOK: *LIVING IN FULL SWING*



For people who are feeling frustrated, lost, or hungry for more out of life, "It's time to flip your thinking,"

says Cathy Newton.

Her book, *Living in Full Swing*, challenges traditional thought in America that enables people to settle for balance through risk aversion and mediocrity and replaces it with a push to

courageously live life and enjoy all it has to offer.

A blend of behavioral science and meaningful personal experience, *Living in Full Swing* presents ways to find rhythm in the unpredictable venture that is life. From integrity techniques, to intellectual assessments and relational strategies, the book offers powerful tools for success, however you define it.



*Living in Full Swing* shows readers how to take charge of their performance at every level---to preserve their brainpower, relationships, health, and emotional fitness. It helps readers assess whether they are passive or purposeful in their habits and gives them tools to affect change in their lives. ■

*Cathy Newton is the Risk Enhancer. She pushes people to get in the full swing of risk taking for performance improvement.*

To order her book visit [www.advantagebookstore.com](http://www.advantagebookstore.com).

To contact Cathy visit [www.CathyNewton.com](http://www.CathyNewton.com).

## PRESIDENT'S PERSPECTIVE

I enjoy spending time with professional speakers! When I became a member of the National Speakers Association and joined Heartland Chapter I discovered a community of like-minded people. We have a great deal in common (i.e. speaking, books, learning, a business to run), but what I've found among people of NSA that matters most to me is their positive outlook on life. There is nothing more exhilarating than spending time with professional people who are intentionally looking for the best in others and in life! Instead of a competitive edge there is a compatible environment where the best in the industry – members and candidates alike – are looking for ways to enhance each other and influence the world.



NSA-Heartland Chapter is among the very best in the association. Our membership is strong and the leadership team is a Chapter president's dream come true. But, we're not content to coast into the future! We intend to create the path for an outstanding Chapter experience! I've asked the Board to develop a strategy that establishes Heartland Chapter as one that other chapters want to emulate. Just wait until you hear what they've begun to dream up! Finally, I'd like to suggest that you cannot be an 8-track speaker in an MP3 world. We must be leaders in our profession, not merely presenters of the past. Heartland members are professional speakers. The theme this year is: **"BECOMING MP3 SPEAKERS: Mastering Professionalism, Platform, and Profit"**

Be a part of the future. See you in September! ■

## NSA-HEARTLAND BOARD

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## SEPTEMBER SPONSOR...



Kansas City Audio-Visual (KCAV) provides tools for the serious presenter. They provide solutions that enhance the results of presentations, meetings, seminars, training sessions, and other group communication events. For over 50 years, KCAV has served the business, education, government, and religious market with the latest in presentation and audio-visual resources. At KCAV, it's the client application and opportunity which drives the solution.

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Contact KCAV at (816) 333-5300 or visit the Web site at [www.kcav.com/index.html](http://www.kcav.com/index.html). ■

## SEPTEMBER CHAPTER MEETING

- Date:** September 13, 2008
- Time:** 9:00 a.m. to 12:00 Noon
- Location:** Homestead Country Club  
6510 Mission Road  
Prairie Village, KS
- Schedule:** 8:15 a.m.—Registration & Continental Breakfast  
9:00 a.m.—Speaker Program  
12:00 Noon—Buffet Lunch  
*(included in registration fee)*
- Cost:** \$45 Members & 1st Time Guests  
\$75 for other guests

**Pre-Registration by WED, September 10**

**Register Today at:**

**[www.nsa-heartland.org](http://www.nsa-heartland.org)  
or by phone (816) 464-1940**



Ever wonder why some speakers “make it” and others don’t? It’s not a big secret. Successful speakers know the secrets of increasing productivity and profits by creating systems. Success systems that work. Systems that are repeatable.

There has never been a better time to be reminded of some of the basics needed in order to thrive – not merely survive.

I constantly preach to my clients that their number one concern must be positioning. That’s numero uno on my list! Further, we must revisit positioning on a consistent basis.

Positioning is a word you hear constantly. What does it mean? And, what can great positioning do? In a word, everything!

Positioning is a word you hear constantly. What does it mean? And, what can great positioning do? In a word, everything!

Come to the September 13th Chapter meeting and learn how to create and use positioning to your advantage! You will learn that and much, much more!

**Book More Business!™™™  
Position, Question, and Qualify!**

*Outline of Chapter Program:*

**Five Questions**

1. How can I maximize marketing in the office?  
How should I format my day?
2. How do I market on the road?  
Tips and techniques.
3. How can I work more with bureaus or get involved with bureaus?
4. How do I know when and how to best use an employee?
5. Mastermind groups!

• Lois’ definition of marketing—we’re not merely talking about getting speeches! Today’s business is much more.

- Some fun marketing ideas that don’t cost a fortune
- The importance of a “positioning statement” and how to create one
- How to incorporate your positioning statement in everything you do – this includes “branding”
- Lois’ qualifying system for prospects – how to ensure you are spending the greatest amount of time with prospects who are mostly likely to buy from you
- “Dialing for Dollars!” – Lois’ 10 Questions to help you Book More Business. Who to ask for, what to ask, what to send, what to say.

Join us for an informational and inspirational meeting on Saturday, SEPT 13 at 9:00 a.m.

**To sign up for this Chapter meeting, visit our Web site at [www.nsa-heartland.org](http://www.nsa-heartland.org) or call (816) 464-1940. ■**



**NATIONAL SPEAKERS’ ASSOCIATION “ROCKS” IN NYC**

*by Steve Schumann*

This year’s convention started off with all the energy you would expect based on its New York City location and this years theme of NSA Rocks. From BritishMania the Beatles Tribute Band to NSA President Mark LaBlanc’s reprise of the athletic socks shuffle from Risky Business-Tom Cruise has nothing on our president (autographed photos are available), it was high energy and enthusiasm all the way.

General session speakers were some of the leading thought makers in the country. We heard from Manny Medrano, Marshall Goldsmith, Steve Forbes, William E. Strickland, Jr. and Cathie Black



about everything from how a single moment we have with our audience can impact the entire course of their lives to our opportunity to create a sense of power and purpose for someone who never saw themselves able to achieve success until they heard us.

The most difficult part of the event was choosing from the almost 100 concurrent sessions covering everything from new technology and presentation skills to marketing and crafting your signature story.

Every session had ideas that will help us build a more successful business. I’m glad the chapter bought the complete set of recordings. Everyone who attended will be sharing some top aha’s at our next meeting. Don’t miss that.

Ten chapter members made the trek to New York. Most of us gathered at the View restaurant atop the Marriott Marquis hotel for a chapter dinner. We all cheered proudly as Brian Sullivan, our newest CSP, received his medallion on the main stage.

A verse from a song says, “rock and roll never forgets.” I know none of us will forget when NSA rocked NYC. ■



When our life is working we feel a general sense of harmony, comfort, and contentment.

It doesn't mean that when our life is working that it is perfect. Perfection in everyday life is not a constant state but a series of magical moments in time.

A life that works is a unique combination of our relationships, work, environment, and satisfaction with self. By choosing to make our life work we open ourselves to the possibility and the probability of experiencing these "magical" moments on a regular basis.

Making life work is a conscious act.

- Acknowledging that life can be good even if it isn't perfect.
- Choosing how we want to live in spite of outside forces.
- Taking responsibility to make it happen!

It sounds simple but it's not easy. Making our life work is one of the hardest things we'll ever do. It also is one of the most rewarding. It is a way of life not a one-time project. If we choose to make our life work it becomes our life work. What will it take to make your

life work? Without thinking of how you can make your wishes come true, list on a piece of paper what you think it would take to make your life work in the areas noted below:

**Wish List:**

**Physical Self** (examples: stop smoking, exercise regularly, eat healthier)

**Social Self** (examples: more time with friends or relatives, more romance, more time for recreation)

**Emotional Self** (examples: be more positive, solve a personal issue, feel happier)

**Spiritual Self** (examples: identify spiritual beliefs, participate in a spiritual community, meditate)

**Intellectual Self** (examples: learn French; build a website, publish an article)

**Creative Self** (examples: learn to paint, keep a journal, build a bookcase)

**Working Self** (examples: make more money, find a new occupation, start a business)

**Community Self** (examples: volunteer regularly, budget more money to donate to worthy causes, get involved in community politics) This is not the time to be realistic. It is an opportunity to

fantasize. So many times we find ourselves saying "If only I could... What are your "If Only's?" The next exercise will focus on the "how-to's."

**The Next Step**

Now that you have your Wish List, it's time to pick where you want to start. Many people will find more than one area of their life that they would like to work better. We would never succeed if we worked on every item on our Wish List at the same time. You can strategically decide which area you want to tackle first.

It's best to set some priorities. Choose one or two wishes whose results can be seen rather soon. Our confidence is increased when we reach a goal. Build confidence now for wishes that are tougher to achieve.

***In our NSA-Heartland October newsletter, Karen will continue this article as she discusses:***

- ✓ **Setting Your Goal**
- ✓ **Your Action Plan**
- ✓ **What's Holding You Back**
- ✓ **A Word About Family. ■**

©2008 Karen Rowinsky, LMSW Karen Rowinsky Counseling Services

**Karen Rowinsky** is a licensed master social worker who helps women create the life they desire.

Karen can be contacted at (913) 663-3511 or by visiting her Web site [www.KarenRowinsky.com](http://www.KarenRowinsky.com).



**Are you achieving your selling potential?**

Over 95% of sales people are not effective with their sales presentations, and 67% do not know how to differentiate their services.

My sales and marketing consulting business has allowed me to study high performance sales organizations, which enabled me to write *Power Up Your Selling Effectiveness*.

As speakers we are experts in our fields but we struggle with the selling side of the business. Here are 3 key points that may be helpful.

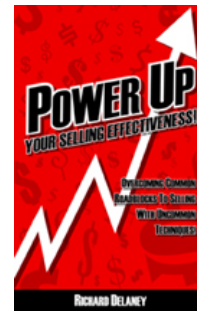
**Listening** – is critical but commonly overlooked. 90% of sales people talk too much during the sales call and I fear it is higher for professional speakers! We learn only when we listen.

**Keeping in touch** – studies have shown that over 60% of salespeople do not follow up with the prospect after the second contact. Professional persistence, and providing meaningful solutions, produces positive results.

**Adding on** – once you have taken the time to listen and understand the prospect's needs it becomes easier to present a proposal, and price becomes less important. Further, the solution possibly requires a series of programs that may involve workbooks,

coaching sessions, etc.

There are many more helpful pointers in *Power Up Your Selling Effectiveness*.



Contact me for a copy. I guarantee results, and total satisfaction, or your money back. ■

*Before becoming President of 20/20 Marketing, Rich Delaney served as Senior Vice President and Director of Marketing of UMB Financial Corporation. Rich has held senior level marketing positions with ITT Corporation, Montgomery Ward Corporation, FMB Corporation, and Caterpillar Corporation. Rich is a performance improvement speaker who also consults and writes. Rich can be reached at [Rich@2020marketing.com](mailto:Rich@2020marketing.com) or by visiting his Web site: [www.2020marketing.com](http://www.2020marketing.com).*

**PAULA SWITZER PRESENTS Go DEEP WITH DISC™ TRAINING SEPTEMBER 17<sup>TH</sup>**

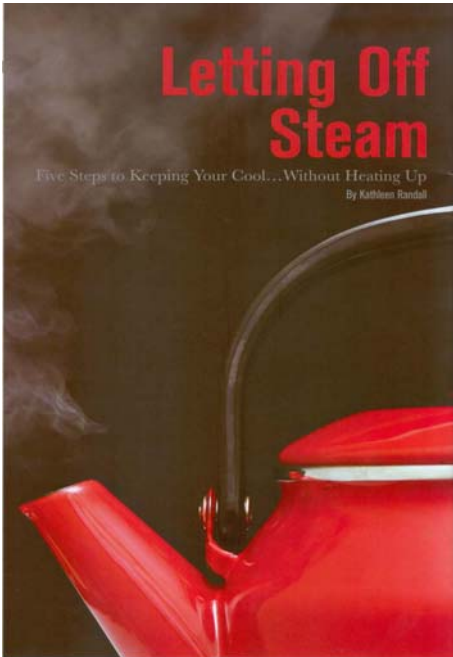


**T**raining Resources and Paula Switzer will begin the next *Go DEEP with DISC™* 12-week training program starting on **September 17th**. Both a morning and afternoon group are offered. This program has been approved for 12 hours of re-certification credit through HRCI (Human Resources Certification Institute).

*Go DEEP with DISC™* is a unique virtual program that certifies trainers, speakers, and consultants in the use of the DISC model and tools. Participants meet for one-hour each week for 12 weeks via their phone and computer to learn about DISC, discuss application needs, and practice their own skills in using DISC. In the name of the program, "DEEP" stands for "DISC Experiential E-Learning Program". *Go DEEP with DISC™* is rich in content and has been

getting rave reviews from around the world. To sign up for a free preview call and learn more, visit [www.disctraining.com](http://www.disctraining.com) or [www.trainingresources.com](http://www.trainingresources.com).

*Paula Switzer has been a successful small business owner for over 15 years now. Prior to starting her own company, she was a top award winner in sales for IBM, as well as an insurance company. She has held various positions in sales, management, and HR-related areas. Paula is a featured author, along with other leaders such as General Alexander Haig and Dr. Warren Bennis in Leadership Defined.*



**S**tress and conflict... conflict and stress. It's all around us... at work, at home, on vacation. What about that last committee meeting you just attended... the one that was so tense it caused you to snap at everyone around you? How tactfully did you handle those situations??

For some of us "losing our cool" comes in the form of a louder, more demanding voice and rigid body language. For others, it is internalized in the form of raised blood pressure, migraine headaches, ulcers, or, quite literally, a pain in the neck.

In our over-extended lives of constant to-do lists and day-timers, many of us are living just one step away from emotionally boiling over. We've had our buttons pushed one too many times and our gut instinct sends us into reactionary mode. We've been polite ... we've tried to contain

ourselves ... but now, as the pressures mount, our natural defenses kick in and tact goes out the window.

Think back to one of those times when you lost your composure. Did losing it really get you the outcome you desired? Or did it just make you look like the one out of control? If you find yourself wondering, "How could I have handled it differently?" then the following information is for you.

There are five easy steps to remember when your mind is a **BLURR** and you need to keep your cool without heating up.

1. **B**reathe.
2. **L**isten through the emotions.
3. **U**nderstand/Identify the problem/behavior... not the emotion.
4. **R**educe defensive nonverbals.
5. **R**espond versus React.

Reaction is the instinctual defense mechanism occurring after the situation has happened. Response is proactive and requires thinking ahead. Reaction is often centered in protection of self; response can chose to respect both parties. When learning to respond, take time to choose your words, vocal tone, and body language.

But what about those times when you've been blind-sided with a situation and you didn't get time to choose?

Congratulations, you just found one of your triggers. Take time to learn from this event. Figure out how you would handle that situation if it happens again...and it will. Write it down. If processed, this experience will allow you to better respond the next time you find yourself ready to react.

Stressors are all around us. They are a natural part of life. While we can't control every situation or person that comes our way, we can control our response to those situations.

Our responses will ultimately determine our success in business as well as in life. Even more importantly, our response will determine our own state of health. So the next time a stressor pushes your buttons, remember these five easy steps, and you will be the one who keeps cool without heating up! ■

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*\*\*The previous article excerpt was published in whole in the January 2008 IN magazine. To see a complete version of this article, visit Kathleen's Web site at [www.randallresourcesint.com/articles](http://www.randallresourcesint.com/articles).*



*Companies lose up to 80% of their potential productivity because managers do not know how to deal with conflict. **Kathleen Randall teaches practical ways to manage conflict with employees, customers, and family.** She is co-founder of Randall Resources International—a training and coaching resource that challenges people and organizations to become the leaders they're meant to be. To find out how Kathleen can help you or your organization, visit her Web site [www.randallresourcesint.com](http://www.randallresourcesint.com).*



## RODNEY LOESCH... *THE MAGIC OF ACCOUNTABILITY*



Rodney M. Loesch CFP® began entertaining audiences at the age of seven when he found a magic book in his father's library. During college, he ended up as a lead singer and guitarist for The Cobras (a Ventures cover band). His greatest skill came later as a community leader

and national sales manager of a multi-national manufacturer. His message of "Magical Motown Management™" is tailored to organizations that want to develop their leaders and help them perform at their best on a daily basis.

Based on Rodney's years of experience and the application of the same principles that allowed Berry Gordy to make Motown Records into an entertainment powerhouse, this program uses anecdotes, stories, magic illusions and music to help your audience:

- **Think the Unthinkable**
- **Conceive the Inconceivable**
- **Discern the Indiscernible**
- **Believe the Impossible is Possible . ■**

*Rodney M. Loesch CFP® works with organizations that want their leaders to develop and mature in order to increase performance and profitability.*

*Rodney can be reached at (877) 505-5101 or [rodney@rodneylesch.com](mailto:rodney@rodneylesch.com). Visit his Web site at [www.rodneylesch.com](http://www.rodneylesch.com).*



## CANDY WHIRLEY... ENERGY... ENTERTAINMENT... INTERACTION

Candy Whirley, MM has been deemed the speaker who energizes, entertains, and interacts with her audiences across the country.

Candy's main goal in her training and keynotes is to bring people together. Period. How does she do that? By teaching communication skills (with a twist), interactive techniques, and focusing on personality differences. Her most requested keynote is *It Takes 4 To Tango!* "I am a believer that if people would simply learn one another's dance, we could all get in the same rhythm, and get on the same page... which would

mean less stress, less misunderstandings, more productivity, and more harmony!"

Candy is a Speech Communications graduate from Missouri Western State University and has earned her Masters in Management degree from the University of Phoenix. She runs and owns SBG Services Training and Consulting. Candy travels nationally and internationally customizing programs on-the-spot for organizations, associations, and conventioners who want to laugh, learn, and leave with a new way of thinking and have a greater

appreciation for themselves, as well as the folks with whom they work and live. ■



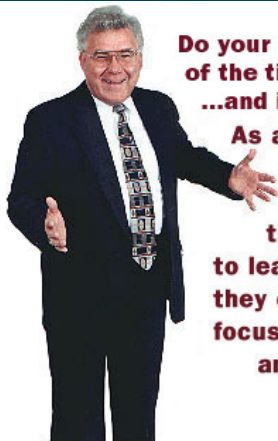
**Candy Whirley** is the author of *My Secret Island Oasis* (a guided meditation CD) and co-author of *Magnetic Leadership and Ordinary Women... Extraordinary Success*.

Look for Candy's latest book, *It Takes 4 To Tango*, coming out in January 2009!

Candy can be reached at [cwhirley@kc.rr.com](mailto:cwhirley@kc.rr.com) or by visiting her Web site at [www.candywhirley.com](http://www.candywhirley.com)



## CHUC BARNES PRESENTS TIME MANAGEMENT



**Do your people make the most of the time in their days ...and in their presentations? As a "minutes count" specialist, I deliver two signature presentations that enable audiences to leave with practical ideas they can apply for more focus, control, order, and impact."**

**— Chuc Barnes**

**Chuc Barnes** will deliver his signature presentations, "Get Your Ducks in A Row," and/or "Capture the Moment" at the following events:

- **August 14-16:** Mind Power conference in **Las Vegas**
- **September 5-7:** Business School Boot Camp in **Denver**
- **September 15-17:** American Bureau of Shipping management conference in **Houston**
- **October 10-12:** Millionaire Mentorship program in **Orlando**

To find out how you can bring Chuc to your organization, visit his Web site at [www.minutescount.com](http://www.minutescount.com) or email him at [chuc@minutescount.com](mailto:chuc@minutescount.com).

## UPCOMING EVENTS

<b>SEPT 13</b> 9:00 a.m.	NSA– Heartland Prairie Village, KS <b>Guest Speaker:</b> Lois Creamer, "Book More Business!"
<b>OCT 08</b> 6:30 p.m.	NSA—Heartland Wed. Night SNAC Mtg. <i>Speakers <u>N</u>etworking <u>A</u>nd <u>C</u>ollaborating</i>
<b>NOV 08</b> 9:00 a.m.	NSA– Heartland Prairie Village, KS <b>Guest Speaker:</b> Craig Harrison "Story Telling"
<b>DEC 10</b> 6:30 p.m.	NSA—Heartland Wed. Night SNAC Mtg. <i>Speakers <u>N</u>etworking <u>A</u>nd <u>C</u>ollaborating</i>
<b>JAN 03</b> 9:00 a.m.	NSA– Heartland Prairie Village, KS