



Visit us on the Web !  
[www.NSA-Heartland.org](http://www.NSA-Heartland.org)

**INSIDE THIS ISSUE**

- President's Perspective
- January Panel: Bureaus & Meeting Planners
- Speaker Spotlights
- Speaker Book Preview
- Speaker Articles
- Upcoming NSA Events

**MARTY STANLEY... Changing Outlooks...Altering Outcomes**

Are you overwhelmed trying to stay focused and keep employees motivated during uncertain times? Does it feel like you're the only one leading the charge and everyone else is trying to stay under the radar screen?



**Marty Stanley** works with organizations that want a culture of accountability and integrity so they can have increased profitability, increased productivity and improved morale.

Whether it's conference keynotes or breakout sessions or in-house seminars, Marty provides the first steps to inspire and motivate

audiences to take action that makes a difference. If you are looking for long term, sustainable results, Marty coaches organizational leaders how to create a high performing, regenerating culture of accountability, integrity, and profitability.

Marty is author of the book *Get Out of B.E.D. (Blame, Excuses and Denial): Change Your Outlook, Alter Your Outcomes* and is a national speaker, coach, and facilitator. For the past 10 years, she has served industries and professions ranging from law to commercial plumbing, from engineering to national retail franchises, not-for-profits, associations and government.

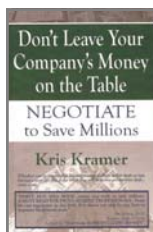
Previously, Marty was Vice President of Human Resources for AMC Entertainment and Blue Cross Blue Shield and created every HR function for an entrepreneurial company that became a nationwide, billion dollar company, now known as Humana. She created a nationally recognized training department and one of the top 25 corporate wellness programs in the country. ■

*Marty Stanley is president of Dynamic Dialog, Inc. For more information or to obtain a copy of Marty Stanley's book, please visit her website: [www.alteringoutcomes.com](http://www.alteringoutcomes.com) Marty can be reached at 816-822-4047 [Martystanley@alteringoutcomes.com](mailto:Martystanley@alteringoutcomes.com).*

**KRIS KRAMER... Impacting The Bottom Line Through Negotiations**

When a negotiation is conducted poorly, money is spent needlessly having a direct negative impact on the company's bottom line. Unfortunately, companies waste billions of dollars each year because those responsible for negotiating their purchases have little or no training in negotiating skills and techniques.

**Kris Kramer's book, *Don't Leave Your Company's Money on the Table: Negotiate to Save Millions*, is written for anyone who wishes to improve their company's bottom line through effective negotiations.**



Through its pages the reader will learn:

- ✓ How to make face to face negotiating fun and not confrontational
- ✓ How to gather vital information and why it is critical to a good outcome
- ✓ Over twenty five of the most powerful leverage tools and how to use them to create winning negotiations every time out
- ✓ The underlying secret that makes leverage work overtime for you
- ✓ How to apply effective strategies so a winning outcome is a foregone conclusion.

From vital information gathering techniques to developing effective leverage tools to formulating winning strategies, the reader will learn the critical tools for negotiating a blockbuster deal every time. ■



*Kris Kramer, negotiator, business owner, speaker and author has been negotiating blockbuster deals with Fortune 500 companies for over thirty years. As an accomplished speaker, leader, and negotiator, Kris delivers presentations that are both dynamic and humorous while teaching critical negotiating skills and techniques that can save your organization millions. To order his book, contact Kris at [Kramer@lifecycleenterprises.com](mailto:Kramer@lifecycleenterprises.com) or visit his Web site at [www.lifecycleenterprises.com](http://www.lifecycleenterprises.com).*

## President's Perspective

Dear Santa Claus:

I know I usually ask for the same thing every year – a *Red Ryder carbine-action 200-shot range model BB gun with a compass in the stock*; but this year I have something else in mind. I'd like to wish for all my NSA friends a *Green Christmas*. No, I'm not referring to eco-friendly gifts and packaging; I'm thinking more of wishing that the economy was better. More green in the bank account, family budget and on the booking calendar for next year – that would be nice.

As you know, these last few months have been kind of challenging all around the world. And as you make your rounds, I'm not expecting you to fill stockings with rolls of cash. I just thought that maybe you could share some of that North Pole magic of creativity and joyful

insights! Those would come in handy right now as our members reflect on all the gifts we have to share with our audiences and as we dream of new ways to stay on top during down times.

We need to remember that part of our role in life is to do what you do! Listen to the wishes of customers, keep in mind their real needs, and then leave something that makes them say out loud: "That's what I've always wanted!" I think that if we could do those things better this year it



would start to look a lot greener instead of leaner.

Well, that's my wish. Thanks. ■

*Steven Iwersen is the President of NSA-Heartland Chapter. He also leads Aurora Pointe LLC, a company devoted to creating "breakthrough insights for leaders". Steven can be reached at [steveniwesen@kc.rr.com](mailto:steveniwesen@kc.rr.com).*

## NSA-HEARTLAND BOARD

### President

Steven Iwersen

### President Elect

Frank Keck

### Immediate Past President

Candy Whirley

### CSP Liaison

Chuc Barnes

### Financial

Karen Anderson

### Logistics

Ron Patton

### Marketing

Kelly Tyler

### Membership Team

Cathy Griggs-Newton

Mary Redmond

Candy Whirley

### Programs

Steve Schumann

### Communications / Newsletter

Kathleen Randall

## Thought for the New Year...

**That which holds  
our attention  
determines our action.**

—William James  
American Psychologist  
1842—1910

## January Chapter Meeting

- Date:** January 17, 2009 (Saturday)  
**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, January 14**

**Register Today at:**  
**[www.NSA-Heartland.org](http://www.NSA-Heartland.org)**  
**or by phone 816-464-1940**

## January's Chapter Meeting: What Does It Take to Get Me Booked ?

### A Panel Discussion with Bureaus, Meeting Planners, & Public Seminar Companies

On a special date in January you'll have an opportunity to hear from and talk to the people most likely to get you business. On January 17, our meeting will feature a panel presentation from a number of the people in Kansas City responsible for putting speakers to work.

You'll hear from the **V.P. of Operations of a public seminar company, Sharon Yoder**. Sharon has been involved in the public seminar business for 20 years. She knows who fits and she'll help you to understand how that business might fit into your calendar.

**Paul Schmidt, a partner in Five Star Speaker's Bureau**, will help you to understand what the bureau looks for and how a speaker fits into their pool of talent.

You'll also hear from a **Community College representative and others**.

Find out what can make you someone these buyers want and what will get in your way. See which of these relationships make the best sense for you and your business and then get the tips you need to help make that connection click.

Ask the questions you've always wanted to know about how these opportunities work, why they would want you, and how you can benefit from each relationship. As you build your business you want to maximize every opportunity available. The information at our Saturday, January 17<sup>th</sup> meeting will help you make that happen.

To register for the January meeting, call **816-464-1940** or register online at the NSA-Heartland Web site at **[www.NSA-Heartland.org](http://www.NSA-Heartland.org)**. ■

## NSA National and Local News...

### CSP Application Deadline January 12th

For speakers working on their CSP accreditation, the deadline for applications to be received is January 12, 2009.

Send application to  
NSA's national headquarters:  
National Speakers Association  
ATTN: Beverly Babb  
1500 South Priest Drive  
Tempe, AZ 85281.

### NSA Winter Conference February 12-15

Experience the most interactive, action-based meeting you have ever attended!



The National Speakers' Association Winter Conference will be held at Disney's Coronado Springs Resort, Walt Disney World® Resort, Florida, on February 12-15, 2009. Register before January 15<sup>th</sup> for the early-bird registration rate. Call NSA at 480-968-2552 or register online at [www.mynsa.org](http://www.mynsa.org).



## LINDA STEELE... *Profitable Business Networking*



**O**f 100 business professionals more than 80 complain that they do not have the network they need to be successful.

Their failure has a direct impact on business profitability, productivity, employee engagement, recruitment and retention.

The reality is a network of trusted relationships is a major key to business success for corporations, associations and entrepreneurs. Certified in the Contacts Count networking model, **Linda Steele** helps organizations and individuals develop the strategies and practical skills that propel

them toward career success. Corporations tormented by unengaged employees and poor productivity contract Linda to help employees understand the value of developing strategic relationships and develop practical skills that lead to improved productivity, profitability, and employee retention.

Associations anguished over decreasing membership hire Linda to provide greater value to members who want a higher return on their membership through improved skills and results from participation. Entrepreneurs discouraged by little or no return on their networking investment employ

Linda to help polish their networking skills in a fun, interactive environment that provides real world practice resulting in greater confidence and proficiency leading to increased revenue.

As a trainer, speaker, and coach, Linda Steele conducts customized workshops, seminars, and coaching to help business professionals develop and improve the practical skills required for connecting and cultivating the relationships necessary to today's business success. ■

*Linda Steele, speaker, trainer and coach with How to Business Network can be reached at 913-825-0965.*



## DENNIS DUPONT... *Making the Connection Through Humor*

**C**lass clown is not the first skill someone is likely to list on their résumé. But when you have a passion for making people laugh, coupled with the desire to help people experience the benefits that stem from true laughter, it makes for a pretty good lead.

Meet **Dennis DuPont**,



a former class clown who has applied this skill in and out of the office. Fortunately,

he learned over 25 years in the corporate world not just how (and when) to apply it, but how to share this attribute with others, which leads him to say...

***"I are a speaker now!"***

You'll find Dennis crisscrossing the country to serve associations and corporations alike in the roles of emcee, corporate comedian, and keynote humorist. He even continues to dabble within his roots, improv comedy, with *LOL Improv Troupe*.

With a natural ability to connect, Dennis can raise a laugh from your 2000 conventioners - or help you find the funny within your daily efforts at the office. And he has the skill, coupled with the aspiration, to make your next event the best event on record. ■

*If you could use true laughter at your next happening, talk with **Dennis DuPont**. The guy is funny!*

913-226-8737  
[dennis@dennisdupont.com](mailto:dennis@dennisdupont.com)  
[www.dennisdupont.com](http://www.dennisdupont.com)



## LARRY MERSEREAU... *Helping Companies Bring in More Business !*



**S**mart business owners, marketers, and sales professionals know who to turn to for the strategies and tactics

they need to bring in more business: **Larry Mersereau**. Nixed as a small business marketing expert, Larry has authored four books on the topic (including the 1995 classic: ***Shoestring Marketing***), consults with select clients nationwide, and speaks at dozens of corporate reseller events and association conventions every year.

Larry's most popular keynote is titled after his latest book:

**STAND OUT!** It's about differentiation, positioning and branding.

Companies the likes of American Express, YAMAHA Motorsports, Viking Sewing Machines, and Wellpoint Health Networks have hired Larry to help their channel partners sell more products and services while bonding them to the company brand in the process. His association client list is like a *Who's Who* of trade groups, including International Music Products Association, Specialty Equipment Marketing Association, American Bus Association, and National Association of Pizza Operators.

Larry shares real-world information and ideas

formulated to help make marketing and promotion simple, doable... effective. He's easy to understand and his concepts are easy to grasp. Everything he espouses is easy to implement, even for small businesses with limited budgets and resources. And practitioners will see positive (profitable!) results. Simple, Doable... Effective! ■

**Larry Mersereau** is a professional speaker and author of four books on small business marketing. All are available on his Web site:

[www.promopower.com](http://www.promopower.com), at Amazon.com or better bookstores everywhere. To check speaking availability call toll free: 888-224-0236, or email [Larry@promopower.com](mailto:Larry@promopower.com).



## RON PATTON... *Bringing Historical Figures to Life*



**Every Sunday at 11** is the title of the only book I have written. But it describes what I have done for the past 40 years.

I was ordained as a Presbyterian "preacher" in 1968 and love the pulpit. In contrast to most members of NSA, I have one "audience" and 48 to 50 sermons per year. I write a new sermon every week and have only

one chance to get it right. Because each sermon is unique, I have no "signature story." Based on lectionary scripture, planning begins 2 to 3 months before and writing is usually done on Wednesday. I work from a full text (keeping me from going too long) but never, never read the text.

Does Sunday morning always go as planned? Let me tell you about the crop duster at the service in the town park, or the fire engine that stopped in front of the church, or the bomb in the parking lot on

Easter, or our son running around in front of the pulpit during the sermon. I'd be happy to share these, and more, with you.

Then there are the re-enactor characters I have added to what I do: The Rev. Dr. John Witherspoon (1776) and Col. Beauregard T. Justice (1850).■

**Dr. Ron Patton** is Past-President of the Heartland Chapter of the National Speakers Association.

**Dr. Patton** can be reached at H.R., 5537 Chadwick Road, Fairway, KS 66205-2626  
Voice – 913-831-0178  
Cell – 816-289-4950  
FAX – 913-236-7673.



**W**e all are aware of the economic recession, or is it just an extremely slow growth period?

Depending

on where you stand—in the unemployment line or at your financial advisor’s desk reallocating your investments— your experience will determine your point of view. However, one thing that everyone can agree upon is that the economy is suffering, and that the old days with low volatility in the stock markets is a thing of the past.

We therefore need to assess the opportunities that present themselves to us now and in the foreseeable future. There are numerous opportunities which can be seen when we clear the current cluttered airwaves about “the crisis.”

We have a highly educated workforce that, in this electronic era, can develop new systems to increase productivity at a very fast pace. We have an economic infrastructure that is the envy of the world and which can enhance new productivity processes. This is a time to

implement great process improvements. Now is the time, when markets are roiling, to put in place the changes that are long overdue. And the new business tools, which will be lasting ones, are those that are based on market needs.

The following are just a few concepts that must be considered:

- **Distant learning** is in its embryonic stage – we need to expand this cost effective concept and strengthen the metrics to validate learning levels.
- **Tele-commuting** has not even come close to its vast potential. Organizations need to develop systematic ways to determine how to reshape in order to provide optimal benefits. IBM is doing just such a study on a global basis.
- **Centralized databases** have been implemented, to a large extent, in most organizations but have not reached full potential due to fiefdom struggles. Without access to data, most operations in an organization are limited in their productivity improvement capabilities.
- **Systematic Individualized**

**Marketing Communica-**  
**tions** is a new concept that will dramatically improve client development and sales.

The list can continue much beyond the constraints of this article. The point we need to embrace is that with this new economic period come opportunities to improve communications, enhance training, attract talent, and motivate employees and clients. Now is not a time to despair. Now is the time to put in place these nascent tools so they can bring productivity improvement to fruition for your organization.

The issues organizations will face tomorrow are not going to be the same as the ones of yesteryear. We need to boldly embrace new approaches and introduce, at a rapid rate, new concepts and systems to deal with the more dynamic economy of this era.■

*Rich Delaney is a President of 20/20 Marketing which works with organizations to identify strategic profit opportunities and develop a focused plan to achieve profitable results. Rich’s new book, **Power Up Your Selling Effectiveness!** provides a comprehensive view of strategic ways to improve business success. Rich can be reached via [www.2020marketing.com](http://www.2020marketing.com) or phone at 913-814-8742 or email at [Rich@2020marketing.com](mailto:Rich@2020marketing.com).*

# I Just Want to be H E A R D: Five Steps to Successful Negotiation

by Mary A. Redmond

The **LeaseSpeak**™ System

*Mary Redmond is a speaker, author, and consultant. Her company, Independent Lease Review, has saved clients over \$4.5 million in negotiating fair and equitable equipment lease contracts. She is the creator of The LeaseSpeak™ System.*

## H HOMEWORK

Sir Francis Bacon knew the key to successful negotiation when he wrote “Knowledge is Power.” Before every negotiation, we should know as much as possible about the “other team.” Homework comes before entering the negotiation room.

Think of a negotiation as a final exam in a course called Business 101. Cramming for the exam is an option. When the stakes are high, procrastination is bad.

Before Al Gore invented the internet, the library was the place to research our prospect. Books, trade magazines and the local business journals were our study guides.

In our information-jammed lives, savvy negotiators “Google” the opponent’s web site, check out the CEO’s bio, the corporate marketing philosophy, latest press releases, stock price, trade magazines, blogs, podcasts, webinars, and other bits and bytes of research. Help! Information overload!

The major reason for doing homework is to understand your opponent’s needs, wants, and

bottom line. There is a point in the negotiation, some dollar amount or a concession that breaks the deal. Before discussions begin, both parties need to know their “bottom line.”

## E ENGAGE

In the initial meeting, engage the opponent and assess what you know and need to know. Open ended questions are tools to get the other team talking. New information is gathered and other information is confirmed. Rapport and trust are established.

Active listening, note taking, and reading body language are tools of a skilled negotiator. Those who master reading what others are thinking and who listen 80% of the time leave the negotiation table with big wins.

## A ASSESS

Assess what you know and don’t know. Test possible options using phrases like “what would you say if...” or “let’s imagine if...” and then let the other person talk.

Answering a question with a question is a technique we learned at age two and still use in the world of “grown-ups.” Why? How? When?

## R RECOMMEND

You are ready to make a proposal. This is not called the

Godfather Step. Don’t play Don Corleone and “make ‘em an offer they can’t refuse.”

There are debates over who should make the first offer. Go with your gut. I’ve done it both ways and ended with a win.

## D DOCUMENT

A deal is not finished until it is in writing. Accurate note taking throughout the process makes this phase easy and painless. Immediately after the discussions are finished and the handshake consummates the agreement, minutes or contracts are distributed. Responsibilities are assigned. T’s are crossed. I’s are dotted.

You just laid the foundation for the next meeting, negotiation, or transaction. If all parties were treated fairly and each leaves with some of what they needed, you have a win-win relationship. You will live to do another deal. ■



*Mary Redmond can be reached at 913-441-4108 or by email at [Mary@leasespeak.com](mailto:Mary@leasespeak.com).*



*Happy Holidays from all of us at NSA-Heartland!*

**Looking for a professional speaker or trainer for your upcoming event?**



**Professional speakers at your fingertips**

**[www.NSA-Heartland.org](http://www.NSA-Heartland.org)**

**UPCOMING EVENTS**

- DEC 10** 6:30 p.m. NSA—Heartland  
Wed. Night SNAC Mtg.  
*Speakers Networking And Collaborating*  
Topic: *How Do We Give Back?*
  
- JAN 17** 9:00 a.m. NSA— Heartland  
Prairie Village, KS  
**Guest Speaker:**  
Panel Discussion:  
*Bureaus, Meeting Planners & Seminar Companies*
  
- FEB 11** 6:30 p.m. NSA—Heartland  
Wed. Night SNAC Mtg.  
*Speakers Networking And Collaborating*  
Topic: *Keep It Real: Marketing*
  
- FEB 12-15** NSA National  
Winter Conference  
Walt Disney World Resort, FL
  
- MAR 14** 9:00 a.m. NSA— Heartland  
Prairie Village, KS  
**Guest Speakers:** Stephen Tweed & Elizabeth Jeffries:  
*Working with executives who want to grow their business and develop their leaders*