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## Q School:

### Your Inside Track to Success in the Speaking Profession

**P**rofessional speaking is one of the most rewarding but challenging professions in the world. NSA-Heartland's Q School will help aspiring and current professional speakers build and enhance their professional speaking business.

Q School ( *Qualifying School* ) is a one-year program running from January through November 2010 that will deliver proven techniques, strategies, and resources used by professional speakers in their own business. The goals of the program are two-fold:

- ♦ To teach you the platform and business skills necessary to be successful as a speaking professional.
- ♦ To assist you in qualifying for and becoming a member of the National Speakers Association.

#### The Q School schedule will include:

- **January 16:** NSA Saturday workshop
- **January 23:** Coaching session with Certified Speaking Professional (CSP) Frank Keck
- **February 13:** Topic Development with Karen Anderson
- **March 13:** NSA Saturday workshop; PLUS **Publicity / Public Relations** with Pam Lontos
- **April 10:** NSA Saturday workshop; PLUS **The Business Side of Speaking**

**and Finances** with Jane Atkinson and Rodney Loesch

- **May 15:** **Marketing Yourself as a Speaker** with Larry Mercereau and Kelly Tyler:
- **June 19:** **Coaching session** with Certified Speaking Professional (CSP) Chuc Barnes
- **July 10:** **Facts Tell, Stories Sell, & SIZ-ZLE Makes it Jell! Bringing your Presentation to Life** with Cathy Newton, Candy Whirley, & Kathleen Randall
- **August 7:** **Coaching session** with Certified Speaking Professional (CSP) Joe Calhoun
- **September 11:** NSA Saturday workshop with Patricia Fripp: **Good to Great, Taking Your Presentation to the Next Level;** PLUS **Guilt Free Selling** with Steve Schumann
- **October 9:** Session for preparation, practice and videotaping
- **November 13:** NSA Saturday workshop with Avish Parashar: **Better Results with Less Effort and More Laughs;** PLUS **Q-School GRADUATION!**

Register at [www.nsa-heartland.org](http://www.nsa-heartland.org)

Total value for Q School \$3583.00 for only \$1200.00. Individual sessions: \$55 for NSA-Heartland members and candidates; \$100 non-members. Payment plans available.

#### Questions? Contact:

Karen Anderson at (913) 492-3881  
[karenlanderson@kc.rr.com](mailto:karenlanderson@kc.rr.com)  
 or Cathy Newton at (816) 858-5806  
[g.e.newton@att.net](mailto:g.e.newton@att.net) . ■

## President's Perspective: The Spirit of Cavett

I was traveling to San Francisco for Thanksgiving with my wife, Rachel, and our boys, Leo and Dax. We were about an hour into a 5-hour trip when Rachel was hit in the head by falling luggage from the overhead compartment. She was holding our 6-month-old son, Leo, in her arms and luckily it did not hit him. She was cut below her eye and started bleeding. Then it started to swell like jiffy pop and turn purple. Next thing I know, she turns to me and says, "Would you mind holding the baby, I am going to pass out." So I grab Leo and next thing I know, she is unconscious in the seat next to me. I rang the flight attendant call button and she came immediately. She saw the situation and grabbed the other two attendants and they immediately started to attend to my wife. They called over the PA for a doctor, a nurse, anyone who has been to medical school to come help.

They worked on her for about twenty minutes, moved her back a row so she could lie down. We were greeted in Denver by the EMTs and Rachel was treated and we moved on to our next flight. After arriving in San Francisco several hours later, Rachel received a call from Amy. Amy was the flight attendant that took care of Rachel on the plane. She told Rachel she wanted to make sure she was ok and also wanted to know if there was anything she could do to help. *Southwest* calls that the Warrior spirit. To go the extra step, to go to 11 when others stop at 10. In NSA, that is also called the Spirit of Cavett.

Cavett Roberts was the founder of NSA, and also the heart and soul. He was always looking to help others in any form or fashion. During these trying times, we all need to reach out and make sure that we are showing our Warrior Spirit, our Spirit of Cavett. Our 11.

What will you do to go the extra mile for your next client? What will you do to go the extra mile for your fel-

low speakers? How will you give to your time, talents, or resources to the chapter to make sure it is successful in fulfilling its mission of serving the NSA members of the Heartland area.



Speaking is the greatest profession in the world. Where else do you get to serve many others at once, and get people to applaud you at the end?

Now go out and make a difference in someone's life today. Give them a kind word, go the extra mile. Be the 11 that makes their day! ■

*NSA Heartland is the local chapter of the National Speakers Association. We are here to serve the professional speakers of the Heartland area, to become more proficient, more valuable to clients, and more successful speakers.*

*Frank Keck is our NSA-Heartland chapter president. As a speaker and author, Frank helps people create the life for which they were designed. Frank, a Certified Speaking Professional (CSP), can be reached at [frank@frankkeck.com](mailto:frank@frankkeck.com).*

## NSA-Heartland Board

### President

Frank Keck

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Paula Switzer

### Programs

Steve Schumann

Q School Administrator

Karen L. Anderson

### Newsletter Editor

Kathleen Randall

## JANUARY Chapter Meeting

**Date:** January 16, 2010 (Saturday)

**Time:** 9:00 a.m. to 12:00 noon

**Location:** Kansas City Café  
1532 Grand Blvd  
Kansas City, MO

**Schedule:** 8:15 a.m. Registration  
8:15 - 8:45 Optional NSA orientation  
9:00 - 12:00 NSA Meeting: Speaker Panel  
12:00 noon Lunch provided  
1:00 - 4:00 Q School Begins!

**Cost:** \$45 Members & 1st Time Guests  
\$75 for other guests

*For your convenience, payment will be accepted at the door on Saturdays, from 8:15-9:00 AM: cash, check, or major credit cards.*

**Pre-Registration by WED, Jan. 13**

**Register Today at:**

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

**or by phone 816-464-1940.**

**New  
Location!**

## ***Must Attend Session! Focus Your Business for 2010 !***

**Our January 16th chapter meeting** will start off the new year with a panel presentation by experts who speak. In this fast moving panel presentation you'll be reintroduced to the four competencies adopted by the NSA Board of Directors to be mastered by Association members. These competencies guide the selection of program topics for NSA's educational meetings and publications and form the core curriculum for NSA's Certified Speaking Professional (CSP) program.

These four competencies are the core of every professional speaker's business and the focus of their on-going development. Whether you are just starting out in the speaking business, preparing to file for your CSP certification, or you've been so involved in running your business that you've lost focus, you may be feeling overwhelmed or uncertain what steps to take to be more successful in 2010.

Our panel will clarify the importance of each competency to your business and help you refocus, using the competencies, on what the best next steps are for you.



### **• Ethics**

**Steven Iwersen** will help you clarify the principles and standards governing the conduct of all members of the speaking profession so you present a clear image that builds trust and rapport with audiences, meeting planners and vendors while helping you to make the best decisions about your business dealings.



### **• Enterprise**

**Jack Randall** will take you through the daunting task of clarifying your business practices helping you determine where to put your efforts, what to track, what to start and what to stop or hand off so your business becomes a strong, smooth running business venture.



### **• Expertise**

**Chuc Barnes, CSP**, will give you guidance on defining where your knowledge, skills, and expertise are leading you and what goes into mastering your unique expertise so that audiences seek you out and ask you back.



### **• Eloquence**

**Karen Anderson** will move you from the philosophy and science to the art of speaking. She'll help you determine how to maximize your style, and use the many elements of eloquence to make your time on the platform most compelling and meaningful to your audience.

**Now's the time to bring your questions and ideas, your plans and concerns about what your business will be in 2010** and work with them in the safe, talented, encouraging atmosphere of the NSA-Heartland Saturday Meeting. **You'll leave with a clearer, more confident plan, a more solid foundation, and the challenge of excellence that will come with your mastery of the four competencies.**

#### **Afternoon Session (Optional)**

Q-School Members-Only Session with Frank Keck, CSP. (See front page for Q School info.)

# Kick Off 2010 in Full Swing

## How to Take Charge of Your Resources With Purposeful Risk Taking

© 2009 Cathy Newton



Did you grow up hearing...*it's better to be safe than sorry... if you can't stand the heat, get out of the kitchen... don't rock the boat...*? Has putting stake in those adages left you feeling frustrated, perplexed, or hungry for more out of

life? Has it sabotaged your success? Kick off 2010 with a FLIP in your thinking. Don't settle for risk aversion and mediocrity. Become a *purposeful risk taker*. Take charge of your resources, use them to your advantage, and get back in the full swing of giving generously.

"Risk" isn't just about danger. There's an uncertain element to living. Advancing your career, making relationships work, improving your golf score---all uncertain ventures but worth taking a risk. *Purposeful Risk Taking* means that you understand the uncertainty but you seek the potential benefits. You take the challenge, stretch yourself, and make the investment---on purpose.

Your resources are the available means, advantages, or supplies that you can give to other people. Giving your resources builds your influence. Even if you can't write big checks, give incentives or provide manpower, don't jump to the conclusion that you have nothing to offer. There are many practical resources that are within your reach.

### 1. BRIGHT IDEAS

You stay updated in your industry. You have knowledge and skills in your leisure time pursuits. And if you are involved in community organizations, church, or your children's school, you are in touch with community concerns. These three areas---occupation, leisure, and community concerns---are your fuel for bright ideas. What you know can be useful to others. If you see a need for information, by all means pass it on. Share a journal article, web site, idea, strategy, bargain, technique or trend. Look for opportunities. Share your bright ideas in the spirit of good will.

### 2. KIND WORDS

Kind words or bitter words; affirming or critical; accepting or rejecting; requesting or demanding---the words you use and the tone of your voice can build influence or drive wedges. Thoughtful expressions of appreciation, gratitude, or affirmation can convey the sense that you care about a person and notice their efforts. Affirming words are far more likely to motivate someone to be cooperative. You can even express frustration and disappointment with kind words. A person might forget the content of your words, but they will never forget how your words made them feel.

### 3. HELPING HANDS

Reach out and use your helping hands

to make the world better. You can perform a simple task like picking up litter along your street. You can offer to assist another person who is overloaded with pressures or responsibilities. Or you can volunteer in one of many organized community causes--to feed the hungry, visit the sick, give shelter to the homeless, or protect the environment. These simple acts of helping hands offer hope to others.

#### 4. BITS AND PIECES

Bits and pieces are tangible items that can be given away at just the right time. Giving a birthday card, a meaningful book, or a cup of tea can be a wonderful pick-me-up. Having a safety pin, a stamp, or chocolate might save the day. Or how about keeping birthday candles, a kazoo, and a whoopee cushion in your bottom desk drawer to stimulate impromptu fun? Be on the lookout for opportunities to provide bits and pieces as needed.

#### 5. PASSION AND PURPOSE

Take a minute to reflect:  
State one thing you enjoy about your job.  
Identify a cause that you are passionate about.  
Name a charity that you support with your time or money.  
Acknowledge a character trait you most want to be known for.  
Specify three things that mean pure FUN for you.

This is probably the most overlooked resource you have. Passion and purpose---that's your ability to inspire and motivate *others* to achieve great things. Your co-workers need your inspiration to fuel their own commitment. Your community needs your concern for social justice and environmental responsibility. Your clients are energized by your character. Your own children/grandchildren need your sense of fun to learn how to enjoy life! These are

things that you can joyfully give them.

Taking charge of your resources and giving generously is risky business. The risk is that your resource might miss the mark, fail to get the desired result, or be rejected. Take the risk anyway! Kick off the New Year prepared to "turn up the heat" and "rock the boat." Know what you have to give and be generous with your resources. Take delight in the art of giving. The benefit is greater influence with your co-workers, clients, family and friends...and an energized and joyful spirit of giving in your heart. Risk it! ■

*Cathy Newton is a professional speaker who pushes people to get in the full swing of risk taking for performance improvement. This article was adapted and excerpted from Cathy's book: Living in Full Swing. To order Cathy's book: [www.advantagebookstore.com](http://www.advantagebookstore.com) To contact Cathy: [www.CathyNewton.com](http://www.CathyNewton.com).*

## NSA Vision and Mission

### NSA's Vision

NSA is the recognized community for developing the content expertise, platform excellence and business knowledge of those who speak professionally.

### NSA's Mission

NSA is dedicated to advancing the art and value of those who speak professionally.

# VoiceWind — “Everywhere the Wind. In the Wind the Voice.” by Greg Loveless



**A** player learns she has a debilitating disease. Another learns her chemo therapy begins in days. Players have lost three teammates in a tragic accident. And yet these individuals and teams meet and exceed their goals. How is that possible?

Tragedy forces them to deal with the world as it is, not as they would like it to be. The techniques they use to survive these events are transferred into success on the field.

Through humorous and heart warming stories of his players Greg paints a picture of how successful players all share and employ common strategies and techniques in the midst of change and chaos. These techniques have been battle tested in four arenas.

1. 25 years in Competitive Girls Premiere Elite Fast Pitch Softball: where appearances at Nationals were achieved yearly with scholarships abounding.
2. 20 years in the Corporate Environment: where facing reality created a new process that cuts costs in half while increasing profits ten fold.

3. Non-profit Sector: when experts conclude an institute is terminal, these techniques, in one year, allow this group to embark on a six figure capital improvement project.

4. Small & Home Based Businesses: where these techniques have created a 30% increase in sales in two months and have tripled incomes in one year.

“Success comes in being brutally honest, because the game is brutally honest”. ■

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Blog: [www.VoiceWind.net](http://www.VoiceWind.net)



Kansas City's Meeting Industry Council delivers happy holidays to eleven families at Re-Start. Bags full of toys, clothes, games, and gifts ran the length of the wall! Ho! Ho! Ho!

February 12–14, 2010  
Nashville Airport Marriott  
Nashville, Tennessee

*Imagine*

# 2010 NSA WINTER CONFERENCE

## NSA Winter Conference Promises Dynamic Learning, Incredible Networking, and Nashville-Style Fun !

- The 2010 Winter Conference underscores NSA's tradition of providing advanced learning and networking opportunities to help speakers succeed in their speaking careers. Experience a creative educational event where you will receive information, tools, resources and tips to shape your business and boost your bottom line.
- The Winter Conference is designed specifically to meet the challenges of the economic downturn. You will learn how to improve your platform skills, enhance your image and engage diverse audiences more effectively. The result: more bookings!
- You can customize your conference agenda by choosing the learning that is right for you-- Intensive, Mega or Concurrent sessions--or sample each of them. They're all mighty tasty! Hot topics include advanced platform skills, speaking to Generation X and Y, multiple income streams, money management, virtual staff and more.
- **We have a *really* special program on Friday morning (FEB 12) featuring Cavett Award winner, Lou Heckler, and country music legend, Mel Tillis.** Lou, using his unique talent as an interviewer, will use Mel's incredible story of overcoming adversity to hone in on ways all of us can be better on the platform.
- Join us for the 2010 Winter Conference in Nashville, where we'll have incredible networking and lots of Nashville-style activities and surprises to take advantage of our Conference location, including some (optional) discounts to attend the Grand Old Opry and plenty of great Nashville entertainment!

***To register for the NSA Winter Conference, visit our Web site at [www.NSASpeaker.org](http://www.NSASpeaker.org).***





## Q School Kick-Off January 2010

No matter what your level of speaking experience, we have exciting news for you! NSA-Heartland is introducing the very first Q School for Speakers.



Q School will be highly interactive and based on what NSA has found are the necessary components for a successful speaking career. These components are called the Four E's: Eloquence, Enterprise, Expertise, Ethics.

Q School will be starting in **January 2010**. To find out how you can enroll, contact Karen Anderson at (913) 492-3881 or Cathy Newton at (816) 858-5806. ■

## UPCOMING EVENTS

- |                            |  |
|----------------------------|--|
| <b>JAN 16</b><br>9:00 a.m. | NSA– Heartland<br>Kansas City, MO<br><i>NSA Competencies Panel</i>   |
| <b>FEB 10</b><br>6:00 p.m. | NSA—Heartland<br>Wed. Night SNAC Mtg.<br><i>Speakers <u>N</u>etworking <u>A</u>nd <u>C</u>ollaborating</i> |
| <b>FEB 12-14</b>           | NSA 2010 Winter Conference<br>Nashville Airport Marriott<br>Nashville, TN                                  |
| <b>MAR 13</b><br>9:00 a.m. | NSA– Heartland<br>Kansas City, MO<br>Guest Speaker: Pam Lontos<br><i>Publicity &amp; Public Relations</i>  |
| <b>APR 10</b><br>9:00 a.m. | NSA– Heartland<br>Kansas City, MO<br>Guest Speaker: Jane Atkinson<br><i>The Wealthy Speaker</i>            |
| <b>MAY 12</b><br>6:00 p.m. | NSA—Heartland<br>Wed. Night SNAC Mtg.<br><i>Speakers <u>N</u>etworking <u>A</u>nd <u>C</u>ollaborating</i> |
| <b>JUNE 18</b>             | NSA—Heartland Banquet<br>Entertainment: Mark Mayfield  |