

NATIONAL SPEAKERS ASSOCIATION



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PAULA SWITZER... *Increasing Sales and Building Effective Teams*



Have you heard of the singing and dance group, *Up With People?*

Back in the late '70s

Paula spent a year traveling the world with one of their smallest casts ever. These 35 members were handpicked so they could all fit on one bus, as they were the first cast ever to visit an "iron-curtain" country (the former Yugoslavia). Paula credits this experience, along with many other "stretch opportunities" to her people skills, as well as her high flexibility factor.

Paula speaks on various topics related to leadership, sales, and relationship marketing.

Paula has achieved top sales awards consistently over the years, including the coveted Golden Circle Award with IBM. She has been a successful small business owner for over 17 years and is a featured author in the book *Leadership Defined*.

Some of her most requested topics are:

- Helping Managers Balance Smart with Heart: What Emotional Intelligence Means & Why It Matters

- The Fortune is in the Follow-up: Why Most People Never Get the Sale
- 7 Elements of Relational Leadership: What You Need to Know to Lead Others
- Smooth Sailing to Smooth Selling: Ride the Waves to Weather the Storm
- Find the GAP: A Simple Strategy for the Lessons Life Hands Us. ■

Paula Switzer helps individuals and organizations build strong relationships for increased sales and effective teams. Paula is a nationally recognized expert in DISC and can be reached at 888-439-6070 or email: paula@trainingresources.com. Visit her Web sites at: www.trainingresources.com, www.disctraining.com, www.relationaleadership.com and www.bearealleader.com.

MARCH 31: *First Ever Meetings Industry Council Speaker Showcase*



Mark your calendars for March 31. The first ever speaker showcase, sponsored by the twelve groups that make up the Meetings Industry Council of Kansas City, is an event you'll want to be sure to attend. This showcase will feature ten speakers from our NSA-Heartland chapter. It will give you a chance to see these local speakers in action and also to network with Kansas City area meeting planners.

WHERE: Kansas City downtown convention center

WHEN: Tuesday, March 31, 2009

TIME: 8 a.m.—12:30 p.m.

Be watching for more details to come!

President's Perspective



When I was accepted as a professional member of the National Speakers Association in

June 2005, I made a strategic decision – to go full throttle! I'd been speaking professionally for a number of years; but this was the catalyst to a career change.

The NSA membership packet arrived in the mail and I registered for my first National convention. (After all, anything worthwhile deserves an all out effort.)

At the convention I met my "Convention Coach," Elizabeth Jeffries. She helped me clarify my purpose for the convention; and she gave me the best advice I've received from anyone in NSA – "Get involved in the local NSA Chapter. That is where your membership gains

the greatest value." She was right!

I joined NSA-Heartland chapter that year and learned that success in this business is not haphazard, but strategic and intentional.

What is your strategy for success? To help you improve on your personal and professional success, I've invited two masters in the industry to join us this March: Stephen Tweed and Elizabeth Jeffries! Their presentation will bring clarity for your business strategy and insight to a more balanced lifestyle. Make a strategic decision today – go full throttle with NSA! ■

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.

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Why be a part of NSA?

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.

January Chapter Meeting

Date: March 14, 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, March 11

Register Today at:

www.NSA-Heartland.org

or by phone 816-464-1940

MARCH 14th CHAPTER MEETING:

Five Principles to Grow Your Business and Get Ready for the Future

With Stephen C. Tweed, CSP and Elizabeth Jeffries, CSP, CPAE

Two of NSA's seasoned leaders will reveal **five principles by which to grow your business and get ready for the future.**



Stephen
Tweed and
Elizabeth
Jeffries



will demonstrate how to: build your

business on a firm foundation, focus your resources and energy, communicate your uniqueness, and how to increase value to your audiences and clients. They will give you practical examples of what has worked for them in over 25 years as

full time speakers and authors, and as leaders of the National Speakers Association.

You will gain insights on how to:

- ◆ Anchor your business on the solid ground of your expertise, business model, and financial plan
- ◆ Focus your business for improved results
- ◆ Shine your light brightly and let your clients and prospects know who you are, what you do, and how they can benefit by hiring you.

If growing your business and increasing your involvement in your profession sounds good, attend this exciting meeting.

To register for the March meeting, call **816-464-1940** or register online at the NSA-Heartland Web site at **www.NSA-Heartland.org**. ■

Stephen C. Tweed, CSP, is Past-President of the NSA. He has been a full-time speaker, author and consultant since 1979. Received the Certified Speaking Professional designation in 1993, and has served on the NSA board since 1997. Stephen was President of NSA in 2002-2003, and is currently Vice Chair of the NSA Foundation Board of Trustees.

Elizabeth Jeffries, CSP, CPAE is the founder and past president of NSA/Kentucky. She served on the NSA board from 1990 to 1996, and received the CSP in 1987.

Elizabeth was inducted into the CPAE Speaker Hall of Fame in 1997. She has been a full-time speaker and author since 1981. Elizabeth and Stephen are husband and wife, and business partners in the firm of Tweed Jeffries, LLC, based in Louisville, KY. They can be reached at www.tweedjeffries.com.

NSA Winter Conference... February 12-15

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

WHAT: The National Speakers' Association Winter Conference

WHERE: Disney's Coronado Springs Resort,
Walt Disney World® Resort, Florida,

WHEN: February 12-15, 2009

HOW: Call NSA at 480-968-2552
or register online at www.mynsa.org.



We Need to Change. You Go First. *by Kelly Tyler*

“You must be the change you wish to see in the world.”

- *Mahatma Gandhi*

In a recent management skills training session, a manager, Lloyd, asked how he could motivate his staff to be more productive. Not an unusual question. In fact, it comes up all the time as managers work to increase productivity (and their bonuses).

The unusual part of the conversation was that Lloyd was not interested in recommendations from anyone in the group. Lloyd's peers called him out for being stubborn and negative. The group had discussed their disdain for both behaviors in the program only minutes before Lloyd's question.

Lloyd might have been having an unusually bad day, but his negative attitude prompted the group to discuss him being the change he wants to see in others.

If Lloyd wants his staff to be open-minded and positive, he needs to be the same. If he wants others to change procedures to improve productivity, he needs to be open to changing his procedures too. Additionally, if Lloyd wants proactive people on his team, the best way to inspire such behavior is to demonstrate it.

Phrases such as “That would never work.”; “I’ve always done it this way.”; “I’ve already tried that,” show a manager set in his ways, stubborn, and negative.

Such a manager is not going to inspire others to change.

When peers and leaders offer advice, when a technique isn't working, when your team's productivity is down, listen. Listen, learn, and lead by example. Managers who remain open, positive, and proactive inspire change in others.

Be the change you wish to see in others. ■

Kelly Tyler develops the leaders organizations rely on. In today's economy, leadership development is more critical than ever. This is the time for strong leaders who can inspire their followers. Kelly develops such leaders. For information, visit Kelly's Web site www.KellyTylerTrainingServices.com and contact her at 816-353-8786.



KAREN ANDERSON... *Ready, Set, Take ACTS-ion!*

Are you having difficulty connecting with readers and listeners? Or, are you frustrated in managing a new job and the people who go with it? Karen L. Anderson, president of ACTS-ion Solutions, LLC, can provide guidance.

Participants cite “Karen's enthusiasm and practical knowledge” and the interactive exercises she facilitates as reasons to return for more learning. A coaching client said, “I look forward to her visits. An idea as simple as scheduling appointments with myself to organize my office or to address items on my to-do list makes me more competent and more confident on the job.”

A participant exclaimed, “I never knew grammar could be so much fun!” A student presenter stated one of Anderson's suggestions made eye contact easier “when I

looked at one audience member for each sentence I spoke.”

Anderson delivers results. A professional educator and national speaker, Anderson dedicates her efforts to helping “technical” people express themselves in positive, productive, and persuasive ways.

Applying psychological strategies of communication skills is what delivers results. Known for creative techniques for brain-based learning, Anderson designs and develops customized training and coaching programs for organizations and individuals who care about “Creating Choices & Finding Voices”—the tag line of her company that she runs with her business partner, Bree A. Hotchkiss—a medical professional in the Denver area.

Popular programs include business grammar and technical writing, *Listen as If your Job Depends on It!*, *Presentation Performance, From Difficulty to Dignity for Communicating with Diverse Customers and Coworkers*, and *Professional Presence for New Leaders*. New programs include organizational storytelling and critical thinking. ■

Karen Anderson is the author and co-author of several books on the topics of leadership, relationships, and communication strategies. In addition, Anderson has presented keynotes to multiple associations and conventions in Greater Kansas City, including United Way and Meals on Wheels. Recent clients include Quest Diagnostics, Bayer, Black & Veatch, USDA, and Social Security Administration. For performance solutions and personalized service, contact Karen L. Anderson at 913-492-3881, 866-240-3935, or karenlanderson@kc.rr.com.



There is a popular sign in offices around the country that says, "If you could kick the person responsible for most of your problems, you wouldn't be able to sit down for weeks."

That may be true. But the reverse is also valid. If you praised the person most responsible for your personal success, you'd have to get a new hat size!

How would you like to sit down at your desk today and authorize your own promotion? How would you like to move from the position you currently hold to one with greater authority, responsibility and respect? Would you like one with better benefits, rewards and a pay raise? It sounds like a fantasy; and yet, you can do it without having to make a power point presentation, process an official request or get someone's permission. Just give yourself the promotion!

Here is how you do it. Promote yourself. In your heart and mind make the decision that you are going to do the job you have now – better than you have ever done it before. You are going to exceed the expectations. In doing so, you are going to be promoted!

Simple Strategies to Promote Yourself:

- Do more than what is expected! Every person who goes beyond the expectations is the one who receives the pay raise. You can advance today by doing the unexpected. What is the unexpected? One thing better than the usual or the norm.
- Tell your customers what you can do and deliver! Don't tell them what you used to do or how things used to be managed. Focus on solutions, not on the excuses. Just get to it and do it!
- If you have a good suggestion, confidently offer it as a viable option. Don't reference it to any prior job or experience. If it is worthy of merit, it will be recognized for its value.
- Follow through! When you follow through, you set yourself apart from the crowd.

Now you may not get the official promotion today, but your actions will produce a winner's attitude in your habits and those habits will begin to create some positive recognition. Here are some suggestions that will help you

build that winner's attitude:

1) Work all morning long, as if tomorrow is the first day of your vacation. "If the wind will not serve, take to the oars."
– *Latin Proverb*

2) Give yourself a reward each time you accomplish a task ahead of schedule.

3) Value the people you work with. "Promote yourself but do not demote another."
– *Israel Slanter*

Self-promotion is not "tooting your own horn"; it's getting into the driver's seat and choosing your own direction. ■

Steven Iwersen is a keynote speaker and leadership specialist. He is the author of *Chasing Porcupines: How to Lead Prickly People* and creator of *Personality Jazz!* Check out his blog for leaders at www.steveniwersen.com.

You can reach him at 913-406-3824 or email steveniwersen@kc.rr.com.



"My Best Boss Ever"

77 stories on how the best bosses get the best results, and earn the trust, respect and admiration of their employees for a lifetime.



Have you ever been terrified of writing a book? You knew in your soul it would help your business. That epic battle raged in my soul for over a decade. I knew I needed to do it, but the white space on a computer screen made me freeze. All the negative voices of past teachers rattled repeatedly in my head. So what was the solution? The way I wrote the book is I interviewed over 200 people and asked them who their best boss was and why... a simple plan I could do. The stories I collected were terrific and they made my presentations original and more dynamic.

It started with the power of a New Year's resolution. On January 2, 2008 - a letter appeared in my email inbox and it was from Joe Leek, he had attended one of my sessions in the Fall of 2007. He bought a copy of my book *My Best Boss Ever*. Joe's email shared that he was reading my book during the Rose Bowl commercials.

(Okay it wasn't so thrilling that the stories kept him from the game -- I'll work on that.) He also shared that he had written down 19 of the learning points on the first page of his 2009 Franklin Planner - so that he could be a better boss this year. Needless to say, I was flattered. I had a book someone actually read, and the feeling of pride was tremendous. I conquered a demon, and someone liked it. It was a personal "wow" moment.

Here are some of the learning points Joe shared from my new book:

- Am I being critical or am I being developmental?
- Management by interacting and walking around: "What can I do to make your jobs easier or better?"
- Leave a legacy
- My Best Boss was more interested in promoting me than promoting himself
- Be on your employee's life's board of directors
- The power or compliments: make them "short, sweet, soon, sincere, specific"
- Know the hopes, dreams, wishes and aspirations of your employees
- Avoid the heart attack - fire them "when you think about firing them more than coaching them."

My next book is "My Best Service Ever." Again, I collaborated with three other speakers and we interviewed hundreds of people and asked them their best service story. My goal is to have a collection of "The Best ..." series over the next decade.

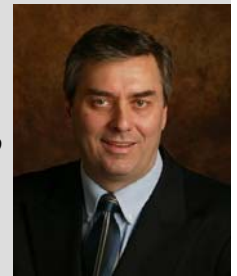
So what's your next business or writing project? Find the courage, make the time, and let your creativity soar... You'll be glad you did. ■

Rory Rowland is a trend watcher.

Rory helps organizations analyze industry trends and use that information to make strategic decisions that will help the organization move forward.

Rory Rowland is the President of Rowland Consulting and can be reached at rrr3@ix.netcom.com or 816-478-3249.

Visit his Web site at www.RoryRoland.com.



Though no one
can go back
and make a brand
new start,
anyone can start
from now and make
a brand new ending.

-- Carl Bard
Scottish Theologian
(1907 - 1978)



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

What happens in organizations many times every day at all levels that can impact success and the bottom line? Negotiations!! That's right, whether you realize it or not, in many of the interactions you have with other people, you are negotiating.

The obvious examples are in sales and procurement. But, what about the CEO who is working on a merger with another company? What about that upcoming collective bargaining agreement? What about haggling over salary and benefits with a job prospect? Or, the employee trying to sell his/her boss on a new concept to make the department more efficient.

All of these examples involve negotiating and the better it's done the greater the chances of a successful outcome and a positive impact on the company's bottom line.



With his power-packed, results-oriented trainings, keynotes and programs, **Kris Kramer** demonstrates practical, proven techniques that will make an instant, bottom-line difference in your negotiating effectiveness!

A top negotiating expert, Kris combines his dynamic, high-energy delivery with a cutting-edge audio-visual

presentation. Stimulating group participation creates immediate results and brings lasting success to participants while making a positive impact on the company's bottom line! ■

*As a speaker and trainer **Kris Kramer** offers programs from 30 minute keynotes to two day workshops. Each program is tailored to the needs of the organization with an eye towards positively impacting the company's bottom line.*

***Kris Kramer** has been negotiating blockbuster deals with Fortune 500 companies for over thirty years.*

Check out Kris' new book, "Don't Leave Your Company's Money on the Table: Negotiate to Save Millions":

*Kramer@lifecycloenterprises.com
www.lifecycloenterprises.com
816-588-8458.*

APRIL 18th CHAPTER MEETING with Stephen Schumann: *Selling from the Platform without the Slime*



First there was the October, 2007, Speaker Magazine article.

Steve;
You don't know me from "Tom's House-

cat," but I just read your article in the NSA Speaker Magazine. It's one of the most helpful articles I've ever read. Have you been inside my head??

Thank you!
Diane Bogino

Then the sessions at the Product Development Workshop in New Orleans and the Speaker Palooza

NSA Winter Conference in San Francisco.

Dear Stephen Schumann: I did not attend the Winter meeting of the NSA but came across a CD with your "Successful Sales without the Slime" and I must tell you that you have had a great impact on me and the way I deliver and sell. It's a whole new world out there after having heard you speak.

My name is Lenny Ravich and I work out of Tel Aviv, Israel.

If an article or a one hour session on CD can have this kind of impact on other's sales success and how they feel about it,

imagine what you could do with a three hour workshop!

When you finish this workshop, you'll have a clear idea of what you're going to do and what you're going to say the next time you're in front of that group to get them to buy whatever it is you want them to purchase. And you'll feel comfortable and confident doing it.

You owe it to yourself to attend this session and you owe it to your audiences too.

To register for the April meeting, call **816-464-1940** or register online at the NSA-Heartland Web site www.NSA-Heartland.org. ■



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

Professional speakers at your fingertips

www.NSA-Heartland.org



UPCOMING EVENTS

- 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

- APR 18** 9:00 a.m. NSA— Heartland
Prairie Village, KS
Guest Speaker:
Stephen Schumann
Selling From the Platform Without the Slime

- MAY 13** 6:30 p.m. NSA—Heartland
Wed. Night SNAC Mtg.
Speakers Networking And Collaborating
Topic: *Mastermind Groups*