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The New Normal

What do Lady Gaga and *The New Normal* have in common? They're about changing our conversations and supporting structures to reflect the new world challenges and opportunities.



To understand exactly what the New Normal is, let's take a look at the past. When I left the corporate world 10 years ago and started speaking publicly about accountability and integrity, not many people were interested. Accountability wasn't "sexy" or the "next big idea."

Here are just a few of the things we have seen in the past 10 years - when there's no accountability or integrity:

- The dot-com bust, 9/11, Enron, Katrina, FEMA...
- Scandals - everywhere: politics, religion, sports...
- Bernie Madoff, bailouts and industries collapsing...
- Product recalls, contaminated foods, greed, waste and excess.

In the past, many organizations touted their vision, mission and core values. But for many, their operating policies and practices weren't aligned. When there is no accountability or integrity in the structures to support those ideals, things run amok!

To succeed in the future, true leaders will be transforming organizations to reflect the current environment and aligning their products, systems and processes with their values.

So what about Lady Gaga? While she may not look "normal," she is changing the conversations in her

industry and transforming how recording companies make money. Now that music is downloaded from the Internet, record labels were going broke. But with the "360 deal," the record label promotes Lady Gaga upfront, and gets paid on the back-end, based on revenue from her tours and merchandise, rather than record sales. Brilliant. And everybody wins, including the consumer.

To succeed in the future, true leaders will assure alignment of the vision and core values. If employees are the "greatest assets," hiring, compensation and benefit practices will reflect those values. The leadership team will really be leading by example and communicating in a way that translates the organizational values to operational practices.

The New Normal is about creating new conversations and new cultures about accountability and integrity. It's not hard and it's not complicated. But it does require courage and commitment and willingness to change.

"Conversations change the way you see the world and even change the world." – *Theodore Zeldin*
 The dialogue and new conversations begin with you and me.

So I ask you this: **Are you ready and do you have the courage to take the first step to change and be ready for the New Normal?**

Marty Stanley, President of Dynamic Dialog, Inc. is an author, national speaker and facilitator who helps organizations create their New Normal. Her book and signature program, *Get Out of B.E.D. (Blame, Excuses and Denial): Change Your Outlook – Alter Your Outcomes* provides the process for success. Contact Marty: www.alteringoutcomes.com mar-tystanley@alteringoutcomes.com or 816-822-4047.

25th Anniversary Celebration! *By President Frank Keck*

It has been an interesting 25 years. Hard to believe how fast it has gone by. Where were you in 1985? What were you doing? In 1985, New Coke was born... and died. Nintendo had its first home gaming system; gas was \$1.24 a gallon; the average U.S. income was \$12,747; *Back to the Future* was the top movie; the KC Royals were World Series Champs; and NSA Kansas City was born.

For 25 years, our chapter has been a home for professional speakers to come meet others in the profession, learn how to be a better business person, better citizen and yes, better speaker. The next 25 years we will strive to continue to serve our members to help them grow and prosper so that they may impact

many others all over the world, as they have for the past 25 years. Cavett Roberts founded NSA on having a servant's heart. What can you do to serve others, both in our chapter and outside?

We welcome all NSA KC/Heartland members, candidates, and former members to attend the **25th Anniversary Gala Celebration on June 18, 2010**. Mark Mayfield (one of our past members) will be the entertainment. Come see friends from the past 25 years and make some new ones! We hope to see you ALL at our next chapter or SNAC meeting.

**Congratulations
NSA Kansas City /
Heartland on 25
awesome years!**



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MARCH Program

Program: *Publicity & Public Relations*
Pam Lontos, Orlando, FL

Date: March 13, 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
9:00 - 12:00 NSA Program
12:00 noon Lunch provided with
Optional NSA
orientation

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

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

Pre-Registration by WED, March 10

Register Today at:

www.NSA-Heartland.org

APRIL Program

Program: *The Wealthy Speaker*
Jane Atkinson, London, ON, Canada

Date: April 10, 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
9:00 - 12:00 NSA Program
12:00 noon Lunch provided with
Optional NSA
orientation

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

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

Pre-Registration by WED, APRIL 7

Register Today at:

www.NSA-Heartland.org

***I See Your Name EVERYWHERE!**



Have you ever wondered why some people are mentioned everywhere in the media? They get higher fees and more business. Have you ever wondered why their book sales are soaring and yours are just chugging along – especially if it's the same genre? Their secret weapon: They know how to use the power of the media to advance their career. You can gain credibility, fame and money by positioning yourself as an expert media source using social media marketing, articles and interviews in magazines.

Publicity expert **Pam Lontos** will teach you how to tap into the power of publicity to sell more books and get more business. She will show you:

- How to use social media to promote your speaking and your book
- How to create Internet buzz
- How to get your articles published
- How to avoid the 10 top publicity mistakes
- How to find your “hook”
- How to get the media to want your story
- How to get journalists to quote you as an expert
- How to write press releases

**New
Location !
1532 Grand Blvd
Kansas City**

Come ready to discover how to make publicity work for you!

***Pam will be in Kansas City on Saturday, March 13th. To register for her program, go to www.NSA-Heartland.org or call 816-464-1940.**

***The Wealthy Speaker: Your Proven Formula for Catapulting to the Top 3%**

Whether it comes to the speech, positioning, or marketing materials, Jane Atkinson will help you avoid the common mistakes and take advantage of techniques and tips that have helped many of her clients catapult to the top 3%.

- ✓ Learn the 3 most important areas to concentrate your time and money
- ✓ Discover the most powerful form of marketing
- ✓ Position yourself in the industry to earn higher fees
- ✓ See what works and what doesn't work in videos, print and websites.



Jane Atkinson has been helping catapult speaking businesses for more than 18 years. As an agent for speakers she has represented speaking super stars Vince Poscente, Joe Calloway and Peter Legge – all CSP/CPAE's* as well as celebrities like Sugar Ray Leonard. As former Vice President of International Speakers Bureau, Jane has seen the industry from many angles. **Join Jane for a highly interactive session that will provide pages of notes and ideas!**

Jane's book, *The Wealthy Speaker: The Proven Formula for Building Your Successful Speaking Business* is the perfect resource for speakers at all levels. Learn the step-by-step process that many of North America's top speakers use to earn over \$1 million per year.

***Jane will be in Kansas City on Saturday, April 7th. To register for her program, go to www.NSA-Heartland.org or call 816-464-1940.**



You keep hearing that you need to be blogging. And you understand the benefits that a blog can provide in terms of helping you market yourself on the web. But how do you get started? If you're ready to pull the trigger, what are the things you

need to consider so that your blog is not set up for failure?

1. Your Blog Content Strategy

Before you dive head first into the blogosphere, ask yourself these questions:

- Who is your ideal buyer?
- What are their needs/pain points as they relate to your offering?
- What types of content would they find most valuable?
- In which formats should your content be created (written word, video, audio, all of the above)?

Which words or phrases would they use when searching for your offering online?

With these questions answered, spend some time brainstorming content topics and ideas that fall in line with your buyer's informational needs.

2. Blog Setup

The main question to ask here is whether your blog will be seamlessly integrated within an existing website, or will this be a separate entity that you are starting from scratch. For most companies, the seamless approach is recommended. This scenario typically requires programming assistance, but if you are building your entire website on a blogging platform (ex: Wordpress), programming assistance might not be required.

Another piece of blog setup is your blog's design

and layout. Try to incorporate your brand image into your blog design as much as you can and if you have the budget, hire a designer to create a custom theme that integrates your brand seamlessly. There are also inexpensive, pre-designed themes out there that can provide a high-end look for chump change.

3. Ongoing Content Development

Can't think of anything to blog about? Step out of your box and listen to your marketplace. Engaging in and monitoring the social media realm is great for content inspiration. Subscribe to industry blogs. Follow industry experts on Twitter. Identify LinkedIn groups that might be the virtual stomping grounds of your buyers. Take note of the questions they ask or the comments they make related to your offering.

As more and more content ideas develop, start an editorial calendar that helps you organize your blogging schedule. Then develop some internal processes and dedicate some time for content development each week. If you can't get it done yourself, hire a professional copywriter to help you with content ideas and copywriting.

A Final Word of Advice

Don't expect too much, too soon. Between regular blogging, valuable content, promotion of your content via social media and the search engines, you should see a gradual, steady increase in traffic and opportunities each month. ■

Brody Dorland is the owner and consultant for *Something Creative, Inc.*, a Kansas City-based, virtual marketing and interactive agency offering an array of strategic and creative marketing services for businesses throughout the Kansas City metro area.

Visit Brody's blog at:
somethingcreativeinc.com/blog

Making the Argument for Optimism by K. Rowinsky

Setbacks, mistakes, or things not turning out the way we want them to, often leave us feeling dejected and down on ourselves. When things go wrong, many of us will automatically turn inward believing that we are flawed or not good enough. These negative beliefs about self impact our optimism.



One way to build optimism is to be aware when these automatic beliefs occur, and then learn how to disagree with them immediately. For most of us it is easier to argue with a friend when she is feeling bad about herself. We point out how she is human, that she has many fine qualities, and she succeeds more than she fails. We dispute her negative beliefs about herself.



That's exactly what I'm suggesting you do for yourself. The next time you feel like you have made a mistake, instead of immediately berating yourself for your stupidity, stop a moment and examine whether the situation deserves such criticism. If it does, decide on a corrective action. If it doesn't, then dispute your automatic belief and convince yourself that you, too, are human and this mistake doesn't mark you for life, or is an example of your being inadequate.

Self care is making the argument to yourself that you are good enough. It is also disputing negative beliefs about yourself. Those two actions will increase your optimism about your life and your power to believe that it can be good. ■

Karen Rowinsky, an NSA-Heartland Chapter Past President, is a psychotherapist in private practice in Overland Park. This article first appeared as one of her weekly Self Care E-Tips. To access an archive of past tips and to sign-up to receive Self Care, go to Karen's website, www.overlandparkcounseling.com.

MINUTES COUNT! Chuc's Time Tip for Conducting Efficient Meetings



Experts report that as much as 40% of the time spent in meetings is wasted. To overcome this, make sure the meeting is necessary and ask whether the reason for it could be settled over a cup of coffee or by a telephone conversation. If the meeting is necessary, decide on an agenda in writing -- including what you plan to achieve -- and distribute the agenda in advance. Make sure the agenda includes suggested time frames for each item to be discussed. Always start the meeting on time and focus on the issues to be discussed and the results to be achieved. Make

notes by deciding what is accomplished and the probable next step needed after each item discussed. When it's time to bring the meeting to an end, do everything possible to end on a unifying theme. Finally, be sure to recap all the action steps you've listed. This makes a more positive meeting outcome, and it reminds all participants of the things that you have agreed to be done.



Chuc Barnes, CSP, gives presentations for executives who want more effective use of their time. He is author of *Get Your Ducks in A Row!* and *Capture the Moment!* Chuc can be reached at www.minutescount.com.

TIGHT Ground Rules for Conflict Management *by Karen L. Anderson*

Managers and employees are being asked to “do more with less” and to “work smarter, not harder.” Both of these clichés are easier written than accomplished. As business leaders search for the right strategic plan, marketing mix, and balanced budget, their people struggle with increasing demands and a decreasing workforce. Frustration abounds in this conflicted economic environment, and relationships take the brunt. When relationships malfunction, performance, productivity, and profitability can suffer.



Karen L. Anderson, a Kansas Supreme Court-approved mediator, says, “Now is an excellent time for manager and employee development in Alternative Dispute Resolution—commonly known as mediation.” Mediation is a facilitated process in which a neutral person asks questions to help parties clarify their expectations and requests of the other party. Through open conversation the parties evolve their own answers to resolving a disagreement, whether a difference of values, resources, or perspectives. Anderson explains, “Mediation helps people find a way to say yes to one another’s needs and interests by creating a mutually beneficial outcome. During this process, the facilitator encourages integrity and accountability, and through this process, trust solidifies and teams grow.”

To help your team or organization embrace mediation, a few “TIGHT” guidelines are essential. Begin with these rules and invite the disputing parties to add and change them by mutual agreement.

TIGHT Ground Rules:

- T** Treat one another respectfully: Act and speak with kindness.
- I** Inform one another’s perspective: Each knows part of the story—share yours, hear the other.
- G** Give your honest understanding of the truth and facts: Discuss issues in good faith.
- H** Honor the confidentiality expectation: Protect one another’s reputations.
- T** Trust the process: It works, so give it time!



Karen can empower your workforce with honest communication, intentional listening, and caring problem solving. Give her a call !
Development and resolution possibilities await! ■

Karen L. Anderson, M.A., CTD
Core & Civil Mediator
President of ACTS-ion Solutions, LLC
(913) 492-3881
www.acts-ionsolutions.com
karenlanderson@kc.rr.com



KCMIC Speaker Showcase: Tuesday, MARCH 23

The second annual KC Meetings Industry Council Speaker Showcase will be held on Tuesday, March 23, 8:30 a.m. to Noon at the Overland Park Convention Center. Area speakers presenting:



- **Karen Anderson**
Under Construction: The Road to Successful Business Relationships
www.acts-ionsolutions.com



- **Chuc Barnes**
The Power of Making Your Minutes Count
www.minutescount.com



- **Brody Dorland**
Social Media Marketing: The Tools of Engagement
www.somethingcreativeinc.com



- **Steven Iwerson**
Let's Make a Deal" A Different Kind of Motivation
www.steveniwersen.com



- **Jeff Lanza**
Identity Theft, Cyber Fraud, & Social Media: Staying Safe in a New Era of Communication
www.jefflanzaseminars.com



- **Marian Madonia**
It's Not About the Money, It's About the Garbage Factor
www.marianmadonia.com



- **Kathleen Randall**
Own the Vision, Face the Fear: Becoming the Leader You're Meant to Be
www.randallresourcesint.com



- **Mary Redmond**
Negotiation With Others: When You Want to Be H.E.A.R.D
www.leasespeak.com



- **Marty Stanley**
Get Out of B. E. D. (Blame, Excuses, Denial): Change Your Outlook - Alter Your Outcomes
www.alteringoutcomes.com



- **Kelly Tyler**
Do the Hokey Pokey: A New Look at Leadership
www.kellytylert Trainingservices.com



- **Dennis Dupont**
EmCee
www.dennisdupont.com

To register for this event, contact www.kellytylert Trainingservices.com



Learn to 'live in full swing' with purposeful risk taking: APRIL 27th



Learn to maximize your mind/body/spirit performance with purposeful risk taking by attending "Living in Full Swing" scheduled **Tuesday, April 27, 9:00 a.m. to 3:30 p.m.** at Marillac Center, 4200 South Fourth Street, Leavenworth, KS. Facilitators of this energizing personal enrichment program are

NSA-Heartland member **Cathy Newton** and Sister Noreen Walter, Marillac Center. Open to all interested persons; a great gift idea for Administrative Professionals' Day; approved for five contact hour credits applicable for nursing re-licensure. Registration fee of \$50 includes lunch and a copy of the book *Living in Full Swing* by Cathy Newton. Registration deadline is April 16. Call 913-758-6552, email retreats@scls.org or visit www.MarillacCenter.org.

UPCOMING EVENTS

- MAR 13**
9:00 a.m. NSA– Heartland
Kansas City, MO
Guest Speaker: Pam Lontos
Publicity & Public Relations

- MAR 23**
9:00 a.m. KCMIC Speaker Showcase
Overland Park Convention Center
Overland Park, KS
8:30 a.m.—Noon

- APR 10**
9:00 a.m. NSA– Heartland
Kansas City, MO
Guest Speaker: Jane Atkinson
The Wealthy Speaker

- MAY 12**
6:00 p.m. NSA—Heartland
Wed. Night SNAC Mtg.
Speakers Networking And Collaborating

- JUNE 18** NSA—Heartland Banquet
Entertainment: Mark Mayfield

- JLY 17-20** 2010 NSA Convention
Orlando World Center Marriott
Orlando, FL

- SEPT**
9:00 a.m. NSA– Heartland
Kansas City, MO
Guest: Cavett Award Winner
Patricia Fripp, CSP, CPAE