

NATIONAL SPEAKERS ASSOCIATION



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

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## MARIAN MADONIA Earns National CSP Designation...

**C**ongratulations **Marian Madonia** ! Marian recently earned her Certified Speaking Professional (CSP) designation from the National Speakers Assn. Marian will be honored during a special ceremony at the 2009 NSA National Convention in Phoenix, AZ, July 18-21.



**M**arian Madonia, the only woman CSP in the Kansas City area, is an international speaker, consultant, and author who is The Garbage Factor™ expert. She advocates that employees measure the work environment created by organizations. That measurement tool is The Garbage Factor™ which determines the productivity and turnover levels that an organization experiences.

Marian custom designs each Garbage Factor™ program which topics include: Communication, Managing Conflict, Attitude, Leadership-Management-Supervision, Customer Service, Dealing with Difficult People, and Team Work. Through her programs, she helps organizations improve turnover, productivity, and performance.

Marian is the author of *It's Not About the Money: How the Garbage Factor™ Affects Employee Productivity, Motivation, & Turnover*, and co-author of the book *Fantastic Customer Service Inside & Out*. Her latest book, *No More Garbage: 90 Ways to Deal with Change, Challenges, and Chaos*, specifically helps employees deal with the Garbage Factor™ dumped on them.

Marian is a 20 year veteran of speaking, training, and consulting. She is a consummate storyteller and teaches universal lessons

through her stories. She brings to the table her experience in areas such as banking and financial planning, meeting and conference planning, associations, employee health and retirement programs, manufacturing, and insurance. Marian understands her audiences' issues, and clients find Marian to be the catalyst for change. ■

*Some of Marian's clients include: UPS Stores, Clairol, Honda Finance, European Management Assistants, Farmer's Insurance, T-Mobile, FDA, United Space Alliance, and Johns Hopkins Hospital.*

**Marian Madonia** is an author, consultant, and coach on improving the bottom line by eliminating the Garbage Factor™ from the workplace. Marian can be contacted at [info@marianmadonia.com](mailto:info@marianmadonia.com) or visit her Web site at [www.MarianMadonia.com](http://www.MarianMadonia.com). If you'd like to follow Marian on Twitter, find [www.twitter.com/GarbageFactor](http://www.twitter.com/GarbageFactor).

## What does it take to earn a CSP ?

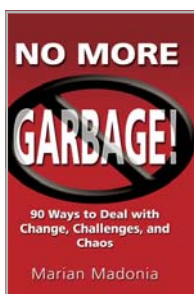
**T**he "CSP" designation (Certified Speaking Professional) is the speaking profession's international measure of professional platform skill. This earned designation is such a high honor that it has only been awarded to 10% of the 5,000 members of the International Federation of Professional Speakers.

To receive this award a CSP must have documented a proven track record of continuing speaking experience and expertise as well as a commitment to on-going education, outstanding client service, and ethical behavior.

As part of the certification process, the National Speakers Association checks to see that the speaker has a *five-year record* where that speaker has

1. Received excellent ratings from past clients on performance evaluations,
2. Served a wide variety of clients,
3. Taken part in ongoing education,
4. Performed / documented hundreds of presentations,
5. Received testimonials from clients,
6. Used professional promotional materials, and
7. Fully documented all earnings from speaking.

The Heartland chapter of NSA has four CSPs: Chuc Barnes, Joe Calhoon, Frank Keck, and Marian Madonia. ■



## President's Perspective



**T**hree words: Welcome, Thanks, Wow! Those are the most important words that I can share with you as

I conclude my year as the NSA-Heartland President.

**Welcome.** This has been an amazing year of new beginnings in the Heartland. We have received 12 new members and candidates into our chapter. The excitement of connecting speakers in the region to "the association that sets the standard for professional speaking" has truly been a thrill. Welcome friends to the experience of a lifetime!

**Thanks.** This NSA Chapter is one of the very best in the nation. The reason – we have a highly committed and talented team of leaders and volunteers. Because of their devotion and passion the year has been filled with stellar events and "raising the bar" initiatives – a fabulous newsletter,

a first ever "Speakers Showcase," the formation of our brand new "Q-School: Speakers Qualifying Series" and so much more. Our guest speakers have challenged us to a higher quality of speaking and business expertise. Our "staff" team has diligently worked to meet our growing needs. Thanks friends for the experience of a lifetime!

**Wow!** We started this year with a focus on helping you Master Professionalism, Platform and Profit! We are ending the year with many of you reporting that the "MP3" theme has enhanced your speaking expertise. Finally, we finished the year with a WOW – a grand celebration and Mike Rayburn delivering a rocking keynote. Wow, it has been an honor to serve you. Thank you for making this a fantastic year! ■

*Steven Iwersen is our out-going President and leads Aurora Pointe LLC, a company devoted to creating "breakthrough insights for leaders." Steven can be reached at [stevewiersen@kc.rr.com](mailto:stevewiersen@kc.rr.com).*

## NSA-HEARTLAND BOARD

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## NSA Convention: July 18 - 21

*Looking to become a better speaker and a better business manager? Join speaking professionals from across the globe as the learning becomes real and relevant.*



*The 2009 NSA Convention is sure to charge your batteries with valuable information, practical skills, and life-changing relationships!*

**WHAT:** 2009 National Speakers Association Convention  
**WHERE:** JW Marriott Desert Ridge Resort & Spa  
Phoenix, AZ  
**WHEN:** July 18 - 21, 2009  
**HOW:** Call NSA at (480) 968-2552 or register online at [www.NSAConvention.org](http://www.NSAConvention.org)

## JUNE Celebration!

**Date:** June 05, 2009 (Friday)  
**Time:** 6:30 - 10:00 p.m.  
**Events:** Banquet & Entertainment featuring World's Funniest Guitar Virtuoso, **MIKE RAYBURN** (Mike has performed 8 times at Carnegie Hall!!!)  
**Location:** Homestead Country Club  
6510 Mission Road  
Prairie Village, KS  
**Optional:** 5:45 - 6:15 p.m.  
Find out more about NSA  
**Cost:** \$45 Members  
\$45 Candidates  
\$45 Guests

**Join Us for an Evening of Laughter, Celebration, and Inspiration**

**Featuring the World's Funniest Guitar Virtuoso... MIKE RAYBURN !**

The final stage has been set, the dinner will be fabulous, the company entertaining, and the entertainment... UNPREDICTABLE & INSPIRING! You have spent the last year working hard, contributing value to your customers, encouraging clients and friends during some very difficult times, and you even made an extra effort to step it up a notch professionally! That's why we want you to make a night of it with those who are close to you! Bring them along...they'll enjoy the evening because there will be no stuffy business...just show business!

Mike Rayburn has been called, "The World's Funniest Guitar Virtuoso." (He'd settle for Cleveland's Funniest Guitar Virtuoso but... whatever). Mike currently performs over 120 programs per year and cuts from his "Mike Rayburn at Carnegie Hall" CD are in current rotation on XM Comedy, Sirius Comedy, and on countless morning radio shows nationwide including nationally syndicated radio monster hits, The Bob and Tom Show & John Boy and Billy.

Mike is the only keynote speaker ever to be nominated for the awards "Best Speaker" and "Best Solo Artist" in the same year (by the readers of *American Entertainment Magazine*). He has received this honor three years in a row. He was named Best Solo Artist last year. Mike has also been honored with the distinction of his CSP by NSA in 2007.

Mike is best known for combining musical artists and styles in ways God never intended: "Bob Marley sings Garth Brooks," "Led Zeppelin sings Dr. Seuss," "Dan Fogelberg sings AC/DC," "Bruce Springsteen sings Green Acres," etc.

Mike has recently been featured in *USA Today*, *Newsweek*, *Billboard*, *Gig*, *American Entertainment*, and *Campus Activities Today* magazines. *Successful Meetings Magazine* included Mike



on their cover as one of the top 26 speakers in America! He has performed at Carnegie Hall eight times and performed more than 4,000 shows worldwide. Prior to becoming a professional speaker, while performing 180-200 college campuses each year, Mike was voted "America's Campus Entertainer of the Year" three times in four years. ■

To register for the JUNE 5 celebration event (see details on previous page), call **816-464-1940** or register online at the NSA-Heartland Web site at [www.NSA-Heartland.org](http://www.NSA-Heartland.org). ■

### 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.

# 'Q-up' Your Success with Q School Beginning Fall 2009

by Frank Keck (Incoming NSA-Heartland President)

**Where can I develop the components necessary, the knowledge, skills and experiences to become a world class professional speaker?**



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**.

This awesome program will cover all facets of the speaking profession. Set up over the course of 11 sessions (meeting once monthly) 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**

Polish your presentation skills so that you WOW your audience.

## **Enterprise**

The business side: Participants will learn how to run a speaking business.

## **Expertise**

Everyone tells you to be an expert: we will help you improve your expertise qualification.

## **Ethics**

Honesty: Learn the ethics involved in all aspects of the speaking profession.

Each session will be based on the professional program designed by NSA. We will customize it for our audience each month. We have already lined up many exciting and very successful professional speakers from around the globe to help facilitate our program!

So whether you are a seasoned pro looking for some new wrinkles or twists, a new speaker looking for some structure, or perhaps you just want to be a dynamite communicator, Q-school is the place to be!

The first class will be starting this September. For more details, or to find out how you can be a part of Q-School, email me at [frank@frankkeck.com](mailto:frank@frankkeck.com). ■



## **JOE CALHOON, CSP... Helping Create and Sustain High Performance**

**A**re you surrounded by business clutter and complexity that cloud the focus on what's really important to your organization?

Joe Calhoon's mission is to help you discover the clarity that cuts through this confusion to create and sustain high performance organizations.



Over the past 25 years, Joe has delivered more than 2,500 client experiences – working with business owners to

achieve clarity, action, and results. His clients have increased revenues and profits by as much as 400 percent in one year.

Leaders learn principles of leadership effectiveness and organizational performance through Joe's entertaining, educational, and motivational style. You'll enjoy a collaborative experience that delivers positive results.

Clients have requested Joe's message on four continents and he continues to refine his approach through each client experience. "In my years representing the Covey Leadership Center, I had the honor of being

their most requested and highest rated keynote speaker. I draw upon the experience of working with some of the world's most respected leaders to help your leadership team discover the clarity that leads to action and results."

Your organization deserves a proven resource that can help you overcome adversity and deliver results. Now is not the time to buy into someone else's view of the future, it's time to create your own future. ■

Contact **Joe Calhoon** at 816-285-8144 or [joe@prioritize.com](mailto:joe@prioritize.com).

Visit Joe's Web site at [www.joecalhoon.com](http://www.joecalhoon.com).



## STEVE SCHUMANN... *Bold Moves for Sales Success*

Steve Schumann has dipped his toes in four of the earth's five oceans. That's the most timid action he's taken in his speaking career. Over fifteen years ago Steve took his broad range of business and sales knowledge into public speaking. Over the next five years he made over 1,000 presentations throughout the United States, UK, Australia, and New Zealand helping thousands of people become more successful and impact their businesses and agencies.

After his feet were completely wet, Steve focused specifically on sales and presentation skills. He has worked with every size business helping them increase

their sales by understanding the psychology of selling. His unique process helped hundreds of independent contractors increase their sales revenues steadily for over eight years. A certified Franklin Covey coach, Steve augments his training with follow-up coaching guaranteeing his audiences not only know the 'what'; they can put that knowledge into practical application continuing to increase their performance long after the training.

Steve is also a certified facilitator using the concepts and principles of NASAGA to ensure his audience's experience leads to the highest level of retention

and application.

Steve continues taking bold moves to ensure every person and organization he works with has all the tools they need to succeed in their sales presentations and feels comfortable using them continually to increase personal performance and organizational revenues. ■



Contact Steve with your sales challenges.

[Steve@GetitCoach.com](mailto:Steve@GetitCoach.com)  
913-669-7133  
1905 160th Terrace  
Basehor, KS 66007



## KATHLEEN & JACK RANDALL *Impacting Productivity & Profitability*



**Kathleen and Jack Randall** work with leaders who want to grow and organizations who want more productivity and profitability.

Recent clients have commented:

- "Eye opening, practical, and powerful. Kathleen was inspiring and motivating."
- "Jack's unique ability to relate to his audience and involve them in a learning process was exceptional. It was just what we were looking for."

**KATHLEEN RANDALL** is a communications specialist who brings insight and productivity to workplace relationships. As an international speaker and corporate trainer, Kathleen presents over 100 programs per year to live audiences in the United States, Canada, Latin America, and Europe. Kathleen's energy and interactive presentations allow participants to

challenge preconceived thought processes while learning and internalizing key concepts.

As CEO and co-founder of Randall Resources International, Kathleen has spoken to thousands of organizations in the areas of Leadership, Team Productivity, and Customer Service. From her education in Organizational Communications and Business Management, to her years of experience in corporate and non-profit organizations, Kathleen's insight allows her to communicate proven techniques that increase

- Managerial effectiveness,
- Team productivity, and
- Customer retention.



**JACK C. RANDALL** is a Strategic Planning and Public Relations specialist who helps leaders achieve greater profitability in today's changing market. As a national speaker, consultant, and execu-

tive coach, Jack presents valuable insight to both corporate and non-profit organizations. Jack's interactive and approachable style allows participants to embrace change through clear and practical steps.

Jack, EVP and Senior Consultant for Randall Resources International, has over 25 years of marketing and upper management experience which includes the reinsurance and insurance industries. Jack's designations include Certified Insurance Counselor, Property Claims Law Associate, and Professional Farm Mutual Manager. ■

Some of Kathleen & Jack's clients include National Assc. of Mutual Ins. Companies, World Gospel Mission, Johns Hopkins School of Medicine, Sullivan & Cromwell Lawfirm, Burns & McDonnell Engineering, Boehringer-Ingelheim Vetmedica.

**Jack and Kathleen Randall**  
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# For Sustainable Customer-Service Improvement, Employ These Three Actions (Part 2 of 2) by Dennis Rosen, Ph.D.

**Dr. Dennis Rosen**, The WinFluence®

Expert, helps retailers, service providers and professionals improve sales and service through his entertaining keynotes and training. He is author of the book, *Create Devoted Customers*.



For information, contact Dennis at **800-804-4034** or visit [www.winfluencesolutions.com](http://www.winfluencesolutions.com).

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In Part 1 of this article (see *NSA-Heartland 2009 APR / MAY issue*), I explained the importance of developing “sustainable customer-service improvement” or a desired level of service performance and improvement that can be maintained indefinitely. To do this, I explained that service improvements, to stay competitive, should be made in small steps over a reasonable time frame rather than through large improvements very quickly as is sometimes done. Here are two more actions that can help create sustainable customer-service improvement.

## **Obtain Employee Buy-In**

Too often, businesses will institute changes in service procedure and simply state to employees, “This is what you are to do from now on.” While employees may meet the new standards for a period of time, they are less

likely to continue long-term because they are being forced to comply rather than buying into the change. To accomplish buy-in and commitment, do the following:

- **Explain why the change is taking place.** People respond better to change when there is an explanation provided.
- **Explain what’s in it for them.** Employees are more likely to buy-in and perform if there is an advantage from their standpoint.
- **Get their feedback including insights, suggestions and concerns.** This information can be very useful, and the fact that you have shown interest in their views will increase their willingness to perform.
- **Provide training.** Training demonstrates importance of the change and commitment of management to its employees.

## **Obtain Customer Feedback**

Customer-service sustainability only makes sense if the actions performed contribute to your bottom line. Customer feedback, obtained through focus-group discussion or more formal survey methods, can help you in this area in the following ways:

- **Feedback on performance is**

**valuable before service improvements are undertaken.**

This information can initially indicate problems and needed improvements. It can then serve as a benchmark to determine whether efforts at improvement have been successful.

- **Feedback helps determine implementation priorities.** Start with those changes indicated as being of high-value to your customers that are low-cost for you to implement.
- **Feedback can help determine how service preferences change over time.** Customers’ preferences and desires can change over time due to actions of competitors, changes in technology, social change, change in the economy, etc. With proper feedback, you can determine these changes in preference as they are occurring and work to adapt accordingly.

Customer-service improvement that is not sustainable will frustrate both your customers and your employees while wasting your money. Apply the actions I have covered in Parts 1 and 2 of this article, and your efforts are more likely to have long-lasting effect while contributing to your bottom line. ■

**People may forget what you said,  
but they will never forget how you made them feel.**

— *Carl Buechner*  
Author

## Selling to the C-suite *by Rich Delaney*

Organizations have become leaner and decision making has become centralized at the senior management level. This has provided more control over expenses, but it has frustrated lower-level managers who have the responsibility to achieve specific goals.

The salesperson who is selling into these companies needs to keep in mind this dynamic and adjust the selling approach appropriately to sell to the manager responsible for achieving the outcomes, as well as to the C-suite officer who controls the budget. How does one successfully sell at the two different levels?

The most successful approach is to first meet with the responsible manager to learn what is needed, obtain the necessary information to propose the right solution, and determine alternatives.

Next the salesperson needs to gain the support of the manager for the proposed solution and get the manager to introduce the salesperson to the final decision maker. The manager, who wants to be seen as having approval authority, often resists this request. If the salesperson does not persist, the sale will often result in a slow decision process or no sale at all. If the responsibility to explain the solution lies with the manager, who is often not equipped to fully explain the cost benefits of the product, he will be incapable of convincing the approval authority it is the right decision. The salesperson needs to convince the manager that it is in their best interest to engage the salesperson for the sale to the C-suite executive.

The best way for the salesperson to gain the manager's

support is to verbally confirm that the manager is a key part of the decision-making process but that decisions this complex often need additional levels of approval. As long as the manager does not feel his / her role is lessened, he / she will most often appreciate the expert selling support at the next level.

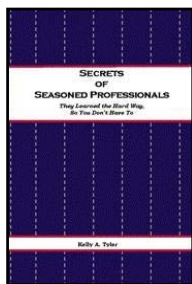
Most often the C-suite executive is focused on the expense and not the specific applications of the solution. Therefore, the salesperson needs to focus on the price as well as the cost savings (possibly in reduced waste), greater productivity, the low lifetime cost of the product, and any trade-in value. This focused approach to the benefits of investing in the product will be much more on target with the C-suite's mindset and will gain quicker approval. The manager who supports the solutions will also acknowledge that he / she did not have the time to learn the cost justification for the product as it compares to the competition.

Selling in different economic times requires a different approach, and the best salespeople know they need to sell throughout the organization. ■



**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).

## Secrets of Seasoned Professionals *by Kelly Tyler*



Seasoning comes with time, with trial-and-error, with experience. It also comes in the book, *Secrets of Seasoned Professionals*, which was published by Fired Up! Business Publishers, and written by Kelly Tyler, NSA-Heartland board member.

*Secrets of Seasoned Professionals* spells out what experienced generations respect and expect, which helps Gen Y's smoothly maneuver their workplaces. One manager appreciates the book for being, "...an excellent guide for new professionals, as well as a tool managers can use with young hires on expectations that aren't generally discussed but can have a tremendous impact on a career."

"Chalk full of insight and "tricks" of the trade, Ms. Tyler's book guides you through the corporate maze with effective and productive results," commented another reader. Some tricks of the trade included are about networking, business socializing, presentations, use of email, effective meetings—and much more.

Career success comes from stellar job performance, which alone is not enough. Many intangibles make a difference. This book specifies the "other stuff" successful leaders do right to make the leap from acceptable to impressive. ■



**Kelly Tyler** develops leaders who drive organization performance. She does so through High-Performance Project Mentorship, a cutting-edge development model. Kelly also develops leaders in her conference keynotes and as a general session speaker. She, and her book, can be reached at 816.353.8786 or through [www.KellyTylerTrainingServices.com](http://www.KellyTylerTrainingServices.com).



## Looking for a professional speaker or trainer for your Summer and Fall events?

**Professional speakers at your fingertips**

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



### UPCOMING EVENTS

- |                                    |  |
|------------------------------------|--|
| <b>JUN 05</b><br>Friday<br>Evening | NSA-Heartland<br>Time: 6:30 p.m.<br>Prairie Village, KS<br>Banquet and<br>Entertainment: world's<br>funniest guitar virtuoso,<br>MIKE RAYBURN! |
| <b>JULY 18-21</b>                  | NSA 2009 National Convention<br>JW Marriott Desert Ridge<br>Resort & Spa<br>Phoenix, AZ  |
| <b>AUG 12</b><br>6:30 p.m.         | NSA—Heartland<br>Wed. Night SNAC Mtg.<br><i>Speakers Networking And Collaborating</i><br>Topic: TBA  |
| <b>SEPT 12</b><br>9:00 a.m.        | NSA—Heartland<br>Prairie Village, KS<br>Guest Speaker: TBA   |
| <b>NOV 20-22</b>                   | NSA 2009 Fall Conference<br>Arizona Grand Resort<br>Phoenix, AZ  |