



# KEYNOTES

News & Upcoming Events NSA-Heartland  
May 2008 Issue

*Speak more, speak better, the world needs to hear us,  
because...WE ROCK!*

WOW! This has been a ROCKIN' year! I feel so honored to have been your NSA-Heartland Chapter President this year. We have made great strides together.

First, what awesome speakers we've had this year. I know my business has changed for the better due to the great information given by each speaker.

Second, we have **12** new members this year!!!! Our chapter is rockin' with more energy than ever before. Our newest members include: Gail Worth, Frank Keck, CSP, Larry Mersereau, CTC, Sharon Houk, John Madden, Robin Potter, and Susan Crook.

Welcome To NSA Heartland!!!

Lastly, one of our top goals this year was to let Kansas City Missouri and Kansas organizations know who NSA is so we can "Get More Gigs!" Well...it worked. The Kansas City Convention and Visitors Association, knows who we are. The Kansas City Society of Association Executives knows who we are. The Northwest Missouri State University knows who we are....just for starters!

We are on a roll and I'm sure your new President, Steven Iwersen, will take the baton and keep making strides towards more recognition, great speakers to guide us to make better business decisions, and to "Get More Gigs!"

Hope to see many of you at the National NSA Convention in New York City August 2-5! New members don't forget, you receive \$100 discount on any convention or workshop!

Thanks for a ROCKIN' year I have had a great ride! Thank you Cathy, Kelly, Mary, Steve, Steven, Chuc, Ron, and Karen, these are our board of directors. Thank you Mark Short, our website guru. Thank you Sue Heley our administrator. NSA-Heartland Chapter would not BE without this group. I hope to see everyone at our June 14<sup>th</sup> meeting with Mark LeBlanc our NSA President. Our board will also be recognized so please come and support the backbone of our chapter!



Hope everyone has a ROCKIN' month!

***Candy Whirley***

2007/2008 President NSA Heartland Chapter



**An Exclusive  
Day with  
MARK  
LeBLANC:  
Saturday  
JUNE 14, 2008**

**NSA President, Mark LeBlanc, back to NSA  
Heartland by popular demand!**

Mark LeBlanc will make a return trip to NSA Heartland and share his wisdom and strategies for booking more speaking engagements and growing your business.

His philosophy on business development is gaining National recognition in the world of professional services. Mark runs Small Business Success, based out of Minneapolis, Minnesota and is the Author of the soon-to-be-released *Growing Your Business When YOU Are the Business*, based on his flagship presentation and weekend business retreat, The Achievers Circle.

LeBlanc is the current President of the National Speakers Association, and his theme, *NSA Rocks!* has created a renewed sense of energy and enthusiasm for the profession of speaking.

"There never has been a better time to be a professional speaker," suggests LeBlanc, "and the more you speak, the more you will sell your consulting and coaching services, as well as any books and products you have to offer."

Find out what you need to know and what you need to do to enter and advance in the world of professional speaking. This is the one meeting you want to make sure to attend and bring a colleague or friend.

**SATURDAY SEMINAR  
MEETING DETAILS**

***Sign Up Now for a Day  
with  
Mark LeBlanc***

**Date:**  
June 14, 2008

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

**Location:**  
Homestead Country Club  
6510 Mission Rd,  
Prairie Village, KS.

**Schedule:**  
8:15 AM - Registration &  
Continental Breakfast  
9:00 AM - Speaker Program  
12:00 Noon – Buffet Lunch  
(included in registration fee)

**Cost: \$45.00 Members &  
1<sup>st</sup> time guests  
\$75 for other guests**

**Pre-Registration by Wed.  
June 11<sup>th</sup>**

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

## Exclusive June Seminar Sponsor!

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## New Members Added to the Rock n Roll!

The Heartland Chapter is experiencing unprecedented growth. New membership has increased significantly during the past 6 months and Heartland is earning a strong reputation among the National Speakers Association as one of the "happening" chapters!

Congratulations and Welcome to our new members:

Gail Worth  
Sharon Houk  
Susan Crook

Frank Keck, CSP  
John Madden

Larry Mersereau, CTC  
Robin Potter

NSA HEARTLAND experienced an incredible day with Sam Silverstein. We almost had "standing room only" attendance. The photos to the right feature just a few of the speakers who invested a Saturday with Sam and found the time well spent as he challenged the members to be strategic, creative and systematic in building a viable business that serves the real needs of our clients.

More photos of the May session and other events can be viewed on line in the Photo Gallery at [www.nsa-heartland.org](http://www.nsa-heartland.org)



## **ATTENTION NEW SPEAKERS**

The Academy for Professional Speaking is a program specially designed by the National Speakers Association to help you make the jump from being a great speaker to being a paid speaker. Learn to navigate the world of professional speaking from the people who have made it. Discover the marketing, product development, authorship and presenting secrets it took other speakers years to learn on their own. You can also network with colleagues who are at your level of the profession as well as those at the top. Go on line today at <http://www.nsaspeaker.org/academy/default.asp> to learn more!

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

**816-464-1940**

NSA/Heartland Message Line

**Grab Your Gear, Climb on the Tour  
Bus, Make Your Reservation Today!  
Featured Speakers at the Annual Convention  
include: Tim Gard, Steve Forbes, and Cathie  
Black, Pres of Hearst Magazines.**



**NSA ROCKS  
NYC  
2008 NSA  
Convention  
August 02, 2008 -  
August 05, 2008  
New York, NY  
Marriott Marquis**