

NATIONAL SPEAKERS ASSOCIATION



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

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## CHUC BARNES ... MAKE YOUR MINUTES COUNT!

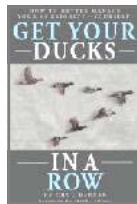


A recent meeting planner describes Chuc Barnes as "A true professional and a speaker's speaker whose insights and

strategies shared will never be forgotten."

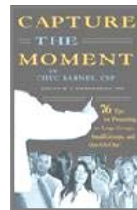
Chuc's signature presentations are:

**"Get Your Ducks In A Row!"** (and Chuc's book titled the same) is for busy professionals "on the go" who want to manage time and get more done.



Unlike typical time management speakers who give tips and tricks that are *short-lived*, Chuc inspires busy people to adopt a "minutes count" mindset *that lasts*. He engages them on a personal, emotional level with ways to better manage their number one priority – *themselves* – so they walk away with time-saving ideas they can implement immediately for more focus, control, order, and balance.

**"Capture The Moment"** (and Chuc's book titled the same) is for professionals who want to make the most of their time in front of an audience



and present themselves with impact. This "experience-it-yourself" presentation is unique in that participants enhance their skills, knowledge, and confidence as presenters so they have more focus, control, influence, and impact when speaking to large groups, small groups, or one-on-one.

Chuc is one of a select group of speakers who has earned a CSP credential (Certified Speaking Professional), the standard of professionalism in the speaking business. Only 400 of the 5,000 members of the International Federation of Speakers have been awarded this designation. ■

**Chuc Barnes** gives presentations for executives who want more effective use of their time. He can be reached at [www.minutescount.com](http://www.minutescount.com).

## LARRY MERSEREAU... HELPING BUSINESS OWNERS & MARKETERS STAND OUT!

Most new businesses fail within a few years. They don't fail because the owners aren't good at what they do. They fail because they don't bring in enough business □ they're lousy at marketing. Entrepreneurs risk their personal savings and their family's financial security (not to mention their physical and mental health!) and often lose it all. It's a crime.

Larry Mersereau's book, **STAND OUT!** was written for the business owner or marketer who



needs simple, doable... effective business growth strategies and tactics which can be used immediately to bring in more business.

Effective marketing starts with basic building blocks, decisions all successful businesses make before they invest a dime in advertising and promotion:

- Write a positioning statement to guide all future marketing decisions
- Fashion a brand identity, including icons, earcons, a tag line and more



• Create marketing communications that promote the brand and make sales. From the key step of naming the business to creating effective marketing communications (and every step in between), this book is a complete startup marketing manual for any growing business. ■

**Larry Mersereau** is a professional speaker and author of four books on small business marketing. All are available on his web site: [www.promopower.com](http://www.promopower.com), at [Amazon.com](http://Amazon.com) or better bookstores everywhere. To check speaking availability call toll free: 888-224-0236, or email [Larry@promopower.com](mailto:Larry@promopower.com).

## PRESIDENT'S PERSPECTIVE

**P**owerful questions help create clarity!

A flight from Dallas to Memphis. My seat mate was a successful, soon-to-retire business owner. We were engaged in meaningful conversation, when the proverbial "what do you do" question surfaced. I alluded to my profession. He put his magazine down. "So you're a motivational speaker? Let me ask you a question. What motivates a motivational speaker?"

Isn't that a great question? How would you answer that? As members of NSA-Heartland, we have different business models, unique styles, and signature stories; but we have one thing in common – the desire to be professional speakers that communicate effectively so that others may be empowered in their personal or professional lives. Whatever your motivation, the Chapter exists to help you reach that level of effectiveness. We introduced our **2008-09 theme** during the September meeting:

**"Becoming MP3 Speakers: Mastering Professionalism, Platform and Profit"**. Our programming for the remainder of the year will center around those three components.

The November meeting with Craig Harrison will help us identify new skills for the platform. The power of Story is a vital communication tool in businesses today. Come discover how you can help facilitate that for your clients. The greatest value of our involvement in NSA can be directly related not to what we say, but to the questions we ask! What value do you want to create for your business?



***I'll be looking for you in November!***

*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 [steveniwersen@kc.rr.com](mailto:steveniwersen@kc.rr.com).*

## NSA-HEARTLAND BOARD

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## NOVEMBER SPONSOR...



**Cinematic Visions** is a start-to-finish video / media production company that has been in the Kansas City area for the last 5 years.

We like to say that if it can be filmed, edited or preserved – we can help!

We pride ourselves on our customer service, professional products, and competitive pricing. With satisfied clients all over the Midwest region, we invite you to contact us today for your no obligation consultation – we can likely fit something into your budget that will help you grow your business for years to come!

Cinematic Visions – *Where Dreams Become Movies!*

### Cinematic Visions

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816-434-1704

[www.cinematicvisions.com](http://www.cinematicvisions.com)

Jeremy Wood – [jwood@cinematicvisions.com](mailto:jwood@cinematicvisions.com)

Barry Douglas – [barrydouglas@cinematicvisions.com](mailto:barrydouglas@cinematicvisions.com). ■

## NOVEMBER CHAPTER MEETING

- Date:** November 08, 2008 (*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, November 5**

**Register Today at:**

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

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

## NOVEMBER SPEAKER... CRAIG HARRISON: UNLEASHING THE POWER OF STORY

### The Speaker As Storyteller:

Unleashing the Power of Story  
to Enhance Your Speaking Prowess  
—Craig Harrison

A key ingredient in any speaker's toolkit is Story. More than just telling your *signature* story, as a speaker you can use stories of varying length and type to open and close your program, transition between segments, illustrate key points within your speech or training, and to engage your audience throughout. Are you telling yours? If not, why not?

This session will help put you back in touch with your storytelling self. You'll see how stories: ❖ ...Build trust

- ❖ ...Break down barriers
- ❖ ...Involve your audience
- ❖ ...Engender their stories
- ❖ ...Connect on a heart level with listeners
- ❖ ...Make your points Memorable and Transferable.

As a group, we'll also mine our past for stories of our own that we can tell with different twists to accentuate our own learning points and themes. We'll also discuss *story spines* — structures for framing stories.

Whether you are using stories in keynotes, training, consulting, facilitation, or your sales process, this session will help you

cultivate, polish or perfect your stories and show you new ways of incorporating stories into your work.

Come prepared with your own stories or ideas. This session will leave you with new stories and the confidence to incorporate them into your programs. ■



Professional speaker **Craig Harrison's Expressions of Excellence!**™ provides sales and service solutions through speaking. For information on keynotes, training, coaching, curriculum for licensing and more, call 888-450-0664, visit [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com) or e-mail [craig@ExpressionsOfExcellence.com](mailto:craig@ExpressionsOfExcellence.com). Visit Craig's storytelling site: [www.hackinboo.com](http://www.hackinboo.com).



## KELLY TYLER... DEVELOPING LEADERS ORGANIZATIONS RELY ON



**Kelly Tyler** develops leaders organizations rely on, and she's been doing it for more than 20 years.

Kelly has worked in corporations, managed people, and founded a successful business. Clients work with Kelly because they get solid business experience, leadership, education, and positive energy every time.

Organizations work with Kelly for leadership development, management training, professional presence, and keynotes.

As an adjunct professor of management and leadership

for the University of Missouri-Kansas City, Kelly brings her expertise to the classroom. As the author of *Secrets of Seasoned Professionals*, Kelly helps people go from acceptable to impressive when it comes to professional reputations. As the author of *New Employee Orientation: Building Loyalty from Day One*, Kelly gives tools to bring employees onboard thoughtfully and effectively.

Many Fortune 500 companies, along with small businesses, associations, nonprofits, and fellow entrepreneurs rely on Kelly Tyler for employee development. She is in the business of bringing out the best in people, which is accomplished by:

- Understanding clients'

training needs

- Adapting to clients schedules and resources
- Delivering training and keynotes so participants are engaged, enthused, and energized.

According to a long-time client, Kelly Tyler is more than an entertaining speaker and author--she's also a smart business professional who makes training time worthwhile. She understands adult learning: what works, what fails, and what wastes time. And, she makes sure organizations which rely on her are thrilled with the results. ■

**Kelly Tyler** can be reached at 816-353-8786 or by visiting her Web site: [www.KellyTylerTrainingServices.com](http://www.KellyTylerTrainingServices.com).



In our last issue, Karen Rowinsky discussed Making Life Work: Wish List and The Next Step.

In this follow-up article, Karen continues her discussion of Making Life Work ... Part II.

### **Setting Your Goal**

Our wish becomes our goal. When setting a goal, it is important to make it measurable so at the end of a particular period of time, you can state concretely what you will achieve. An example of a measurable goal is: By December 31, 200\_, I will have developed five new friendships.

You might want to have a small notebook or journal to document your progress. In the notebook write your goal in measurable terms. It's now time to test your goal. Use the following checklist:

- I will know when I will attain my goal.
- My goal is realistic for me in the time period chosen.
- My goal is challenging but do-able.
- I can reward myself for my achievements as I work towards my goal.

If your goal meets the above criteria, you are ready to take action.

### **Your Action Plan**

In your notebook list the actions you need to accomplish your goal. Your actions should be simple and reflect what you intend to do. These actions or steps should be things that can be done beginning today.

Example: If your life will work

better if you were healthier, your wish might be to lower your cholesterol. Your goal would be: I will lower my cholesterol 50 points by December 31, 200\_.

Your Action Plan might be:

- Keep a food diary for two weeks to see how many grams of fat I am actually eating.
- Lower my fat intake by 5 grams a day until I reach 30 grams a day.
- Pledge to eat only 30 grams of fat each day for five days a week.
- Try a new recipe each week to gradually learn how to make my favorite foods in a low-fat manner.
- Have my cholesterol checked in three months.

For each action, list a target date when the action is to be completed. When you complete an action, note the date completed in your notebook. Remember that each completed action is a step closer to your final goal and to making your life work.

### **Celebrate Your Success**

As you develop your Action Plan, you might want to think of incentives to reward yourself as you complete various steps towards your goal.

Incentives should be meaningful to you. Just as your action steps should not seem overwhelming, your incentives do not need to cost a lot of money or take a lot of time. Begin a list of incentives in your notebook and then match them with an appropriate step towards your goal. If your goal is to increase your friendships, an incentive could be that you will treat yourself to two tickets for a local community theatre production and take a new friend

along to enjoy the performance with you.

Making your life work is a series of steps in the right direction. Sometimes you may find barriers that block these steps.

### **Meeting the Challenge**

If it were easy to set a goal and attain it, we'd all be leading optimal lives. We need to be realistic when it comes to making our lives work. Being realistic means accepting that we will have challenges to overcome even when our goal is something we know will make our life better.

### **What's Holding You Back?**

Now that you have your Action Plan, what could possibly keep you from completing it? Lots, I bet! It is helpful to be proactive and determine the barriers to meeting your goal before you come upon them. Look at your Action Plan and for each step write down what could happen to prevent you from completing it. Barriers might look like this:  
Action: Keep a food diary for two weeks to see how many grams of fat I am actually eating.  
Barrier: I'll forget to write down everything I eat.

Action: Lower my fat intake by five grams a day until I reach 30 grams a day.

Barrier: I'll go out to dinner and actually increase my fat grams for that day.

Action: Pledge to eat only 30 grams of fat each day for five days a week.

Barrier: I'll find it too hard to eat only 30 grams of fat a day.

### **What are you Going to Do**

**About It?** Now we're ready for the proactive part. For each barrier, write down what you could do to prevent the barrier from arising. Your list might look like this: (See continuation on page 5.)

Barrier: I'll forget to write down everything I eat.

Strategy: I'll keep my food diary in my daily planner.

Barrier: I'll find it too hard to eat only 30 grams of fat a day.

Strategy: I'll reduce the fat grams more slowly so that I won't feel too deprived.

Barrier: I'll go out to dinner and actually increase my fat grams for that day.

Strategy: I'll not go out to eat five of the seven days each week.

### **A Word About Friends and Family**

Most of the time the barriers to achieving our goals come from within. Sometimes, however, those around us may sabotage our efforts. The actions or words of well-meaning friends and family members may make it harder for us to achieve our goal. Again, it's important to be proactive. Look at your Action Plan and think about which steps may be thwarted by those around you. If you're choosing to lower fat intake, who will most likely

"forget" and bring you a bag of those cookies you love? If you've decided to make more time for yourself, who will infringe on those precious minutes you have carved out? If you've decided to learn to paint, who will be critical of your early efforts?

The people who care about us are often unaware of the impact of their words and actions. Think proactively about what you can say or do to circumvent their negative influence.

### **Keeping to the Plan**

In order to stay enthusiastic as you work toward your goal, it is important to record your successes as well as the times you were challenged. Take a minute or two at the end of each day to note your progress, ideas you have about additional actions, challenges that you feel are keeping you from your goal, or things you feel that have been particularly helpful. These don't have to be extensive notes. Just a sentence or two will do. At the end of each month,

summarize your progress as follows:

- My successes this month were: \_\_\_\_\_.
- My challenges this month were: \_\_\_\_\_.
- I have rewarded my successes by: \_\_\_\_\_.
- Additional actions for next month: \_\_\_\_\_.

### **Accountability**

For some of us just the stating of our goal to another person helps us stick to our plan. You may want to go on the quest to make your life work with someone else or a small group of people. Your goals don't have to be the same. You just need to agree that you will support each other as you work towards them. ■

©2008 Karen Rowinsky, LMSW Karen Rowinsky Counseling Services.

***Karen Rowinsky** is a licensed master social worker who helps women create the life they desire. Karen can be contacted at 913-663-3511 or by visiting her Web site [www.KarenRowinsky.com](http://www.KarenRowinsky.com).*

## **MARTY STANLEY PRESENTS SIGNATURE PROGRAMS FOR LEADERS**

**A**re your leaders, new and experienced, instilling a culture of accountability and integrity that results in increased productivity, increased profitability and improved morale?

Marty delivers 2 signature programs for leaders at all levels. They will leave with practical tools to start the process of instilling a culture of accountability.

Marty Stanley will deliver her signature programs: ***Get Out of BED*** and/or ***Leadership Lessons from a Man in a Skirt*** at the following events:

**October 23:** True North Enrichment Series – Kansas City

**October 31:** Medical Managers Regional Conference – Kansas City

**November 18:** Association of Fundraising Professionals

Regional Conference – Tulsa, OK

**January 9:** International Soccer Coaches Assn. Annual Conference – St. Louis, MO. ■



***Marty Stanley** can be reached at: Dynamic Dialog, Inc. [www.alteringoutcomes.com](http://www.alteringoutcomes.com) [martystanley@alteringoutcomes.com](mailto:martystanley@alteringoutcomes.com) 816-822-4047.*

## ON BALANCING LIFE... AN INTERVIEW WITH ACTOR PAUL NEWMAN

**A**ctor Paul Newman recently died of cancer. In remembrance of him,



**Chuc Barnes**, local Kansas City speaker, reflects back on his live interview with Paul Newman about life, success, and balance.

**T**he more successful we become, the more vulnerable we become in having a truly balanced life.

What is balance?

Is balance being a Super Speaker to the point that we say that our earnings are for our families that we never see? Is balance being Super Mom to the point that you're a failure if your kids aren't perfect? Does balance mean your speaking career must be perfectly satisfying? Is balance skipping an important marketing step that needs to be done because you feel like you ought to be with your kids? Does balance mean keeping your job and personal life in a 50-50 ratio? Does balance mean using Saturday to recover from a tiring week on the road?

Balance isn't black or white – a good parent or a bad parent. And balance isn't a perfect family and perfect speaking career.

Effective balance comes from juggling what stems from our

values, beliefs, and deepest priorities. And, when we're thrown off track, getting back to those priorities isn't a straight line. It's a challenge. After all, if great accomplishments were easy, they'd be commonplace.

I asked Paul Newman, the actor, about balance, and he told me that it's crucial to him and his wife, JoAnne Woodward. We were at a convention of motion picture theatre owners and, as a reminder for you, he and JoAnne both have received the Academy Award. Both love to act.

Paul Newman also developed several food products (i.e. Newman's Own Popcorn, Salad Dressing, Salsa, Cookies, etc.) and gives the proceeds to various charitable groups. JoAnne sits on the boards for those groups.

Even with those challenges, Paul Newman goes to Brainerd, Minnesota every summer and races his personal racecar around the International Speedway with his fun meter turned up to maximum.

I asked Paul, "How do you get all this done when you and JoAnne have full filming schedules?" He told me that he and JoAnne purposely live away from Hollywood so they can have a personal life. He surprised me by telling that, even when traveling, they try to avoid airplanes in favor of trains ("private time for us").

He said it takes serious planning to do this, but that he and JoAnne want to slow things down and enjoy each other's company. "It's a matter of planning time for what's most important to us," he said.

Many speakers get sidetracked from planning personal priorities because they see their time as being money. Suggestion: See your time as being more valuable than money. Time is life.

No one laying on a stretcher in the emergency room, knowing they are going to die, says, "I wish I could check my e-mail" or "I wish I could check my voice mail." In such a critical situation most people say something like "I wish I could be with my kids, or I wish I could be with...." In that moment you know, indeed, that time is life.

Ned, a speaker friend, told me he realizes balance is a matter of focus. When at home, he said he focuses on home. When marketing and speaking he focuses on speaking. He said he learned to focus on his priorities after he visited his father in a retirement home.

He said he noticed that people in retirement homes look at life more realistically than people in other stages of life,

*(See continuation on page 7.)*

and they worry about money; but they never say, "Time is money." "Time is more important to them than money," Ned noticed.

"Retirement home residents know clearly that, no matter what happens to them, their children will grow, their friends will be there, and the sights out the window will remain for someone to see. They don't race. They savor every moment," Ned said.

Effective speakers with balanced lives know that true

success comes not just from expertise in speaking engagements (very important and fun to savor), but also in productive relationships with family and friends. They know that the rewards and challenges of speaking tempt them to work longer and longer, yet – if they want true success – they need not just to accomplish their speaking goals, but to maintain solid relationships with their families and friends too. Without that, what's life all about?

As speakers, we can learn from Paul Newman and Ned. Think about what matters most to you and set aside time for those things that are important to you. That's the avenue to balance. ■

*Chuc Barnes gives presentations for executives who want more effective use of their time. He is author of "Get Your Ducks in A Row" and can be reached at [www.minutescount.com](http://www.minutescount.com).*



## STEVEN IWERSEN... KEYNOTES THAT CAPTIVATE AND INSPIRE



There are hundreds of ways to communicate with your

audience; boring them should not be one of them.

Every executive, meeting planner and convention committee knows that the Keynote in your convention can make or break the whole experience. The Keynote program takes on different dynamics depending on what you want the audience to experience.

A General Session can inform your audience. Other times you want to inspire them. But what if you wanted to do both – inform and inspire, give

content and creativity, help them learn and laugh at the same time? That's when you team up with Keynote speaker, Steven Iwersen.

Steven delivers on stage! He has been speaking to organizations since 1981 and has an entertaining ability to connect with the audience and inspire practical application. He is a master story-teller and engages your audience within seconds - providing a program that draws them in with laughter, practical application, and meaningful interaction.

Leaders are saying:

- "At the last moment we requested that he adjust from being a breakout speaker to our keynote

and he did it without a hitch!"

- "...an entertaining and effective speaker."
- "...powerful applications that captivate the audience, making it a most enjoyable and informative experience."

When it comes to your Keynote, expect Steven to break through the usual with the unexpected and give your audience a new perspective. ■

**Steven Iwersen** is a keynote speaker, author and leadership specialist. His book: *Chasing Porcupines: How to Lead Prickly People* will be available by the end of 2008. Check out his blog for leaders at [www.steveniwersen.com](http://www.steveniwersen.com) You can reach him at 913-406-3824 or email [steveniwersen@kc.rr.com](mailto:steveniwersen@kc.rr.com).

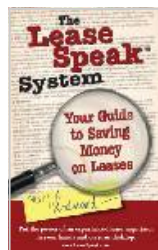


Visit us on the Web!  
[www.NSA-Heartland.org](http://www.NSA-Heartland.org)

## MARY REDMOND... THE LEASESPEAK™ SYSTEM



Mary Redmond, professional speaker, author and entrepreneur introduces her newest product, *The LeaseSpeak™ System: Your Guide To Saving Money On Leases*, at a one day workshop for the Institute of Supply



Chain Management in Denver on Thursday October 23<sup>rd</sup>, 2008

The system includes a 1hour DVD workshop with Mary plus a CD e-workbook. At the request of many procurement professionals, Mary now shares her secrets to save time and money on leases. The system assists CFO's, CPA's Attorneys, and Procurement Managers as they move through stacks of documents faster and spot troublesome lease language quicker. She shows how to break contracts into manageable pieces and then gives tips on how to negotiate more equitable contracts.

To learn more about Mary's workshops and her money saving system go to [www.leasespeak.com](http://www.leasespeak.com) or call 913-441-4108. ■

## UPCOMING EVENTS

- NOV 08** 9:00 a.m. NSA– Heartland  
Prairie Village, KS  
Guest Speaker:  
Craig Harrison: “Story Telling”
- NOV 20-23** NSA National  
Fall Conference  
Scottsdale, AZ
- DEC 10** 6:30 p.m. NSA—Heartland  
Wed. Night SNAC Mtg.  
*Speakers Networking And Collaborating*  
Topic: *How Do We Give Back?*
- JAN 17** 9:00 a.m. NSA– Heartland  
Prairie Village, KS  
Guest Speaker: TBA
- 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  
Scottsdale, AZ