

**NSA Calendar**

February 8-10, 2002  
Western Educational Workshop  
Hilton Hawaiian Village  
Honolulu, Hawaii

March 1-3, 2002  
Eastern Educational Workshop  
Crowne Plaza Ravinia  
Atlanta, GA

July 13-16, 2002  
NSA Convention  
World Center Marriott  
Orlando, FL

**NO.1 IN TENNESSEE****October, 2001**

This issue carries a revised editorial plan for the chapter newsletter. We invite your comments and contributions for subsequent issues.

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**Program Notes**

This section will feature a précis of the forthcoming meeting and a profile of our guest speaker.

“Notes” will also carry news of pending programs at the regional and national level...showcases, labs and conferences of interest to our readership.

**October 13, 2001 - Ed Peters**

Brentwood Courtyard Marriott  
9 am - 12 pm

**“Make A Fortune Turning Free Speaking Into Fee Speaking”**

**Ed Peters** has built a successful speaking business by using free speaking as a marketing strategy. He has leveraged this unique strategy into hundreds of thousands of dollars of paid speeches, lucrative consulting contracts, and huge product sales.

As a bonus, the program will include two rarely used marketing strategies that will pay off tremendously in our current eco-

nomic marketplace - “Competing in non-competitive environments,” and “Creating your own speaking opportunities.”

**Program Highlights:**

- Free Speaking as a MARKETING STRATEGY to Get Gigantic Profits
- 7 Profitable Benefits of Speaking Free
- Incredible Stories of Turning Free Speeches Into Huge Speaking, Consulting and Product Sales Business
- Exploding the 3 Myths About Free Speaking
- 5 Ways to Make Free Speaking Pay Huge Returns
- 3 Rules For Free Speaking
- Free-Speaking Ideas for Experienced AND Emerging Speakers
- 5 “Must Have” Criteria Before Accepting Free Speaking Engagements
- Single-Most Effective Marketing Strategy EVER!: Competing in Non-Competitive Environments
- Creating Your Own Speaking Opportunities

**Plus an optional afternoon session to focus on your own speaker marketing challenges!**

*“If I had understood the speaking*

*business like Ed does I would probably be sipping a cool libation with a little umbrella in it on a warm South Pacific Island. Unfortunately I am eating a peanut dinner in the Bismark airport. Don't let this happen to you. Listen to Ed Peters.”*

Grady Jim Robinson, CSP,CPAE

**Letters to the Editor**

Each issue of the newsletter will carry a select number of letters to the editor. These may or may not be in response to our regular editorial .

If you are interested in learning about what's possible with graphics, inexpensive alternatives to expensive advertising agencies, how to spot a fraud when looking for someone to do your graphics work for you, how to create or update your own simple “one sheet,” an explanation of file formats/types used for different purposes, professional web site design, etc., contact me at:

mike@kippassoc.com

If there is enough interest, David Humes will do a one-day workshop demystifying the complex.

# President's Column

Dennis Carey conveys his monthly message to members and friends of Tennessee Speakers.

## A Sense Of Urgency

By Dennis Carey  
President, NSAT

Over the last two years I have often thought about the premise on which we find ourselves employed. We find clients, or they find us. We make the deal and ask in our own way "What can I do for you?" They generate their own ideology about what their companies, associates, or stakeholders need for us to do for them. And, in our own bravado style we answer "Yes, of course I can do that!" Note: at this time is when I generally rip open my shirt to show the big red "S" on my chest to prove I'm am the man for the job. Then we close the deal while emphasizing that they have done the right thing in hiring us that we will deliver for them. Thus ends the easy part. Well, maybe for some. Some would argue that the sell is, in fact, the hardest part. Others would say that the presentation is the most difficult part. We all have our own opinions.

I thought my job was to teach, train, and entertain. A point of focus was the use of humor in my presentations. It has been said that this is the most effective way of getting to the people we work. I was recently at a presentation at the Nashville Business Expo where the speaker said, "At the end of laughter is where learning begins!" Wise

words, well put. I think of the events of the last few weeks and I think like the rest of the world it sheds new light on what we do, or at least what we are supposed be doing. Like someone hearing a presentation while I write this my mind flows back to other presentations to have that common reaction "something like that happened to me." It's a common occurrence we have all seen on some of the participants faces at one time or another.

As speakers we take situations in our lives and turn them into stories. We take our broken dreams and turn them into success. We take our loves and turn them into inspiration. Is this enough? I used to think it was, until August of this year. I was in North Carolina giving a presentation to a school system foods service. I got my second standing ovation that I'd ever received. Needless to say at that point, being quite proud of myself I put on the success face. Now, you know the face. That "I'm a star, want my autograph, stand in line like all the others" face. To which afterwards, the move for people to talk to me or leave precipitates. For those who talked to me, the usual "really enjoyed it", "very good", "made me laugh" statements abounded. I ate it up, like a man starved. I flourished in my own greatness. That's with a capital "G", by the way.

Marge was the last one to come up to me. She put out her hand when she started speaking. I stuck out mine for that power handshake we speakers like to use so much.

She took my hand in such a

way not to shake it, but rather to just hold it. She began with her name and what she got from the presentation while I do the required "thank you so much, you so kind, that's very kind of you, and you flatter me", while the whole time I'm thinking "Marge you are so right, "I AM THE GREATEST !!!, and tell me how great I am some more." I think as speakers we get caught in believing our own press all too often. We think that those who like our work and say it are the final evaluation of our work. That makes me laugh. At least now it does.

Marge ended with "I'm a cancer victim, and I don't know if I'll survive the year. Thank you for making me laugh." In boxing terms this is referred to as a hit below the belt. Mentally staggering at this point I reply "Just keep laughing and you'll be alright." Even at that point, I thought that was the stupidest thing I could have said. I have since asked other speakers what they would do and told them what I said. They have all been very supportive saying I did the right thing. Even with that support I still feel as though I let her down. But that was the day I learned another part of my job. In light of this and recent events it's the lesson I want to share with you.

Part of our job is to instill in our clients a sense of urgency. The drive to make money, be famous, have a fortune runs a distance second to the drive to live. That's where we must focus our energies, to help them feel alive, and to show them that they can

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want it. I have learned that it is not my job to stand in front of a group and show them how great I am, but rather to convince them how great THEY are. I think we can easily see that in the unity of a country in grief. That now it's about "them" and what we can do to help. It's not about "me" and what I need. With that I urge you in your careers, and lives, to live it with a sense of urgency. Take those risks, and learn those lessons. Just Live. Jack London once wrote "I will not waste this life to extend it, I will use it". I understand them now. If only because of a short, middle-aged woman who serves food to high school students, and who is living from cancer.

God Bless You, Marge.

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## Member News

Sandra Lipshain recently sat for an 8 hour "final exam" to become a certified coach. She has completed 120 hours of classroom study and 6 months of instruction, including supervised client calls. Way to go, Sandra

This column will report on appointments, publications and items of interest in the lives and careers of our members. Please email such items to [mike@kippassoc.com](mailto:mike@kippassoc.com)

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## Collaterals

The National Storyteller's Festival will be held in Jonesboro, Tennessee October 5-7. Jonesboro is always a fabulous, heartwarming showcase in

one of the fundamental competencies for holding an audience in the palm of your hand. Even our own Doug Stevenson, certainly no slouch with a story, will be there taking notes. Go to [www.storytellingfestival.net](http://www.storytellingfestival.net) for tickets and accommodations.

This column will regularly carry news of collateral events and organizations such as the American Society for Training and Development, Toastmasters International, the Organization Development Network, Meeting Planners International, etc.

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## Treasurer's Report

E-mail was recently sent to current members who have not yet renewed their membership for 2001/2002. This serves as the final reminder inasmuch as the August deadline for renewal has passed. The October 13 meeting will be the final opportunity for membership renewal.

If we do not receive your renewal immediately we have to assume you no longer wish to be a member and we will remove your information from our active list and web site roster.

Membership is \$95.00, payable by check or credit card...via regular or E-mail.

**To Pay by check:** Send your check and Name, Address, Telephone Number, and E-mail Address to me at P.O. Box 361 Franklin, TN 37065-0361.

**To Pay by Credit Card:** Go to [www.NSATennessee.com](http://www.NSATennessee.com) and include your Name, Address, Telephone Number, and E-mail Address. Validate the transaction by filling in all information in the

credit card portion

In the words of Jerry McGuire, "help us help you". If you haven't been getting any of the numerous reminders sent since June, the contact information we have for you is incorrect. Please send corrected contact data to:

John Pavleje, Treasurer  
P.O. Box 361  
Franklin, TN 37065-0361  
615-591-4953  
[ResultsPavleje@aol.com](mailto:ResultsPavleje@aol.com)

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## Editorial

By Mike Kipp  
Editor, NSAT TODAY

What are they talking about?

Earlier this summer I read a provocative treatment of what Tom Davenport and John Beck call The Attention Economy. Simply put, their argument is that in this hyper-stimulated world, the primary challenge for any business, any cause or any individual is to capture a little "share of mind". There's just too much competing noise out there. One of the antidotes they outline is "buzz"...getting people talking.

It reminded me of those folks at the NSA Convention who, inspired by Robert Henry's health, encouraged members to speak out on organ donations. The mathematics of such a campaign are unassailable: advocacy times audience size equals audibility for an important matter. It also made me wonder if we as a profession were generating enough buzz...leveraging the chance to be heard with the

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opportunity to see that important topics get the attention they deserve.

Yes, we motivate and inform with our stories and specialties; but what would our impact be if we intentionally and collectively put a significant question “in play”...provoked our audiences to talk about something long after we were gone? The possibilities are limitless: health care rationing, prison reform, campaign financing, stem cell research...or our response to terrorism.

Let me hasten to say that I’m not suggesting we take a position.

Individual speakers wouldn’t need to agree on anything (thank God) other than that the matter was important enough to warrant public discourse.

One that has captured my imagination, waking up in Northern California on September 11th with a son living in lower Manhattan, is the caution not to become the evil we abhor. Amid the reasoned arguments for patience and precision in our response, there are signs of the kind of racism, jingoism and xenophobia that ultimately destroy the spirit of any healthy society. What if, wherever three or four were gathered together,

we made the case that no country, race or religion committed these reprehensible acts? Rather, they were perpetrated by the same kind of vengeful, blanket-judgment fanatics that brought us the Oklahoma City bombing. Let’s deal with them surgically and save our sweeping condemnations.

You may hold other views entirely, or may wish to speak out on other issues. It almost doesn’t matter. What’s important, it seems, is that as the sound of our voices fade, our audience is able to find its own voice on something that truly matters.

If any NSAT member does not receive both an e-mail version and the Post Office delivered version of this newsletter, we do not have accurate information on you. Please take the time to send it to us. Email the information to: ResultsPavleje@aol.com or send it to:

John Pavleje, P.O. Box 361, Franklin, TN, 37065-0361.