

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



**"An award winning chapter of the
National Speakers Association."**

November, 2001

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We invite your comments and contributions for subsequent issues: mike@kippassoc.com

Our speaker for this month is **Marilynn Mobley**, a Public Relations specialist from Marietta, GA. She owns her own company called The Acorn Consulting Group. She will be presenting:

“From Media Zero to Media Hero: How to Get Good at Getting PR”

You're already an expert who speaks professionally. Find out what it takes to be an expert who's quoted regularly by the news media. Media coverage can boost your credibility, give you "bragging rights," make your Mama proud, and drive more speaking business. Don't miss this high-energy, content-rich keynote that will teach you the secrets to getting great PR. Heavy on how-tos and handouts!

Discover how to:

- Identify which media outlets you should pursue coverage in
- Get quoted as a subject matter expert
- Find out what reporters want to write about
- Determine the best time for an important announcement

- Develop relationships with reporters
- Use media coverage to generate more media coverage
- Know what reporters want to find on your web site
- Publish articles that build your credibility and become great marketing material

Marilynn will share tips and techniques used by the largest PR firms in the world and will show you how to accomplish the same results, regardless of your budget. You'll walk away with the confidence and knowledge needed to start your own PR campaign.

Who IS this woman, anyway? What is she - Nuts!?! In a manner of speaking: YES! Marilynn is the Head Nut at Acorn Consulting Group, Inc., a business communications and PR consulting practice in Marietta, GA. She uses her extensive experience as a professional communicator to help others understand how to tell their story to the media in a way that's compelling, concise and clear.

Her background as a former newspaper reporter, media relations manager, and IBM public relations executive makes her uniquely qualified to share with



others how PR really works on a daily basis.

She has been quoted in every major newspaper in America and is regularly featured in publications such as USA Today, Investors Business Daily, The New York Times, Entrepreneur, Working Woman, The L.A. Times, Atlanta Journal-Constitution and many more!

Her Media Zero to Hero program was among the top 20 best selling tapes from the 2000 NSA Annual Convention. She also serves as VP of Marketing and PR for NSA Georgia.

Learn more about her at www.theacorngroup.com
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President's Column

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

Let The Games Begin

By Dennis Carey
President, NSAT

We find ourselves as individuals and as a group in a time of high transition. Our businesses and family are no different. It is during these times when we tend to focus on what isn't happening. In the words from the film "Jerry McGuire", it feels like we aren't getting the "Quan". I challenge each of you in the next month to use that feeling to drive you to the next level of speaking performance. It is in these down times that we can re-build ourselves both professionally and personally.

The industry is continuing to change in ways never seen. All business has been affected by terrorist activities, but more so by the natural cycles that business goes through. I've heard from a variety of speakers and booking agents that fees will be making the transition to 30% for some firms while others have drawn the line at 25%. Speakers that are world class, that had a multitude of options are now forced to make marketing a number one priority. Its not as if the money isn't there for training. Now it's the time when our potential clients need to know they are getting value for the money they spend. They want results, and we have to give it to them. These are the ear marks of the new society

that is constantly in transition. Take advantage of it. Seek new opportunities. Go beyond what you know and do today. In short, Let the games begin.

I want to take the opportunity to welcome all of the new members who have joined us in the last few months. As a member of NSAT it is the hope that eventually you will join the ranks of NSA. By NSA guidelines you have three years from joining to hit a professional performance level of 20 paid speaking engagements per year or total income from speaking to be 25,000 dollars or more. These guidelines are part of the push from NSA to be branded as a provider of qualified professional speakers throughout the world. If you have any questions about these guidelines feel free to contact me.

The website is being adjusted, massaged, and updated regularly. This will be sent on CD to a list of approximately 100 sources of potential business for us all by the end of the year. If you are not on the site but wish to be, please get your information/photo/contact info to David Humes before the November 30, 2001 deadline: Webmaster@DavidHumes.com

If any of you have written articles that have been published in whatever format, please send me a copy. NSA likes us to keep track of these items to document the skills and talents of the members.

Lastly, speaking of skills and talents. As members you have one responsibility. Let us know what you need. We need to know if the speakers we are having have been of benefit to you. We

need to know if there are topics you would like to see covered. This organization exists to help and serve you needs as a professional speaker. Let us know what we can do to do that better. At this time, the board begins thinking about the next group of people who will step forth and take on the role as the new Board of Directors and Officers. If you have and interest, or if you have skills and talents that would be useful to the organization, I urge you to step forward now to let us know of you interest. While the election of officers are not until early next year, it is now when we must begin to recruit people who have the abilities and talents, and willingness to usher the organization into the next era of development. Are you one of those brave few?

Let The Games Begin...

Member News

Bill Corbett appears on the WSMV Channel 4 midday show once each month with host Sharon Puckett to discuss parenting and child behavior issues.

Joe Loesch did a signing of his 17th children's book at the 'Kindred Book Store' in Madison on Saturday October 27th., then headed off to Anaheim for the NAEYC Book Expo and another signing. His "Bible Stories for Kids" will be featured this weekend. His "Adventures of Buffalo Biff and Farley's Raiders" are time travel adventures helping children learn about American History. Both series include a

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CD or Cassette along with the book.

Michael Synk's next Memphis Experts Event on November 29th will be an all day workshop focused on helping you fight the economic slow down blues. Go to: www.MemphisExperts.com to register.

Showcases

We will be having three showcases this month. The members will be Kay Wilkes, Kevin Endres, and Brian Carden. Please be prepared to offer help and constructive critiques.

Brian Carden is a Financial Services Professional with Capital Financial Group, LLC. He works with entrepreneurs, business owners, and families to help them identify their overall investment and insurance needs.

From his perspective, people want financial counseling and direction...just like most people want to become better golfers. The counseling available for golfers, though, frequently comes with a product attached...so a lot of people try to become better golfers by buying different clubs. If you want to become a better golfer, which would you prefer, Tiger Woods' clubs, or Tiger Woods' swing?

Brian teaches his clients how to "swing their financial clubs". His promise to each of his seminar attendees is that he will entertain, motivate, and educate them.

He will begin teaching a seminar entitled "Smart Women Finish Rich" in January 2002 at

Nashville State Tech here in Nashville.

His showcase for the November is entitled "Are You the Conductor of Your Financial Symphony?"

For the past 18 years, Kevin Endres has been a copywriter and creative director in the advertising industry. He has been instrumental in both generating ideas himself or inspiring others to do so. Now he has taken techniques he's used for years and dedicated himself to teaching others to think better.

Kevin has collected some of the biggest awards bestowed in the advertising industry. This includes The Best Awards from Advertising Age magazine, National Addys, the New York Art Directors Club, Communication Arts, the One Show, and having his agency, Endres & Wilson Advertising, selected as one of the six Hot Regional Agencies in America by Shoot magazine.

Editorial

By Mike Kipp
Editor, NSAT TODAY

Let your life speak

In my experience, one of the most anxiety-producing questions at NSA meetings is "what's your message". Unless you were in Tiananmen Square or climbed Everest, it never fails to bring on a huge attack of "am I enough?" Sometimes your most powerful message, though, is the extraordinary meaning of "ordinary" experiences.

There is an old Quaker admo-

tion to "Let your life speak". One way of hearing it is as a call to live as you believe...to give evidence of your highest values in your actions. If you value fairness and diversity and humility, to embody those ideals in your daily life. Quite another way of understanding it, though, is to realize that before you decide what to do with your life, you need to listen to what your life wants to do with you. Heard in this way, I think this adage can be the foundation for a speaker's real message.

What have been the "defining moments" of your life...dilemmas you've had to confront, things you heard that forever altered your view of the world, experiences that left you permanently changed or indelibly marked? When did your life speak to you? What did it say...both at the time and now...that might be worth passing on?

Even as a planner and goal setter, I can assure you that life experiences are always more powerful and influential than life goals. Each forms the basis of a story capable of making multiple points and being used in a variety of ways. The first task, though, is to attend to the raw power of the experience. The point it makes is a cognitive afterthought, calibrated in some way to make an impact on others. That treats speaking as an act of the intellect and the will rather than an expression of the heart. The paradox is that the greatest potential for impact is in the effect your defining moment had on you.

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In developing new material, it's always a weaker play to decide the point you want to make and then find a story that illustrates it. Most of the people in our audiences know they don't have that much control. Begin with the story...what at first may seem like a profoundly ordinary experience...and let it make the

point it needs to make for your listeners. Get comfortable with the idea that art...and storytelling is an art...is the least controlling form of communication.

The whole of your experience tells a story, and you don't really know half of what it means until you live with it, look back at it see where it shows up in your life again.

My mother was the talker and the keeper of the emotions in our family. My father was more taciturn, doling out his guidance in fairly straightforward sound bites, but his message was like a cosmic Contac tablet, time-releasing over the last 40 years. Prominent among them: "You never get to say one thing; you only get to say everything." Let your life speak.

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.

NSA Tennessee Meetings are always the 2nd Saturday of each month unless otherwise notified.

Location: Brentwood Courtyard Marriott. Phone: (615) 371-9200. Time: 9 a.m. - 12 p.m.

Directions to the Courtyard Marriott: From downtown Nashville or I-40, take I-65 South. Take the Old Hickory Blvd. exit. Make a right at the light. Get into the left lane but go through the next major intersection, Franklin Road. Make your first left past Franklin Road (you'll see O'Charlies on the left). After you make the left turn, you'll see the Courtyard Marriott on your right.

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