

## NSA Calendar

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

NSA: www.NSASpeaker.org



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

## May, 2002

Program Notes.....	1
President's Column .....	2
Member News.....	2-3
President-Elect message...	3

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

### May 11, 2002: Bill Karlson

Our next meeting is May 11 and you are in for a real treat. Bill Karlson, our own chapter past president and current National Speakers Association Chapter Liaison will be offering his upbeat and content rich program called:

#### **“How to Become a Superstar Speaker in One Easy Lesson!™”**

This is a hands on, interactive experience you will not want to miss for speakers at all levels.

WHY would you want to invest time with Bill Karlson?

Because Bill speaks to NSA chapters around the nation about how to make it to the next level as a speaking professional.

He will share what he has learned from the skinned knees and humiliating moments speaking brings us all.

For example, how would YOU like your style to be described as.... Robin Williams.....on Prozac?

As an award winning keynote speaker and seminar leader, Bill Karlson has painfully lived every



**Bill Karlson**

thing he shares.

His sometimes funny, sometimes sad but moving stories can help YOU get the speaking career you want.....YOUR way.

Join us Saturday, May 11, to welcome the speaker who left his microphone on as he went to the rest room JUST before his first professional speech in 1989..... BILL KARLSON!

Here's just some of the areas Bill will cover:

1. What will you talk about that people will want to hear?
  - How would you spend your time if you won the lottery?

- What would you tell those most significant in your life?
  - Three significant stories of your life?
  - Where is your expertise or passionate message?
2. How to move from low paid trainer to high paid keynoter
  3. The secret to negating nervousness
  4. The key to instant audience credibility
  5. Secrets to navigating the stormy waters of a sinking speech
  6. Successfully controlling the environment
  7. Why Power Point/overheads are death to great speech
  8. A candid review of why most speaker videos do not get bookings
  9. The secrets to creating a powerful and friendly video
  10. Exercise on how to Design and build your One Sheet
  11. Why bureaus do not need you - how to get them interested
  12. What you never knew about why people want to hear speakers

**Mike Kipp** will offer a short workshop on topic development called “What’s Your Story?”

## President's Column

(reprinted by popular demand)

By Dennis Carey, President, NSAT

Let me draw your attention to several important chapter matters:

### Member of the Year

Please take an opportunity to vote for/ select a member of NSAT that you feel is deserving of Member of the Year. Send your vote to Greg at greg.maci-olek@imrtn.com

### Member Survey

Shortly you will be getting, via email, a questionnaire from NSAT to assist us in serving you better. Please take the opportunity to fill out the form as completely as possible. All information will be taken very seriously, so please understand your opinion is what will help us determine the course of the organization for the next year.

### Chapter Leadership

Please start sending me your nominations for officers for the next term. Below is a general list of responsibilities of the offices.

#### President-Elect –

Shall be a member of NSA; shall plan NSAT operations for the subsequent year; shall work with the Board and NSA to assure continuity of NSAT leadership; shall, in the absence of the President, perform all duties and assume all responsibilities of the President until the President returns; shall, during the incapacity of the President as determined by the Board, perform all duties and assume all responsibilities of the President until the Board shall revoke such authority; shall assume the office of President at the end of his/her term of office; shall coordinate the activities of all NSAT committees. All committee records, other than financial, shall be under the control of the President-elect.

#### Vice President(s) –

Shall perform such responsibilities as may be designated from time to time by the Board.

#### Secretary/Chief Information Officer –

Shall take the minutes and record attendance of all Board and Executive Committee Meetings, and Annual Business, Membership and Special Meetings. All NSAT records, except financial and committee records, shall be under the control of the CIO. The

CIO shall keep such records and prepare such reports as may be requested by NSAT or NSA; shall maintain a file of the correct names and addresses of all NSAT members; shall work with the membership committee to assure timeliness and quality in all areas of membership; shall maintain a master notebook containing the current NSAT bylaws, Articles of Incorporation, standing policies and procedures; shall provide a copy of the notebook to each newly elected officer and director of NSAT.

#### Treasurer –

Shall receive and disburse the funds of NSAT, and shall keep and preserve proper vouchers and books of accounts and other necessary records, which shall be open to inspection by the Board; shall deposit NSAT funds in such depositories as may be approved by the Board and shall disburse funds only for approved investments or upon approved vouchers and in accordance with procedures approved by the Board; shall submit a monthly financial report to the Board and an annual report to the Membership at the Annual Business Meeting; shall submit reports as requested by NSAT and NSA; shall file all required tax forms with local, state and federal authorities; shall work with the finance committee to assure quality in all areas of financial affairs. All financial records, tax reports and other required records shall be maintained by the Treasurer.

AND of course we also have the positions of web master, sergeant-at arms, newsletter editor, and membership director to fill as well.

If you feel ready to take on a chapter leadership role or know of anyone you would like to nominate, please contact me right away.

#### Promotional CD

I will be mailing out the promotional CD's to more than 100 organizations. This will contain information about NSAT, our website and our members. This is a huge step that should greatly spread the word about NSAT and your capabilities. Please get all your last minute additions to David at Webmaster@davidhumes.com before the next meeting.

#### "Audiofiles" on your page

Having finally figured out some techno problems on my system, I can

now get going on another project. Get me a seven minute sample of your audio work (be that on CD, cassette, or video and I can re-record it and set it up on your membership page. Just for clarification this is an audio sampling. I can use your video to transfer the audio to my system and then convert for the web. You can bring it to the meeting or send it to me at: P.O. Box 1172, Harriman, TN, 37748. I look forward to seeing you all at our next session.

## Member News

Joe Loesch's next signing is in Murfreesboro on the 10th at Salt & Pepper book store. Joe also just signed a deal with Topics Entertainment out of Seattle to write and produce a four volume Audio Book series for them. His Civil War Collection (8 CD's) is due for release September first. You'll find them in Costco's, Sam's Clubs and Target Stores, among others. Finally, Joe just signed a deal with Reader's Digest to carry his "Bible Stories For Kids" and "Back Yard Adventures" history series in their book fairs all around the country.

**Renee Grant-Williams** broadens her voice coaching practice with the release of her book, excerpted here for our membership.

#### Ravages of the Road

Many people who travel frequently by air find themselves struggling with their voices after landing. This is a common problem for singers when they begin to tour. When you travel in any capacity, you must deal with a variety of things over which you have little control, such as temperature, humidity, climate, and changes in altitude and air pressure.

Anyone who travels for business knows the importance of being in top shape when working in unfamiliar surroundings. The better you feel about your body and your voice, the more successful your trip will be. A few tips I've picked up working with singers will help you overcome the special difficulties of being on the road.

(continued)

Travel can be exhausting, so it is important to include rest and regrouping time in your schedule. Get more sleep than you normally would. You're likely to be sedentary for long periods of time when you're traveling, so stretch frequently. Schedule time for exercise and actually follow through with your program—this is not a good time to break from your regular routine.

Maintain a consistent level of energy by eating lightly during the day. Skip the two martinis at lunch, but don't skip meals. Carry healthy snacks or energy bars. If you're headed to an altitude that is significantly different from your current one, or are traveling across many time zones, you may want to arrive a few days early to give your body time to adjust.

The stress of travel, combined with exposure to other travelers in close proximity, leaves your immune system vulnerable and puts you at risk for illness. There is no way to know for certain what to expect from the temperature of the environment in which you will find yourself. Be prepared for temperature fluctuations by having options; take clothing you can layer to avoid becoming chilled or overheated.

Lack of adequate moisture is a big problem when we travel. It's a good idea to carry bottled water if you aren't accustomed to drinking the local tap water. Also, it may be a while before the flight attendants get to your row, so take a bottle or two on board to help counteract jet lag. (Why is it we catch a "plane," but get "jet" lag? Why not "catch a jet" or "get plane lag"?)

Those of us who spend a fair amount of time traveling have experienced how drying hotel room heat can be, so I highly recommend taking along a travel-sized humidifier and using it at night in your room to keep body and voice moist and healthy. There are a number of portable humidifiers available that are light enough for travel. Or try this: Turn on the hot water in the shower and let it run. The steam will clean your sinuses while taking the wrinkles out of your clothes.

In short, when you travel, you must protect yourself and your voice by planning ahead. Allow time in your schedule for adequate rest and exercise.

Eat light, regular meals. Maintain a constant body temperature by packing clothing that can be layered. And get plenty of moisture inside and out."

Renee is already a well-known voice coach whose clients include U.S. Senators, business executives, sales professionals, and celebrities such as Faith Hill, Randy Travis, Linda Ronstadt, and Huey Lewis. The preceding is from her book, *VOICE POWER: Using Your Voice to Captivate, Persuade, and Command Attention* (AMACOM, April 25, 2002, \$17.95 trade paper).

---

### July NSA Convention and Leadership Positions

Greg Maciolek, President-Elect  
(reprinted by popular demand)

**NSA Convention:** By the time you read this article, the NSA Convention in Orlando will be but three months away, July 13-16. I spoke to the chapter last summer about the benefits of attending the convention following last summer's NSA Convention in Dallas. I suggested that members, who desire to improve their skills, gain from the best of the best in the speakers' world and to network with some very caring and willing-to-share speakers, should attend not only the summer convention but also the winter workshops. It cost me about \$1200 to attend last year's convention. That was for airfare, sharing a room, food and registration. That is a \$100 monthly investment in yourself if you spread it over the year. We had a terrific turnout at the winter workshop in Atlanta at the beginning of March. I know I gained a lot by attending. We need a terrific turnout at Orlando. Now is the time to commit to attending. You can register on the NSA website at [www.nsaspeaker.org](http://www.nsaspeaker.org). Registering before May 17th gets you a discounted rate. Remember that you must be a member of NSA to receive member rates. It is one of the best investments you can make in yourself. Look to share a room with a NSAT member and save some money and get to know another member better. We'll have a chapter dinner on the free evening so that we can all get to know each other better. Make the commit-

ment now! Contact me or the other officers of the chapter if you have any questions. See you in Orlando in July!

**Leadership Positions:** President Dennis Carey has taken the time the last couple of meetings and the last two newsletters to encourage members to run for office for the upcoming year starting in July. I appreciate the job he has done for this chapter this year and the high caliber of speakers he has invited to speak to us. As the incoming president, I too want to assemble a strong team to run the chapter. One person cannot do it alone. We need to replace the treasurer, membership and secretary positions. These are all key positions. What I would like to see is more people involved so that we can have teams rather than just one person doing all of the work. It is a little tough to do that for the treasurer's position but it is vital in the membership area. I've already had a couple of members step forward to assist there, taking on portions of the membership team responsibilities. I would also like to have someone assist the president (me) in the programs area. Here is my pitch. We need members to get involved. In every successful group I've been a member, I've gotten involved in the leadership positions. I've always gained by it because I'm making things happen rather than just showing up to be entertained. Nominations need to be in this month. Please call me if you have any interest in being part of the leadership team for next year. Many cooks make for easy work. I promise you full support and a terrific year. See you all at the April meeting.

---

**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.

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.

## Join the National Speakers Association

**Option One:** Have you received monetary payment for at least 20 presentations within the last 12 months? You are qualified!

**Option Two:** Have you given at least 20 presentations to audiences of 15 or more as part of a salaried position within the last 12 months prior to application? You are qualified!

**Option Three:** Have you made at least \$25,000 giving presentations during the last 12 months prior to application? You are qualified!

*Remember: you only have to meet ONE of these requirements to qualify.*

**We need more content!** As you can see, we're a little thin this month. Or was it disguised so well you didn't notice? Please email your stories, happenings, events, successes, new kids, new grand kids, pets, etc., (just kidding about the latter) to [mike@kippassoc.com](mailto:mike@kippassoc.com)

www.NSATennessee.com  
(615) 227-2872  
National Speakers Association Tennessee  
P.O. Box 1941  
Brentwood, TN 37024-1941