

NSA Calendar

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

NSA: www.NSASpeaker.org

Guest Editorial

"Some say 'a word when said is dead' ...I say 'it just begins to live that day'"

Emily Dickenson



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

June, 2002

Program Notes	1
President's Column.....	2
Member News	2
Article by Bill Carswell	2-3
General meeting info.....	3

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

June 8, 2002: Dr. Dale Henry

Dale Henry will be the featured program for the June 9th meeting. His Presentation will be **"Your Speaking Business Down? Up Yours!!!"** Check the NSAT website for more specific information about this program or go to <http://www.drdalehenry.com>

After earning his B.S. and M.S. in Secondary Education, Dale Henry completed his Ph.D. in 1991 with a concentration in the area of Adult and Continuing Education. He has served as an educator, administrator, author, speaker, trainer, consultant and entrepreneur. In 1994, he was appointed Associate Dean of Professional and Graduate Studies for Tennessee's oldest College, Tusculum College in Greeneville, Tennessee. Years of consulting and speaking in seminars and inservice trainings throughout the country, facilitated another transition

into public speaking and professional development. Dale has been honored with numerous business and educational awards and prides himself in being a master teacher.

Dr. Dale Henry's many experiences in the field of business and education make him a natural when it comes to lively and humorous presentations. Although Dale believes in the importance of laughter _ his presentations always deliver a strong message packed with useful tools. A native of East Tennessee and the foothills of the Smoky Mountains he draws heavily on his storytelling background to hold the audience in the palm of his hand.

Dale Henry is the founder and president of Your Best Unlimited, Inc., a Tennessee based training company. He speaks to and trains over 100,000 professionals and executives each year, for clients such as Levi Strauss, AT&T, First Union Bank, Maytag, Cellular One, GTE,

FedEx, MCI, Xerox, Sun Trust, The Disney Company, as well as, Federal and International Agencies.

Dale Henry leads his audiences to higher levels of individual and team excellence. All these gifts are blended together to produce entertaining and enlightening programs that touch every member of the audience.

IMPORTANT

There will be **no chapter meeting in Nashville in July** since the NSA Convention occurs on the weekend of our normal monthly meeting. The next meeting will be on August 10th. See you at the June meeting.

President's Column

By Greg Maciolek, President-elect

As I get ready to assume the role of president of NSAT in July, I am hosting a chapter leadership meeting the afternoon of Saturday, June 8th, at 1:30 PM. While the focus will be on leadership issues, all members of the chapter are invited to attend. There are many issues to discuss and I will email an agenda to all members next week. I am looking for ideas for Speakers School, monthly meeting format, mastermind groups, how to better publicize our membership to people who can hire us, website, etc. Please send any ideas for agenda items to me at greg.maciolek@imrtn.com. They will be greatly appreciated. I am still looking for some key leadership roles to be filled. Call me at 865-539-3700 to discuss how you can help our chapter grow and prosper.

I hope to see many of you at NSA's Annual Convention in Orlando. There is still plenty of time to register. I can't tell you how important this event is in advancing your speaking career. The contacts you make and the education you receive at this convention is priceless. Our own Jana Stanfield will be performing at the Foundation Dinner. She is also the vice-chair for the 2003 Convention in New Orleans. Many of our other members are involved behind the scenes. You owe this to yourself. Invest in yourself – be there in Orlando.

Member News

"Dealing with Dark Secrets and Sexual Immorality in the Church"

There are many allegations against the church and pastors dealing with sexual immorality. **Rodrick "The Motivator" Glover** will be traveling to churches around the country to speak to pastors and their staff on "Dealing with Dark Secrets and Sexual Immorality." The workshop identifies with the spiritual effects of pornography on and off the internet, premarital sex, adultery, and many other immoral decisions which hurts the ministry. "I am challenging clergymen and church staff to identify

their dark secrets and make the changes necessary to overcome negative habits before they are exposed to the world. We must first begin to clean house inside the church before we can be more effective in the world!!"

Rodrick "The Motivator" Glover

FOR: Pastors, church staff, choir members, deacons, ushers

WHAT: "Dealing with Dark Secrets and Sexual Immorality in the Church"

WHERE: Churches Across the Country

WHY: To prevent rape and sexual immorality in the church and motivate people to deal with dark secret by making a positive change

CONTACT: Ava Glover - (615) 360-6291 for booking information.

Vanessa Wynn of Shy Hill

Marketing has opened a new office in the Cincinnati, Ohio area. The company is expanding by adding a special interest area of promotion for authors and publishers. As a Publicity Company, Shy Hill will be promoting clients through radio, TV and print mediums. Shy Hill will also continue to be available for ordering promotional items. New numbers: phone 513-772-4334, fax 513-772-4336, and email vanessa@shyhill.com

For Beginning Speakers Only

I took some notes during the May NSA Tennessee meeting. Granted, some of what I got might be painfully obvious to some. But hopefully something I took down will be of use to you. Sometimes the most unanticipated benefits can come from doing seemingly little things like writing an article for a newsletter.

Let me start by saying it has been my lifelong habit to write down my

thoughts for my own sake since I have a terrible memory. Now that I've started professionally speaking I'm learning a great deal all at once, "sucking on a firehouse" as they say, and I'm getting lots of ideas about what I want to do in the future.

One of the best things you can do is start submitting little things to the NSAT newsletter. I was a journalist for three years so I know the value of the printed media. When I first joined the club I established a goal for myself to submit something to the newsletter every month. This does two things for me. It makes me painfully aware of how quickly time flies. More than once the end of the month has approached and I've realized that a whole month has slipped away and I haven't done a single thing toward realizing my goal of being a professional speaker. The second thing it does is give me some name recognition within the NSAT. Of course, the title and subject of my talk, "Research on the International Space Station, or, What the Heck Are We Doing up There?!" has done a great deal toward that too.

Now I'd like to share a few thoughts with you that I got from the speakers. This is not meant to be a transcription of what Mike and Bill said. I would never do that without their review and approval. These are just a few points that caught my attention.

During Mike's showcase he asked us to break into groups and think of the point of two stories he told. When we did so I was amazed at what the groups came up with. No two of the four groups came up with the same thing. Even within the group I was in we came up with probably a dozen points, some of them totally the opposite of each other! Then Patsy Pagan made an observation that really had an impact on me in two ways. The one most germane to the lesson was that any story could pretty much make any point, depending on the spin the speaker puts on it. This is so true. But the second impact was one of those defining moments...stories are one of the speaker's most important tools. This may be a point that most of you take for granted, but this is completely foreign to me. I've spent the last

(continued)

20 years in a University environment. I got a B.S. in chemistry, then a Ph.D. in materials science, then I became a researcher and published scientific papers. At no point in that time were stories ever even a small part of the lectures or speeches I gave or listened to. I've dealt in giving and receiving facts, and the telling of stories is pretty much a waste of time, which nobody appreciates. You just don't tell stories to get across the "point" when you are solving differential equations.

Then I was really amazed when Bill Karlson hammered this unintentionally made point home when he asked us to name three significant stories in our life. I realized then that professional speakers just take the use of stories for granted. Right then and there I knew that storytelling, a skill which I have not developed in the course of my personal or professional life, is a skill I'm going to have to pay attention to and nurture. Even a fact-presenting speech about research on the space station will benefit from a couple of stories. One can be used to break the ice and warm up and engage the audience. Another couple of stories will make them laugh during the course of the presentation, and one at the end will leave them properly excited and motivated when I'm done. And all these angles must be covered if I want to get invited back and get good referrals!

Another point Bill made is about what it takes to transition from low paid trainer to high paid keynoter. The profession of speaking is hard work. It takes lots of preparation, practice and creativity. Even if you have a lot of natural talent and stage presence, there are still tools of the trade that you must learn. And once you learn them it takes practice, practice, practice, or rather, speaking, speaking, speaking. So if we beginners think speaking would be something nice to do only in our spare time, we'd be wise to find another hobby! Maybe this isn't true for everybody, but I know it's true for me

"Own the room" is a point Bill made that I really like. Professional speakers don't get paid to come in and make do. They get paid to come in and deliver. This means "owning the room." Don't be shy or bashful, you've been asked to come in and do whatever it

takes to provide a service. You are the boss. Arrange the tables and/or the chairs they way YOU want them. Put the podium where YOU want it. Set the temperature, adjust the lighting and do a mike check. Bill even suggested that you refuse to talk while people are eating! Let's face it; they aren't going to get their money's worth from you if you aren't paying attention. People expect you to do these things. They won't resent it; they will respect you all the more for it.

Bill's comments about PowerPoint especially hit home with me. Thanks Bill, I'll be extra careful about that in the future.

I'd like to conclude my comments about Bill's presentation by offering a reflection that passed through my mind while he was talking. Almost all speaking has the common thread of helping others better themselves and their lives. If you don't enjoy helping others and you are only becoming a speaker because you've heard the money is good, do something else. Audiences can smell insincerity a mile away. The mindset of helping others takes speaking from being about you to being about others - helping them, not helping yourself. Only then will you be a successful speaker!

During the course of writing this article it occurred to me that I might do well to exercise a piece of advice Bill offered during his presentation. He suggested that a speaker should put together a database of all the stories in that speaker's repertoire. Write them out completely, condense them down their essence, then classify and categorize them. So...

While I was in graduate school I had to find a baby sitter to watch my kids at night while I was at school doing research and writing. So I asked around and got a referral to an undergraduate student who needed some money and was free in the evenings. The first night I came home around 10 o'clock and she and I started chatting. Well the time flew and before I knew it the clock showed 11 and we were having a grand time laughing and talking about all the wonderful discoveries we've made in life! Now, mind you, this woman was half my age. But we were really enjoy-

ing each other's company, when all of a sudden she finished a laughing moment with "You know, you're really interesting; You need to meet my mother!" I can't tell you what a body blow that was! I was under no illusion that she might be romantically or physically interested in me, but that's the first time I'd EVER had a woman I considered to be full grown and attractive tell me I needed to meet her mother. One of those "the top of the hill" or "over the hill" moments.

This is definitely a "get them laughing", not a "get them thinking" story, as Bill would classify it. It would break the ice with an older audience, but probably distance me from a younger audience. Its best application within the context of what I talk about would be during a presentation to a professional society or conference. I would avoid using it during a presentation to grade school or college students. But there is a more subtle point. It reinforces the idea that "sometimes the strangest and most unanticipated benefits can come from doing seemingly little things like writing an article for a newsletter." I knew I needed to start doing this, but it never occurred to me when I started that I would end up writing my first story to be used as a speaking tool. And yet here it is. This is the first of the three stories I wrote down at the beginning of your exercise. Thank you Bill. .

Bill Carswell

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! Please email your stories, happenings, events, successes, etc., to mike@kippassoc.com

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