

## NSA Calendar

2003 Leveraging your Expertise Lab  
December 12-14, 2003  
Location: NSA Headquarters  
Tempe, AZ • (480) 968-2552

2004 Western Workshop  
January 30-February 01, 2004  
Hilton Portland, OR • (503) 226-1611

2004 Eastern Workshop  
February 27-29, 2004  
Hyatt Regency St. Louis, MO  
(314) 231-1234



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

## Fall, 2003

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## November 8, 2003: Liah Kraft-Kristaine 9 Steps To Double Your Speaking Income

What can you do to put your speaking career on fast-forward? Understanding your own "brand" is essential today. And you should know the differences between the many options in speaking, topics, and markets -- and where to "gold-mine". Then, you can intelligently strategize a plan for your speaking and your products. There's room for everyone in this business; it's up to you whether you will make the "big bucks" early or wait many years.

Liah Kraft-Kristaine, J.D. helps new speakers lift off fast

with her four-day LifeKraft Intensive Speaker Training program. A former **attorney** and **CNN broadcaster**, she has spoken on over 400 cities on four continents, has written nine books and created numerous audio and video products.

### Biography:

Liah Kraft-Kristaine, J.D. is an international speaker consultant and best-selling author of nine books. She has presented seminars, training and keynotes in over 400 cities on four continents. She has taught the LifeKraft Speaker Intensive Training since 1998 for individuals entering the professional speaking field who want to cut five to ten years off of their learning curve.

A former CNN broadcaster with her own show segment, Liah has also practiced law and was a head television writer in Hollywood on the series, Superior Court. She has thirty-six produced episodes. She is also a four-time novelist, published by Random House, and a **Chicken Soup for the Soul author** as well as host of a highly successful PBS television special entitled The Myths of Happiness. She has appeared on hundreds of radio and television talk shows, including **Oprah**, with her book, 30 Days to Happiness.

Liah's work has changed the lives of tens of thousands worldwide, from North America to Australia, New Zealand, Asia and Europe. Visit her web site for more info: [www.lifekraft.com](http://www.lifekraft.com)

### Program Outline:

- Defining who you are as a speaking professional
- Identifying your ideal topics and your passion
- How your past can help you
- How you become an expert
- Gold-mining: So many markets!
- Why you shouldn't think of yourself as a "Speaker"
- The fastest way to earn more money and credibility
- Keynotes vs. Training Seminars: what you need to know
- How and why you should do "Success Conditioning"



## December 13, 2003: Ray Leone

### Converting One Speech into a Six Figure Retainer

Ray Leone is a business person and entrepreneur, having owned several businesses. He has been in the corporate world having worked for RCA and Burroughs.

He has been in government having worked for the Atomic Energy Commission.

#### Do you want to

- Increase shareholder value?
- Close more sales and reduce the cost of sales at the same time?
- Sell more, more often, for more money?
- Have an accurate pipeline forecast?
- Call on and to sell to the ?O?s?
- Gain commitment prior to the presentation?
- Increase account retention?
- Negotiate more profitable deals?

If you answered yes to any of these questions, then you need to attend this session and hear Ray Leone provide ways to continually keep customers.

Why sell to 100 clients to book 100 dates, when you can sell one

client for one hundred dates as Ray Leone did with EDS in 1989!

In 1996, he was hired by Compass for a 3-hour program titled "Presenting to Committees using the Techniques of Professional Speakers". Since then, he conducted over 300 programs for them all over the world.

In January, 2004 he'll be speaking at the Aqua Conference in Vegas for the 11th year in a row.

Over 90% of his business is repeat with many companies booking Ray year after year. AT&T has hired Ray over 30 times, USWeb 30 times, Compass Group 100 times, Comcast Cable 30 times, EDS 40 times, Master Spas 10 times, Berchtold 20 times, and Aqua 10 times, to name a few.



## January 10, 2003: Lou Heckler, CSP, CPAE

### Make Your Material Magical and Your Materials Memorable!

Do you want to make your audiences feel your ideas, stories and main points are right up-to-the-

minute? This invaluable program will show you ways to use time-tested concepts...supported by materials as current as today's news. Learn how to create materials for your workshops and speeches that will linger in your listeners minds long after your programs are over.

Master showman Lou Heckler will explain the importance of:

- Creating a structure that promotes flexibility while assuring you will keep your listeners right on track.
- Focusing on main point labeling.
- Seeking support material from trusted sources and unconventional places as well.
- Finding a way to stay incredibly current and relevant to each audience.

- Leaving the audience with lots to talk about when your session is over.

Lou Heckler, CSP, CPAE, has been making money from words for more than 40 years. Fifteen years in commercial and public television and now almost 24 years as a professional speaker, Lou has learned ways to infuse his speeches and seminars with current ideas, humorous observations and timely quotations. Lou has presented skill-building programs at almost every NSA convention since 1987. He has been married more than 35 years to novelist Jonellen Heckler and they have a son and daughter-in-law who live in Atlanta.

If you've never heard Lou Heckler, you're in for a treat! If you have, I know I'll see you there!

## Member News

### Welcome New Members

Charlton Duncan  
Voss Graham  
Daniel Harrell  
Barbara Hawkes  
Bill Lindsley  
Judson Phillips  
Jack Tapper  
Trisha Webb

### Eight do Great on the 8th - Special Showcase Afternoon

Eight NSAT members will showcase their speaking talents on Saturday, November 8 from 1-3pm.

This is an opportunity for a special "treat." Bring friends and family, NSATers, potential NSATers, and even some curious onlookers to see eight experts who speak professionally show us their "best stuff"! On November 8, from 1-3pm, pull up a seat and enjoy!

Rhonda Borman gets first place (alphabetically that is!) in this special 15-minute showcase event. Rhonda is known for presenting topics such as "How to Cope With Anything" and "The Secrets to Unclogging Your Life." "Presentations that are like a breath of fresh air...original, funny, energizing and unspoiled." Come and see what fresh topic Rhonda will share with us on November 8.

Brian Carden is next in our "line-up" of experts who speak professionally. After almost twenty years in Financial

Services, Brian has a broad base of knowledge and experience in which to "have a conversation with his audience." Brian focuses on making the concepts of investments, insurance, money, and planning as simple to understand as possible. Come see what wisdom Brian will bring to us that Saturday afternoon in November.

Kurt DuNard's speech will be "Finding Our Raison D'etre--Our reason for Being." Kurt is a world authority on alternative wealth, leadership, and sales. He speaks about success and inspires his audience to action. Come hear Kurt and discover your "raison d'etre."

Patsy Hatfield Lawson is an award winning college psychology and education professor. As a consultant, speaker and storyteller, Patsy uses stories to teach workshops and concepts, to entertain, and to foster individual growth in individuals. Come and experience Patsy's enthusiasm and delight.

Michael Muzyka challenges and motivates his audiences to grow, stretch, and reach beyond themselves through goal-setting and attitude development. Come let Michael help you get excited about life and see the abundance that is all around you and within you.

Judson Phillips, new to NSAT, is an attorney. He can "steer you through rough water" - whether in a criminal defense case or as your personal injury lawyer. Let's welcome him to NSAT with an enthusiastic audience ready to follow where he "steers" us!

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### A NSAT Written Showcase

## "God. Why Did You Let This Happen?"

*By Neil Laffely. First Published as "Another Day to Live" August 9, 2002*

I reached over a once empty Kroger bag and flipped the air conditioning on high. Sweat from my forehead burned into my eyes. My cell phone sat quietly on the passenger seat of my "92" pick-up. It did its job.

"Is this 911?" I remember asking. "I need help. I'm on Nichols Lane. My chest hurts, and I just vomited."

"Just hang in there," the digital voice on the other end reassured, trying to keep me talking. It hurt too much to talk. "EMS is only 5 minutes away. Don't try to drive anymore."

Drive? I couldn't drive now if my life depended upon it, I thought, not fully realizing the impact of my own words.

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## Eight do Great

(cont. from page 2)

Dianne Schwartz will be speaking on "The Camel's Injustice." Dianne is author of *Whose Face is in the Mirror?* and is the founder and president of Educating Against Domestic Violence, a non-profit organization that assists battered women and children. Dianne will no doubt inspire and motivate us - women and men alike - to realize our full potential, both personally and professionally.

Ruth Williams will be speaking about what she feels most passionately about - Joy - how to get it and how to make it work! With over 20 years experience in clinical social work and even more as a singer/songwriter, in her workshops and speaking, she communicates principles of happiness and wholeness easily and understandably. Come see if Ruth can help you increase your "joy quotient"!

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## Master Mind

What do our Tim Bays, Mike Rayburn, and Jana Stanfield have in common? Most would say they are musical entertainers who became professional speakers. Others might say that they all honored NSAT with their leadership roles at the recent New Orleans NSA Convention. Tim gave two excellent performances, Mike astounded the audience by being "The World's Funniest Guitar Virtuoso" and Jana was Vice Chair helping orchestrate the

convention. Although the above is completely correct, it is not what I had in mind. What do they all have in common? They belong to the same Master Mind group.

Most of you are rugged individualists with a determination to make a difference. We are taught that rugged individualists built America. These were people who, for the most part, were completely self-reliant and worked alone. So perhaps the price we pay to make an original contribution may be loneliness, isolation and self-absorption. The only problem with this philosophy is that it is false.

True, America was built by rugged individualists but they did not work alone and were not isolated. They had a lot of time where they were alone thinking, writing and creating but they also shared their thoughts with a small select group of people. In fact, many credit the genius of these people with the great minds that were part of their group. Such great minds as Henry Ford, Thomas Edison, Harvey Firestone, John Burroughs and Luther Burbank all belonged to Master Mind groups. Some of the most successful NSA members belong to these groups.

Perhaps this is a tool we could all use.

A Master Mind group is simply a small group of people who have come together to help one another on their careers. Usually these are "can do," positive people who sincerely want to see the other members succeed.

Community is built among the

members to such an extent that friendship and trust are paramount. Secrets and foibles can be told without concern that they will be discussed outside of the group. The best groups are the groups where members feel they can be totally open with one another.

Once community is built among the members, the real power and magic happens in the Master Mind. There are three huge advantages to being a member of a Master Mind group. 1) All members tap into their creativity to serve other members. You could have four minds working to solve your current problem. 2) You gain the accumulated wisdom and experience of all the other members. Try to choose members that have different life experiences so that they enrich the group with their diversity. 3) You have a sympathetic group to use for research and experimentation of your new ideas, products, programs, speeches or general thoughts about the speaking business.

By forming a Master Mind group, each member gets, in effect, a board of directors. A board, I might add, that receives no salary but may be more effective than one that does. Start your group today. End the isolation. Imitate Ford and Edison using a success tool that really works.

By Kurt DuNard Vice President National Speakers Association Tennessee.

His web site is [www.iihp.com](http://www.iihp.com). He can be reached at [kdunard@iihp.com](mailto:kdunard@iihp.com)

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## "God. Why Did You Let This Happen?"

*(cont. from page 2)*

The Kroger bag stared at me. I stared back, cradling my chest, hoping I wouldn't need its service again.

In the noisy silence, pictures of my wife, Susan, and my son, Gareth, flashed in my mind. They are my life. "God, why is this happening to me?" I asked, but found no comfort. I'm supposed to fly to Maine to vacation with them next week. They went early so Gareth could spend more time with his grandparents. I had a bit more work to complete in Nashville before I could join them.

Now, an intruding thought rampaged through my head. God, would I ever see them again? Or would they receive news from some stranger that I died alone in my pick-up on the side of the road of a broken heart? Sounded too much like a country song. I wanted no part of it.

I battled this taunting inner intruder. This is not acceptable. I'm only 43. I exercise. I eat well. I don't smoke. Let the truth be known, I could easily blow away in a high windstorm at 142 pounds. "God. Why?"

I released my cradle-like position for a brief moment to rebuke this intruder. I adjusted the rearview mirror so I could see the road behind me. I angled my head to see the road in front of me. And I waited. Nothing. Minutes passed like hours.

Finally, in the rearview mirror,

I caught a glimpse of flashing lights coming toward me. "Just hang on." I told myself. My eyes didn't budge from the mirror as I watched the flashing lights move closer and closer. It was hope. Hope that I would soon be able to tell Susan and Gareth just how much I loved them - more than anything else. How easy it had been to take them for granted. I missed them so much.

The inner intruder came back, taunting more aggressively as I watched the flashing lights pass my vehicle, unnoticed. It was only a wrecker, towing a car. "God, give me strength," I prayed as I closed my eyes for what seemed destined to be the final time.

Suddenly, the sound of my truck door opening brought in a fresh breath of light to my eyes. I saw two police cars, one at my side and one in the rearview mirror. I heard 2 voices, but saw only one officer.

I felt the back of his hand press gently against the side of my face. It was cool and comforting as it rested against my clammy wet skin, cool as if the hand of God were now reassuring me that things would be okay. I glanced at the officer, wanting him to know how much his gentle touch meant to me at that very critical moment. It was compassion and genuine concern. All this, from a stranger.

Soon, I heard more voices and felt several hands pull me from my truck and guide me onto a stretcher. One hand shoved two tablets into my mouth with instructions to chew. A needle

worked its way into my vein, followed by a second. EMS prepared me for transport to the ER at Sumner Regional Medical Center. Sirens blared as I prayed to wake up from this nightmare.

My memory now began to fail me as I questioned what was real and what was not so real. I remember hearing lots of voices and seeing many faces in the ER room, but could not pick them out from a crowd today. I remember two pair of scissors attacking me from both sides and quickly shredding my shirt into useless scrapes of material. I remember hearing lots of questions and sputtering many answers, not sure if I was making any sense. I remember begging to the lady with the clipboard to stop nagging me about whether or not I had insurance, but she just wouldn't stop the interrogation.

Finally, the morphine began to kick in. The pain began to slowly drift away. That's when a face appeared directly within my line of vision, only inches from my nose. "You've had a heart attack. We've got you stabilized, but we need to transport you to Saint Thomas Hospital immediately."

As I rolled out of the ER room to an awaiting ambulance on that morning of July 17, 2002, I saw the same police officer that had gently touched my face when all seemed hopeless. And once again, I felt compassion, as I looked into this stranger's eyes, a stranger who would later respond when I was able to personally thank him, "I was only doing my job." To him, it's only part of the

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## "God. Why Did You Let This Happen?"

*(cont. from page 2)*

job. To me, it's another day to live.

On July 22, 2002, I underwent open-heart surgery that required 4 bypasses.

"God, Why Did You Let This Happen To Me?" is an inspirational presentation for families

and individuals seeking comfort during times of turmoil. It is geared for church affiliated organizations, youth groups, and anyone wanting to understand how God continuously creates new pages and chapters in our lives if we are willingly to let Him guide the way. So when I now ask, "God, why did you let this happen?"

I know that God has sent His angels to save my heart, because His plan for me is not yet finished."

If you are a member of NSAT and would like to have your Written Showcase appear in our quarterly newsletter, please email Dianne Schwartz at [eadvinc@comcast.net](mailto:eadvinc@comcast.net)

**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.

## 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 Dianne Schwartz: [eadvinc@comcast.net](mailto:eadvinc@comcast.net)