

NSA Now

The Quarterly Newsletter from the National Speakers Association

Winter 2011

News You Can Use

NSA Now is a quarterly newsletter that features timely information about membership benefits, welcomes new members and provides interesting news bytes relevant to professional speakers. NSA Now will accompany the January/February, April, July/August and October issues of *Speaker* magazine.

New Resource for NSA Members Only

Watch your email inbox for NSA's newest resource, *Speaker Info*, a free semi-monthly newsletter created exclusively for NSA members. It is filled with articles that will provide timely and valuable information to help you grow your speaking business.

Some topics that will be covered include: public relations, social media, meeting industry updates, tips for entrepreneurs and small-business owners, technology trends, marketing, emerging speakers, and presentation skills.

If there is a specific topic you'd like to read about, please send your suggestions to info@nsaspeaker.org.

NSA SPEAKER INFO

Managing yourself: What's your personal social media strategy?
Harvard Business Review from    

It's no secret that social media—global, open, transparent, non-hierarchical, interactive and real time—are changing consumer behavior and workplace expectations. As a result, the best businesses are creating comprehensive strategies in this area to support their goals. However, research on the organizational implications of social media and creating work with dozens of companies in America, Europe and Asia suggest that it is taking longer for corporate leaders to consider what the new paradigm means for them personally. **NSA**

Forget the social media hype and focus on ideas
Adweek from    

IBM executive creative director Rob Bergovene has fired a broadside at social media hype, arguing ideas are more important than recent platforms such as Twitter. Bergovene claims that advertisers can be too quick to jump into new platforms like social media, when it is the idea behind the campaign and not the distribution platform that matters. "It doesn't matter whether you use a television commercial, branded content or social media. As long as an idea sparks conversation that is all that matters." **NSA**

Being a Twitter snob is a good thing
FastCompanyMag from    

It annoys many people when they follow you on Twitter and you do not follow them back. Too bad. Don't do it. The only people you should follow on Twitter are people who are immediately interesting to you or people who might become interesting to you. Ignore the rest. This doesn't sound very "social media," but it's true and it's a needed commodity in a cluttered world. But, there's a better reason: Who follows you on Twitter adds to your credibility. **NSA**

Swix makes basic social media measurement a breeze
SocialMediaMag from    

You have a Facebook page for your business, you have a blog, you have a Twitter account and you're even still using e-mail marketing campaigns. But are you tracking how these channels are performing? Have you figured out how to measure the ROI of your social media marketing efforts yet? Canadian company Swix offers solutions that can help businesses and agencies track and analyze social media community growth, as well as the results of campaigns or offers. **NSA**

Annual Member Handbook Online

NSA supports the green movement by discontinuing the printed version of the *Annual Member Handbook*. Everything you need to know about membership is available online at www.MyNSA.org. Click on the Member Services tab.

Information includes:

- Board of Directors (officers, directors, past presidents)
 - NSA Foundation
 - Academy of Professional Speaking
 - Recognition at NSA
 - NSA Chapters
 - NSA Community Behaviors
 - Global Speakers Federation
 - Professional Expert Groups (PEGs)
 - Professional Competencies
 - Diversity Statement
 - NSA Professional Code of Ethics
 - Committee and Council Chairs
 - NSA Bylaws
- ... and more!

Purchase Convention Recordings Online

To purchase your favorite 2010 NSA Convention sessions, or ones that you missed, visit www.MyNSA.org and click on 2010 NSA Convention Post Links, and then Convention Recordings.

Supplement to January-February 2011 *SPEAKER*

Cancer Survivor APPLAUDS



"I was diagnosed with breast cancer in July 2010. I am a self-employed single woman, and my health became my No. 1 priority. Ironically, when I received my annual membership renewal statement, my heart sank looking at one more bill. I didn't want to let NSA go because speaking is my passion.

When I learned that the NSA Foundation had funds available, I applied immediately. Not only did NSA provide funds to help with my medical deductible, it also gave me confidence to share my situation with my local chapter.

In turn, my local chapter offered its support by gifting me with a new video of my speaking. Check it out on www.AnneMcGurty.com.



I am grateful for the support and love that I received from NSA and the NSA-Colorado chapter."
Anne McGurty,
PSBF Grant Recipient

Read more stories about PSBF's impact on NSA members in need at www.NSAFoundation.org. To make a donation to the NSA Foundation, call (480) 968-2552.



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The Joy of Giving and Receiving

To commemorate the Spirit of NSA Day, Nov. 14, members were encouraged to share their experiences as a giver or a recipient of another speaker's wisdom or generosity by posting their comments online. Here are two summaries plucked from <http://spiritofnsa.wordpress.com>.



In the spirit of giving back, I conduct numerous free presentations emphasizing the importance of clear verbal and visual communication. I make elementary school groups aware that some athletes who are interviewed often lack good speaking skills, and how important it is in business to be able to clarify their goals through proper communication. —Conni Gordon, CSP



When I saw the email about the Spirit of NSA Day, I immediately thought of Dave Jensen. He has referred me to business in the past, and just this month referred me to a client that he could have probably taken himself. He wanted to remain true to his topic expertise and focus on leadership, so he passed it on to me. That's a true professional. —Jodi Walker, CSP

See the World. Register for a GSF Event.

Did you know the Global Speakers Federation (GSF) has events worldwide? With over 10 associations in the GSF, chances are good there is a conference or convention taking place in a city you want to visit at a time that fits your schedule. For example, the Global Speakers Summit in Holland in April 2011 will attract 300 professional speakers from more than 20 countries for three days of programming, with pre- and post-events planned near Amsterdam.



Why not expand your international network in 2011 by attending an event designed to accelerate your business? View a schedule of GSF events at www.globalspeakers.net/events.

Wanna Make More Money?

Recent NSA surveys indicate that members want to make more money. But how can you do that? Answer: Wise up with Webinars.

NSA University Webinars provide information to help you increase your value to clients. In turn, you'll get more bookings and generate more revenues.

NSA will offer one content-rich Webinar per month focusing on a high-demand topic, such as technology and marketing. Internet marketer Tom Antion will kick off 2011 with a Webinar on technology on Monday, January 24.

"Each Webinar will be meatier, more meaningful and provide an all-compassing learning experience," said Dulce de Leon, NSA's Manager of Web Services.



UNIVERSITY

Attendees also will be encouraged to do some pre-work before the Webinar. "The pre-work ensures that attendees will be more engaged in the one-hour session, and it helps the facilitator gauge the audience's level of understanding," de Leon said.

NSA-U Webinars have received positive feedback from attendees, who are able to learn in the comfort of their own home or office. Registered paid attendees also receive a Webinar recording within 24 hours of the event.

To register for a Webinar, or for a complete listing of upcoming offerings, visit www.NSASpeaker.org or call (480) 968-2552.

Welcome to NSA

NSA is proud to introduce the following new members:

Arizona

H. Ross Hawkins, Sedona, AZ
Jennifer J. Rue, Phoenix, AZ
Paula Shoup, Scottsdale, AZ
Dennis Skinner, Phoenix, AZ
Kirk Wilkinson, Mesa, AZ

California

Bruce Anderson, Sacramento, CA
Carla-Krystin Andrade, San Francisco, CA
Tamiko Broms, Sacramento, CA
Brandon Mendenhall, Fontana, CA
Lisa Sasevich, La Jolla, CA
Jo Ellen Seeley-Volf, Sacramento, CA
Timothy Tosta, San Francisco, CA

Colorado

Dick Durrance, Glenwood Springs, CO
John Hall, Vail, CO
Mike Hawkins, Breckenridge, CO
Tommy Maloney, Commerce City, CO

Florida

Don Anderson, Bradenton, FL
Ken Donaldson, Seminole, FL

Margarita E. Gurri, Dania Beach, FL
Sally Hogshead, Orlando, FL
William Merlin, Tampa, FL
Christopher P. Ramey, Coral Gables, FL
Thomas Ray, Sarasota, FL
Michael G. Zawaki, Boca Raton, FL

Illinois

Stephen Bardo, Chicago, IL
Dennis R. Blitz, Chicago, IL
Thomas Leu, Rockford, IL
Melissa Wittenborn, Woodridge, IL

Indiana

Caroline Dowd-Higgins, Bloomington, IN

Maryland

Deborah Owens, Laurel, MD

Massachusetts

Tracy E. Linne, Swampscott, MA
Marc Wayshak, Boston, MA

Minnesota

Janice Jenkins, Savage, MN

New Hampshire

Mike Bonacorsi, Amherst, NH
Susan C. Gunther, Northfield, NH

New Jersey

Sandra Diaz, Cherry Hill, NJ
Thomas J. Marta, Scotch Plain, NJ

New York

Greg Stuart, Bridgehampton, NY
Julian Sturton, New York, NY

Nevada

Amy Ayoub, Las Vegas, NV
Alice Heiman, Reno, NV
Linda Mae McLean, Reno, NV

North Carolina

Matthew Drayton, Fayetteville, NC
Melody Juge, Falt Rock, NC

Ohio

Melanie Jatsek, Brecksville, OH

Oklahoma

Rachel Wagner, Bixby, OK

Pennsylvania

Ella Jones, Turtle Creek, PA
Jose Palomino, Newton Square, PA

Tennessee

Natasha Bowen, Bartlett, TN
Eric T. Brey, Memphis, TN
F. Laurens Brock, Chattanooga, TN
Alvin Miller, Nashville, TN

Texas

Chris Fuller, Arlington, TX
Dave Hill, Frisco, TX
Rex Miller, South Lake, TX
Marc Ostrofsky, Houston, TX
Venus O. Reese, Providence Village, TX

Utah

Ty Bennett, Highland, UT
Mitchel G. Seehusen, South Jordan, UT

Virginia

James B. Gordon, Kilmarnock, VA
Maryanne Ross, Luray, VA
Mike Schmidtman, Warrenton, VA

Wisconsin

Mark Gungor, Green Bay, WI
Stefan Koehler, Madison, WI
Garrett, Lowney, Appleton, WI
Robert Riordan, Green Bay, WI