



PUBLISHED FOR THE MEMBERS OF NSA/NC BECAUSE WE LIKE YOU

JULY 2003

Volunteer Spotlight on...

Stephanie Reilly



**NSA/NC'S
2003-2004
programs
will feature
some of our
association's
best speakers!**

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**Summer
members party
a real splash!**

— page 4 —

Stephanie Reilly doesn't waste any time getting on with her life.

She spent 20 years in the insurance and risk management industries, mostly in sales and marketing for the world's largest insurance brokerage and consulting firm, Marsh & McLennan.

Then she got married five years ago, and now she's the mother of two adopted children, son Jackson, 2½, and daughter Lia, 4 months. She and her husband, Steve, a general contractor, live in Walnut Creek.

"I've had a great life so far," says Stephanie, 49. "I had 20 years of corporate life, and now I'm married and a mom. I can't wait to see what's next."



Stephanie Reilly

That might just be professional speaking, which Stephanie has attacked with her usual verve. She joined NSA/NC as a Passport holder in November 2002 and jumped right into the volunteer pool.

"The week I joined I looked at the various committees and I called Nan

Andrews Amish (then in charge of Speakers Academy). I used to put on seminars and workshops, so I felt I was a good match for Nan's committee.

"I've learned that by raising your hand you get a lot more opportunities than if you wait around for someone to point at you. I figured by volunteering

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NSA/NC'S 2003-2004 calendar

**Jerry Teplitz, CSP,
Jenny de St. Georges,
Burt Dubin and Izzy
Gesell, CSP!**

NSA/NC's
Program committee,
headed by Nan
Andrews Amish,
is determined to bring
you the best speakers

speaking on the most valuable topics for the 2003-2004 meeting year.

You'll find out more about our **September 6** meeting — featuring Jerry Teplitz, J.D., Ph.D., CSP, doing two sessions (“Switched-On Marketing” and “Switched-On Selling”), and our own Jenny de St. Georges, who will speak about “Expecting the Unexpected” for our luncheon keynote — in **Professionally Speaking**, the chapter's printed newsletter, due in your mailboxes the first week in August (also on the NSA/NC website at www.nsancc.org).

Teplitz was NSA/New England's highest-rated speaker in 2002-2003. Former NSA/NC President Bob Treadway, an audience member for one of Jerry's programs, says, “NSA members have high standards for our presenters. Jerry exceeded them all, with a combination of material we had never seen before, high levels of audience participation, strong scientific evidence and support and excellent take-away value for our audience.”

Professional Speakers Academy will debut with sessions on **October 4 and 5** (Millbrae and Sacramento, respectively) with Burt Dubin, one of NSA's most acclaimed coaches, creator of The Speaking Success System. Burt's study of what makes a master of professional speaking found that platform skills account for only 20 percent; the other 80 percent is positioning, packaging and promotion — plus conceiving, committing to and living a magnificent mission. All speakers — experienced and novice — are encouraged to attend this rare chapter appearance by Burt.

Here's the schedule for the rest of the year (still a work in progress). We look forward to seeing you for an exciting and invaluable season of learning.

November 1

Chapter Meeting

- Meet the Pros
- Kurtis Mathews (Humor for the joke-challenged).

December 6

Speakers Academy

- Francine Ward, J.D. (copyrights, trademarks, more).

January 10, 2004

Chapter Meeting (second Saturday)

- Speaker TBD: Topic focus will be on product.

February 7

Speakers Academy, TBD.

March 6

Chapter Meeting

- Izzy Gesell, CSP (Improv techniques to become more confident, spontaneous and effective on the platform).

April 3

Speakers Academy, TBD.

May 1

Chapter Meeting, TBD.



Teplitz



de St. Georges



Dubin

Why volunteer?

There are incredible benefits that await NSA/NC members who volunteer. Here are just a few of them:

1. Accelerate your learning curve about the professional speaking industry.
2. Become more visible within your local speaking community.
3. Build partnerships and friendships with like-minded colleagues.
4. Soak up wisdom of the masters who populate NSA/NC.
5. Learn more about the workings of NSA/NC and NSA.



6. Develop new skills, hone existing ones.
7. Feel the satisfaction of being “in service” to others.
8. Help NSA/NC become the chapter you want it to be.
9. Develop relationships that can lead to referral business.
10. Develop a mentoring relationship with an experienced speaker.

**Bonus reason:
It's fun!**

**To volunteer, contact
Volunteer Coordinator Craig Harrison
at nsa@craigspeaks.com**

Stephanie Reilly

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I'd learn a lot more about NSA and I'd meet more people. It's been great. I feel I'm more a part of the chapter for having done that.”

Being part of NSA/NC has had more benefits than Stephanie had originally imagined.

“Not only am I learning a lot about the speaking profession, but it's been a mental god-send for me,” she says. “After 20 years of a stimulating career, at the chapter meetings I feel like a new person. Some moms get a break by going shopping or to a spa; I go to NSA.

“First of all, I joined because I wanted to learn about the speaking profession. But

when you get involved you always learn by being around other people. You learn from their experiences and just by listening to what they have to say. You use skills you don't use every day as a mom.

“I did a lot of speaking in my corporate career, but as you know it takes a huge amount of time and energy to develop a career. Right now my priority is my kids. What I'm doing now is learning about the profession so that when the time comes I'll be able to get my speaking career going faster.”

Stephanie grew up in Pleasanton and graduated from UC-Berkeley in 1977 with a degree in cultural anthropology. Volunteering gives her

a feeling that she's contributing something and that she's using her knowledge.

“When you're a new person in the chapter and you volunteer you get to know people quickly,” Stephanie says. “You don't feel like a Lone Ranger at a meeting. You get a lot more out of the chapter because you'll meet people with good ideas, people with contacts.

“An organization is only as good as its volunteers. Especially in an organization like this, if we all sit back and wait for someone to do something, nothing will happen.”

And Stephanie Reilly is not about to let that happen.

“I've learned that by raising your hand you get a lot more opportunities than if you wait around for someone to point at you.”

– Stephanie Reilly –

Discover the value of mentoring

NSA/NC SUMMER SPLASH!

Join us for our annual summer party at the home of Lori Harvey, 160 Riviera Drive, San Rafael 94901

Sunday
August 17
3–7 p.m.

- Large house
- Swimming pool
- Food provided
- \$15 per person

Please RSVP to Joanne Ryan at (650) 871-4220

Map available at www.nsanc.org or via mapquest

Want a mentor? Many of our emerging speakers tell us they do. Here's the scoop on mentoring to help you decide if this resource meets your needs.

Mentoring is a formal arrangement for a specific time period between a person experienced in a particular area (mentor) and another person, less experienced, who is seeking help and guidance in that area ("mentee").

The most sought-after NSA mentors are often highly successful speakers and speech coaches.

Generally, mentors are internal to an organization and volunteer their service. Formal mentor relationships

may last between three and 12 months, with weekly or bi-weekly meetings.

Corporations and associations use mentor programs as part of their employee/volunteer development processes.

Mentees request a mentor to improve their current skill area or to learn about other career opportunities. The mentor may tutor, arrange introductions, suggest a course of action, or point the mentee to additional resources to research.

The mentee is always the one driving the process by requesting help and taking action to learn.

Mentoring is often confused with coaching. A mentor uses his/her

knowledge, connections, and skills to help others reach their goals. A coach (for a fee) helps an individual to uncover his/her own answers or direction.

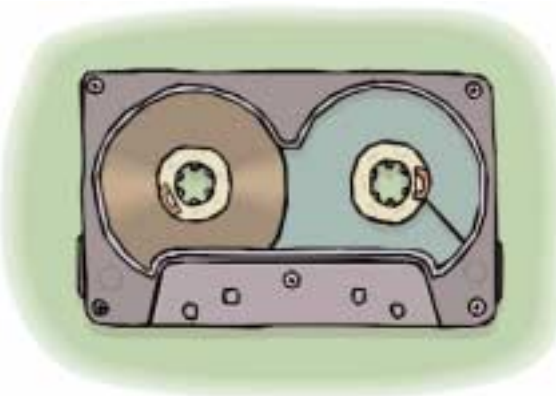
In NSA there are some mentor-coaches who provide a blend of speech expertise, gentle coaching guidance and mentoring to help growing speakers move to the next level in their careers.

For more information, check out The Mentoring Group website at mentoringgroup.com.

— Excerpted from
*"Choose ... And Use ...
The Right Resource
Every Time."* © 2003
Nan Andrews Amish,
Colleen Cayes, and
Joy-Ellen Lipsky.

Mentoring on tape

An excellent tape on one speaker's experience with a mentor is *Mentoring: How to Fast Track Your Career to the Next Level* (tape #76), presented by Terri L. Sjodin, CSP, at the 2001 NSA National Convention.



This tape is available from Convention Cassettes Unlimited, which records all NSA conventions and workshops.

You'll find the CCU link on the NSA national website

(www.nsaspeaker.org).

NSA/NC mourns John Cantu's passing

It is with great sadness that we report John Cantu's passing on May 11. He was 55 and died after a long battle with cancer.

A former NSA/NC board member, Cantu's hearty laugh and understanding of the place of humor in our lives will always be remembered.

John ran the Holy City Zoo comedy club for years, and some of the country's top comedians — Robin Williams, Dana Carvey, Paula Poundstone, Jerry Seinfeld, Rob Schneider, Kevin Pollack, and Margaret Cho, among many others — performed on his stage.

John wrote nightclub material performed by many comedy greats, such as Phyllis Diller, Rip Taylor, Gary Owens, and the Smothers Brothers. He also wrote for syndicated cartoons like *Ziggy* and *Marmaduke*, was a humor coach, and wrote for several publications.

If John was in the room you always knew if you were funny on the platform. John's cackle could be heard in the ballroom, down the hall and clear into the pool.

John was always available to help a fellow speaker. At John's memorial service, Craig Harrison related a story about the time John helped him during an NSA convention.

"It was San Antonio in 1999," says Craig. "I had given an eight-minute Showcase and my evaluations were harsh about how I held the microphone. One evaluator said, 'either learn how to hold a mike or become a meeting planner!'"

"I was devastated. As luck would have it, I found John and shared my tale of woe. He invited me up to his room for an impromptu session in microphone etiquette.

"He said, 'I'll show ya how to hold a mike...and a lot more.'"

"We got to the room and his roommate had apparently taken the mike with him. Undaunted, he grabbed a vodka bottle and started demonstrating: '...imagine this bottle is the mike...'"

"I told him after a couple of shots it would be easy. That's when I heard the Cantu Cackle only John could produce. He actually missed part of the dinner program to help teach me how to hold a microphone! What a great guy ... so giving and helpful."



John Cantu

Death is not the end

When I was in college, I assisted in a play called *The Long Christmas Dinner*.

The play takes place in the afterlife and the cast sits around a dinner table. When someone on earth remembers them, they go off-stage and when they return they tell of the experiences of life they observed through the

eyes of the people remembering them. As long as someone thinks of them, they can visit life again.

As a psychologist, one of the stories I relate to my clients is *The Long Christmas Dinner*.

My parents continue to live in my heart. When I remember them, I hope that, just as in the play, they can

see life through my eyes and enjoy the memories I have of them, as well as the thoughts and events I wish to share with them.

So, John, we remember you and you live on in our hearts.

— *Sylvia Mills, Ph.D.,
your carpool host to
many a meeting.*

Does Showcasing make a difference?

Passport holder sends letter to Liz de Clifford, Showcase co-chairperson, about a breakthrough in his speaking career.

Elizabeth,

I have to share this with you!

Thanks for the chance to present at the last Speakers Academy on June 21. I did the six-minute section on "Kiteboarding: Just Do It!"

When I spoke to the group I was nervous, over-prepared, tried too hard, memorized everything ... all the major mistakes. The group was so supportive, and yet did not hold back criticism. I took all the evaluations and critique into consideration. Everyone said I needed to get past notes. I asked you how to do that and you told me about the memory technique you use where you put each part of the speech in a physical location in your house.



Steve Gibson

Shortly after my NSA showcase, I did a 30-minute presentation for about 100 people at the UltraNectar Kite Night promotional event. I had total connection with the audience, achieved a total flow state using the techniques Lee Glickstein taught us, and I went on stage without one scrap of notes or outline because of the memory technique you told me about. Every single person I spoke with afterward asked me how long I had been a professional speaker for a living. It was the most exhilarating experience of my life.

I now have a list of about 200 anecdotes from my own life experience, each with a specific point. To prepare for a speech I think of what the audience wants and how they can get the most value out of my presentation. I select the most appropriate anecdotes and points to make, and install them in the memory locations and I have my speech. I purposely do not rehearse them so that they are more authentic. I now know for a fact that being a speaker is my calling.

In two NSA sessions I went from being afraid of speaking even after preparing for days, all the way to being ecstatic about any speaking opportunity. I can prepare for any speech in just a few minutes by first understanding the audience and selecting from my material.

I will be at every NSA event I can possibly attend.

Steve Gibson
Director, Strategic Development
Verisign

Showcases are held at every Speakers Academy session.
To sign up, contact Liz de Clifford at (650) 400-0375.

Board retreats to plan 2003-2004 year

The NSA/NC Board of Directors, key volunteers and Executive Assistant Joanne Ryan retreated to Angel's Camp over the Memorial Day holiday weekend to get to know one another, delegate responsibilities and begin to plan for a great year beginning in September. The weather was sunny, the camaraderie was warm and all agreed it had been time well spent.



Recipe of the month

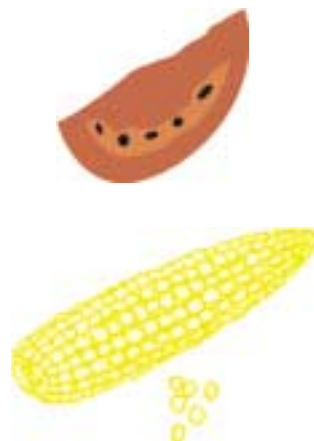
Here's a tasty summer salad that's easy to make and a great choice for warm-weather parties through Labor Day.

This recipe comes from Norma Martinez-Rubin, wife of our newsletter editor, Jeff Rubin. Norma makes this to try to get Jeff to eat tomatoes — and he does!

Roma Tomato and Corn Salad

- 4-5 Roma tomatoes
- 2 ears fresh, sweet corn (Norma likes white corn)
- 3 parts olive oil
- 1 part vinegar (flavored vinegar works well, e.g. basil, garlic)
- 1/4 teaspoon Italian seasoning
- pinch of fresh tarragon
- pinch of salt

Mix oil, vinegar, Italian seasoning, tarragon and salt with a small whisk. Slice Roma tomatoes into quarters, or thinner if size permits. Remove corn from husk; cut corn kernels off cob. Place corn and sliced tomatoes in a bowl, pour oil/vinegar mix on top. Mix for even coating and chill before serving. Makes a tasty, colorful, quick-to-prepare summer salad. Serves 2 Jeff-sized people or 4 Norma-sized people.



Got a great recipe you'd like to share with fellow NSA/NC members? Submit it to jeff@put-it-in-writing.com. Thanks — and happy eating!

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What to do when your day gets away

By Patricia Katz

Just 15 minutes into your work day, your list of things to do is dust.

A whole new set of problems has hijacked your attention. At day's end "the list" floats to the surface again.

Though you've been taking care of business all day long, you've accomplished few, if any, of the tasks that seemed so important at the beginning of the day. You feel like a failure.

Can you relate? It's a tribute to the spirit of optimism that even though we have the same experience over and over again, we continue to believe that if we create a plan, the day will unfold exactly according to that plan. We need to think again. Days like that are rare.

If you find yourself frustrated by the daily shift in plans, take a look at what came up through the day, and the decisions you made about where to put your time and attention.

Were the unexpected tasks more important to your key results than the



Patricia Katz

tasks you had planned to tackle? If so, shifting your attention was the right thing to do. Don't beat yourself up over sound decisions.

If the new tasks weren't that important and you let yourself be sidetracked, then, as Desi Arnaz said to Lucille Ball, "Somebody got some 'splaining to do!"

Test each new task that challenges your plan. Is it really important? If it's a surprise, it likely arrives with an air of urgency. But before you leap to the new challenge, pause to consider how spending time and energy on this new task will help you reach your key goals more effectively than what you had planned.

If you have trouble sorting out the relative importance and priority, it could be that your working goals are fuzzy or in conflict. Take time to clarify the big picture and rank conflicted goals and targets. Determine what matters most. It could be time well spent.

After you've put out a fire, learn from the experience by asking these questions: How did this important but unexpected task come to be a surprise? Did I ignore an important issue for too long? Did I miss a cue that might have helped me anticipate this problem?

When your list of accomplishments at day's end doesn't equate with your list of intentions from day's start, you can still consider it a success if you tackled the tasks that really mattered, made sound choices on the fly, and invested a few moments in learning from your experience of the day.

— Patricia Katz is an international member of the Federation for Professional Speakers. Visit her website at www.patkatz.com.

Personal corner

Former NSA/NC President **MICHAEL LEE** got engaged to his longtime sweetheart, Miriam Lopez, on May 11, Mother's Day, at her parents' home.

Miriam works at ChevronTexaco in San Ramon as a Minority Supplier Procurement Administrator. They met when she hired Michael as a speaker. The wedding date will be in May 2004.

Former NSA/NC President **ROSEANN (SULLIVAN) GALVON** married Gordon Galvon on Sept. 27, 2002, and gave birth to their first child, a son, Brendan, on July 5.

REBECCA "TIGER" HARRISON married Robert Vazquez, who was a beau of hers 20 years ago, on April 23 in Humacao, Puerto Rico.

Arete Nicholas, wife of **MITCHELL FRIEDMAN, APR**, received a master's degree in gerontology from San Francisco State University on May 24.

Thanks to the contributors to this newsletter

Joy-Ellen Lipsky, Nan Andrews Amish, Colleen Cayes, Craig Harrison, Sylvia Mills, Stephanie Reilly, Steve Gibson, Norma Martinez-Rubin, Joanne Ryan, Patricia Katz.

Chapter Chatter is published bi-monthly.

Send articles/information to Jeff Rubin at jeff@put-it-in-writing.com.

The deadline for the next issue is Monday, August 18.