

SPEAKING

PROFESSIONALLY

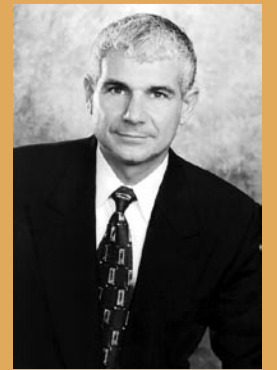
NATIONAL SPEAKERS ASSOCIATION NORTHERN CALIFORNIA CHAPTER

JANUARY MEETING ALL ABOUT CHOICE!

For many, a new year symbolizes a chance to start over, to blaze new trails, to say goodbye to old burdens. In essence, it represents a time to make some new choices and to try out new ideas and concepts.

The January 8 NSA/NC chapter meeting will be all about making choices, beginning with an in-depth, all morning journey into the realm of Open Space Technology. This will be a team effort led by our Immediate Past President and Certified Open Space Technology facilitator Ric Giardina.

The choices continue with our luncheon keynote speaker Dave Pelzer, who wowed the audience during his keynote at the 2001 NSA national convention in Dallas. He is the internationally known author of the bestseller *A Child Called "It"*, who overcame a brutal childhood to become one of the most inspirational speakers in the world.



RIC GIARDINA



DAVE PELZER

INDIVIDUAL EMPOWERMENT

Ric describes Open Space as, "passion bounded by responsibility." In effect, the only one responsible when things don't go the way you like is yourself for not getting more involved. Or, on a more positive note, the person to credit when you walk away enthused and excited is also you.

Harrison Owen, who pioneered Open Space, observed at a conference (as have many of us) that what he and other participants enjoyed most were the "times between the sessions."

You know, the coffee breaks, the spontaneous conversations, the exchanges in the hallways and parking lots. It seemed to him that those were the times where the participants' energy, interests, and self-selected groupings generated the most productivity and excitement.

Based on the "radical concept" of an empowered individual, Open Space transforms a traditionally structured meeting into an energetic, "open space" exchange of ideas by empowering all to contribute as much — or as little — as they choose. Leaders rise up from the audience. Agendas (such as they are) are determined on the spot. Even the meeting rooms and locations are left to the will of the people.

"ORGANIC" MEETINGS

Open Space provides very "organic," living meetings designed and facilitated by its own attendees as it continues to develop. Attendees determine their own topics, session times, locations,

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A few words from the president

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ON BECOMING A COMPLETE SPEAKER



CRAIG HARRISON

I'm frequently asked, "WHY did I get into professional speaking?"

Naively, I chose this profession in part to never again have to write a résumé. Only later did I learn that in place of résumés, meeting planners expected demo videos and audiotapes. Let's face it; whether by curriculum vitae, demo videos or auditions, we've all got to sell our services.

I'm also asked "HOW did I get into professional speaking?" I remember it well. After four years of speaking for free through Toastmasters, I found myself in the front row of a business conference audience listening to a mediocre keynote speaker. As I studied him I said to myself, "I have better stories, better comedic timing and a better tailor. I can do what he's doing!" While I was indeed stronger in those areas, I had failed to realize all that this speaker had to do to get to the stage: marketing, sales (including negotiating), client relations and more. Naiveté strikes again.

We all know brilliant speakers who are broke, and average ones whose calendars are booked solid. The latter have mastered the business of speaking. We should too!

Don't misunderstand me, platform skills are essential – but they're the tip of the iceberg. To even get to the stage requires hard work and the application of a set of important skills. Skills I am proud to say we address through our general membership meetings, publications, previous Speaker Academy and Passport programs, and our upcoming Pro-Track curriculum. Which skills am I referring to? Your listening as well as your speaking skills, sharp thinking as well as sharp dressing, and a focus on others – not just yourself. It's not how good you look, but how good you make your audiences.

However you arrived at NSA – from industry or academia, Toastmasters or the Olympics – I invite you to develop all the skills required to thrive in this profession:

- Know and master all of NSA's core competencies.
- Don't just perfect what you're already great at; shore up your weaknesses.
- Develop your own style to complement your uniqueness.
- Be prepared to help others when they ask you how, when and why you became a professional speaker.

Applaudingly yours,

CAH

Got a great tip? Want to tell folks what you've been doing? Send articles, news items, and photos to editor Scott Q. Marcus at scottq@THINspiration.com

Please contact Scott if you have ideas.



Choices Abound at January Meeting > from page 1

Save these dates

and level of involvement. They can pitch in or get out; either option is perfectly acceptable to the group.

FOUR PRINCIPLES

There is some structure built into Open Space in the form of four principles:

- Whoever comes are the right people.
- Whatever happens is the only thing that could.
- Whenever it starts is the right time.
- Whenever it's over, it's over.

It is in the acceptance of these principles, the facilitation of the session groups, and the energy of the exchange, where the excitement blooms.

Many presenters like things a "certain way." We like the stage in front, the water table at a certain location, handouts printed, chairs arranged in our own special way. After all, it's the way meetings are "done." But that's not so in the world of Open Space, where virtually anything can happen. Open Space is a world of limitless choice and energy.

- > Ric will also conduct a two-hour Open Space Super Session workshop from 2:45-4:45 p.m. that will help participants learn how to conduct their own presentations in Open Space.

MORE CHOICES

Dave Pelzer, described as "a cross between Will Rogers and Clint Eastwood," will share with us the insurmountable odds he overcame to build a successful, rewarding life. He has dedicated his career to helping others better themselves, appreciate those who truly

make a difference, and, in his words, "uphold the greatness of America."

As a child Dave was subjected to cruelty and torture beyond comprehension; he was the victim of one of the worst documented cases of child abuse in history. While many predicted an outcome of prison or death, Dave refused to become a product of his environment. After being rescued at age 12, he grew up to become an elite pilot in the United States Air Force.

Dave has won a number of prestigious awards, as well as personal commendations from four U.S. presidents. In 1993, he was honored as one of the nation's Ten Outstanding Young Americans, joining a distinguished group of alumni including John F. Kennedy, Orson Welles, Walt Disney and Christopher Reeve.

Dave is the author of six inspirational books, two of which were nominated for the Pulitzer Prize. His first book, *A Child Called "It"*, was on *The New York Times* bestseller list for nearly six years. He is the first person to have four number one international bestsellers and to have four books simultaneously on *The New York Times* bestseller list.

An author and activist, Dave travels more than 200 days a year, while donating time from

his overwhelming schedule to individuals across the nation. His unique and intriguing outlook on life, coupled with his Robin Williams-like wit and sense of humor, will entertain and encourage all of us to make choices that truly commit us to overcome challenges and live life to its fullest.

- > For more information on this program: www.nsanc.org

“Book Dave immediately! He has an incredible, almost unbelievable, story.”
- ALLEN KLEIN, CSP, NSA/NC

Special Interest Groups (SIGs)

WRITERS' BLOC SIG meets 6 p.m. second Monday of each month, 870 Market St., Room 622, San Francisco (Near 5th St. & Powell St. BART Station) RSVP to Michael Larsen at (415) 673-0939 or larsenpoma@aol.com. This group supports full members pursuing writing and publishing projects.

PUBLIC SEMINAR FORUM SIG meets third Monday of each month, 6:30-7 p.m. potluck dinner, 7-9:15 p.m. meeting. Sites vary. Contact Doug Rice for the latest information at (510) 754-7271 or doug@douglasrice.com. This group supports full members who give seminars, teleseminars, webinars, and similar programs.

CSP ASPIRANTS' SIG: For more info, contact Dr. Marilyn Manning at (650) 965-3663 or M@MManning.com. This group supports NSA/NC members in their quest to earn their Certified Speaking Professional certification from NSA.

- > For more information on SIGs: www.nsanc.org/sigs.html

NSA/NC

CHAPTER MEETINGS

Saturday, Jan. 8, 2005

9 a.m.-2:30 p.m.

Details at the website

Saturday, March 5, 2005

9 a.m.-2:30 p.m.

Saturday, May 7, 2005

9 a.m.-2:30 p.m.

PRO-TRACK BEGINS!

Saturday, Jan. 22, 2005

www.nsanc.org/protrack.html

The NSA/NC website (www.nsanc.org) has details on all chapter meetings and events.

NATIONAL MEETINGS

CANCUN U

January 6-9, 2005

Marriott Casamagna Resort
Cancun, Mexico

NSA EDUCATIONAL WORKSHOP

February 4-6, 2005

Burbank Hilton

Burbank, CA

2005 NSA CONVENTION

July 9-12, 2005

Hyatt Regency

Atlanta, GA

The NSA national website (www.nsaspeaker.org) has details on all national meetings and events.

Pro-Track Moving Ahead To Enthusiastic Response

- Shelley Lapkoff, Ph.D.
Board Member / Pro-Track Coordinator

Thirty participants - including several professional members of our chapter who would like to sharpen their skills in one or more of the speaking competencies and enhance their careers - have signed up for the program, which begins Saturday, January 22.

Pro-Track is designed to teach people the business of speaking, as well as develop the level of speaking skills needed to be successful in the profession. It's intended to get people into the world of paid speaking and qualify for membership in the National Speakers Association.

Pro-Track will cover topic development; the markets for speaking; presenting and performing; business plans; running a speaking business; developing marketing materials; marketing, sales, negotiations and pricing; polishing presentations; product development and sales; and becoming the expert in your topic.

On a personal note, I'd like to thank Michael Lee, CSP, Pro-Track dean, and NSA/NC President Craig Harrison, for their support in developing this program.

> For more information on this program:
www.nsanc.org/protrack.html

Welcome!

Please welcome these people to NSA/NC. (Some are existing NSA members who have transferred over to NSA/NC from the Sacramento chapter of NSA.)

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