

SPEAKING

PROFESSIONALLY

NATIONAL SPEAKERS ASSOCIATION NORTHERN CALIFORNIA CHAPTER

Two of NSA's Funnymen Share NSA/NC Platform

MIRTH & MERRIMENT IN MARCH MEETING

Humor can be one of the more powerful tools in a presentation. It entertains, breaks down barriers, and can even cement a message into place. The March 5 chapter meeting focuses on all aspects of using humor to enhance your career — and, oh yes, it is going to be fun.

NSA NATIONAL PRESIDENT OPENS MEETING

Scott Friedman, CSP opens the day by conducting a morning program - and returns as our luncheon keynote speaker. Scott has risen to the top of the profession using humor, with programs entitled, *A Funny Thing Happened on the Way to the Sale*, *Just a Spoonful of Humor* and *How to Hold an Audience Without a Rope*. His philosophy of "Enjoying the Journey" (the 2005 theme for NSA) focuses on his belief that a career is merely a tool to create a desired lifestyle, an opportunity to spend time with the people we love, and a way to make a contribution to society in our own unique way. It is more than making a living; it's designing a life.

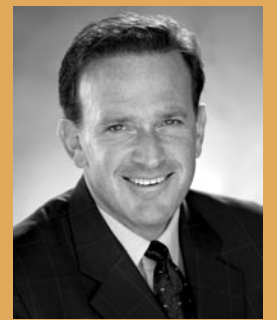
This entertaining, insightful program will provide answers on how to make the most of one's own journey, as well as learning to make good choices, while exploring what it takes to thrive in this ever-changing, turbulent speaking industry. (You'll also get a glimpse of the exciting things happening in NSA's future.)

WINNER OF 2004 COMEDY AWARD

Sharing the platform will be the winner of the 2004 Comedy Idol Competition at the NSA Eastern Workshop in St. Louis. Using the character, **Vinny Verelli**, (aka "The Goomba Guru of Negativity Management"), **Jon Schwartz** (real name) spoke during a general session at the NSA convention in Phoenix last summer and brought down the house!

Being a member of NSA for less than two years and ending up on the national platform is testament to the power of humor, especially when combined with the freedom provided by devising one's own character. During a morning program, Jon will explain the genesis of the character of Vinny, how using characters can help get across a message, and how using a character gives us options that might not otherwise be available — making for a better, more involved connection with the audience.

In the afternoon Super Session, Vinny will conduct a low-tech team-building event to show us how we can easily incorporate this activity into a program (keynote, breakout, training or workshop). This can be of extra value during those times when we need to stretch or when we're asked by a client to include team building as part of a full-day program.



SCOTT FRIEDMAN, CSP



"VINNY VERELLI"

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MARCH 2005

A few words from the president

When Credible Trumps Incredible... You're Hired, Not Fired



CRAIG HARRISON

Board of Directors

PRESIDENT

Craig Harrison
510/547-0664
nsa@craigspeaks.com

PRESIDENT-ELECT/LOGISTICS

Mitchell Friedman, APR
415/824-1466
mfctalk@mitchellfriedman.com

PAST PRESIDENT/

SECRETARY/TREASURER

Ric Giardina
408/264-9723
ric@spiritemployed.com

EMERGING SPEAKERS/PRO-TRACK

Shelley Lapkoff
510/540-6424
lapkoff@aol.com

MARKETING

Tom Drews
415/674-1383
tom@whatworks.biz

MEMBERSHIP

Caterina Rando
415/668-4535
cpr@caterinar.com

NEWSLETTER/COMMUNICATIONS

Scott "Q" Marcus
707/442-6243
scottq@THINspiration.com

PROGRAMS

Jeff Rubin
510/724-9507
jeff@put-it-in-writing.com

RESOURCE CENTER

Joyce Turley, CSP
415/435-3875
spinworld@aol.com

SPECIAL INTEREST GROUPS

Jennifer de St. Georges
650/233-2780
jenny@jdsjg.com

VOLUNTEER COORDINATION

Sharon Ellison
510/655-8086
sharon@pndc.com

NSA/NC EXECUTIVE ASSISTANT

Joanne Ryan
P.O. Box 281143
San Francisco, CA 94128
650/871-4220
650/871-5602, fax
nsanca@aol.com
www.nsanc.org

Which speaker do you most admire? Why? Was it a speaker you heard? Saw? Met? Know? Did their reputation precede them? Were they funny, witty or wise?

In my seven years in NSA I've heard, met, and mingled with many a speaker. While we've all been dazzled by platform eloquence, the speakers I've admired the most were those who walked their talk. Speakers who exuded integrity – on stage, backstage and on a day-to-day basis. Professionals who demonstrated class, were accessible and whose humanity outshone their image and press clippings.

Each year I recommend we bring speakers to NSA/NC to speak about business ethics. While it's not a sexy topic I find it's a neglected area of speaker development.

Recently I terminated a friendship with a colleague from another chapter who was talented, funny and often inspirational. Sadly, he failed the integrity test ... repeatedly. He was ethically challenged. Stories of his misdeeds proliferated. He was forever embroiled in disputes with peers, meeting planners and vendors. He was a perennial candidate for my Rude-y awards for rude and inappropriate behavior. What will they think of when they mention *your* name: Eloquence? Integrity? Or lack thereof?

Ours is a small community where word travels far and fast. Let them talk of your humanity, humility, and hospitality, not your hubris and horrific behavior.

Ours is an industry built on relationships. Let meeting planners and colleagues praise your trustworthiness in their referrals of you to their colleagues.

Ours is a profession where credibility is King. Let yours form the cornerstone of your enterprise. Rather than strive to be incredible, build upon your credibility and the rest will surely fall into place.

Supportively yours,

Craig Harrison

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.

CHECK THIS OUT! Our email newsletter now comes out every two weeks and has been greatly enhanced with images, downloads, and other links. If you're not receiving it, you're missing out! Visit www.nsanc.org and sign up or send an email to email editor: scottq@THINspiration.com



All About Humor > from page 1

ABOUT THE PRESENTERS:

SCOTT FRIEDMAN

In addition to being a two-time president of the Colorado Chapter of NSA, he is NSA's national president this year.

Scott has developed many successful promotional programs to increase sales for a national food company and later became a top salesperson for a large printing company.

As marketing director of SpeechMasters, a company that trains lawyers, public speakers and executives in effective presentation skills, Scott found his path to professional speaking and became a full time speaker in 1986. He shares practical ideas and how-to techniques on sales motivation, humor, and creating results.

The secret to his success is simply put. "Humor creates an immediate bond," says Scott.

Scott speaks more than 80 times a year. His book, *Using Humor for a Change*, is designed to lighten up the workplace. His unique ability to compose humorous poetry on the spot adds an unusual, memorable dimension to his presentations.

JON/VINNY

After starting his own theater company, Bacchus Productions, in 1973, Jon toured prisons, doing performances for the inmates. He later joined the Claude Kipnis Mime Theater Company and toured the country, performing at Carnegie Hall.

During that time, he also performed "silent comedy improv" on cruise ships for 11 years and served as cruise director.

Responding to an assignment asking him to pretend to be a motivational speaker for an audience that would not know he was faking, Jon devised the concept of "negativity management" and introduced the shocked crowd to Vinny Verelli. The

response was strengthened by the fact that the audience did not know Jon had been fed advance personal information on those in attendance.

Vinny realizes that in these busy days of multi-tasking, no one has time for Twelve Steps or even Seven Habits, so he designed his own simple, two-step motivational program: Step One: Get off your butt. Step Two: Do something. With this no-nonsense approach to positive thinking, audiences get motivated and still make lunch on time, as will we — if we know what's good for us.

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

COMING SOON FROM VINNY VERELLI...

"I Got Your Chicken Soup Right Here"™

Inspirational Messages From People Just Like You... But Who Are On The Witness Protection Program

NSA/NC

CHAPTER MEETINGS

Saturday, March 5, 2005

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

Saturday, May 7, 2005

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

Saturday, Sept. 17, 2005

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

Saturday, Nov. 5, 2005

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

Saturday, Jan. 7, 2006

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

Saturday, March 4, 2006

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

Saturday, May 6, 2006

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

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

NATIONAL MEETINGS

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.



Not Too Early to Make Plans for Remainder of Year's Meetings!

The 2004-2005 NSA/NC programming year will be complete with the May 7 meeting. Make your plans now to be there. Planned speakers and topics include:

Matt Weinstein, CPAE: *Have Fun with your Audience and Laugh all the Way to the Bank*

Janelle Barlow, PhD, CSP: *Branded Customer Service for Speakers*

Jenny de St. Georges: *Travels with Jenny — How to Pack for Extended International Travel*

Future Meetings:

September 17, 2005: *Meet the Pros*

November 5, 2005 - Sam Silverstein, CSP: *Create a Product Explosion*

Discovering Powerful Skills Through Open Space

“I ALMOST DIDN’T COME TO THE MEETING”

- SHARON ELLISON, VOLUNTEER CHAIR

Almost 100 of us sat in a circle at the end of the “Open Space” experience we had just completed at our January meeting, facilitated by two of our past presidents, Ric Giardina and Marilyn Manning, CSP, CMC, PhD. As some of us stood to make closing comments, the phrase, “I almost didn’t come to the meeting,” was a common refrain. I didn’t say it myself, but I’d had the same thought. What would I get out of a whole morning with no speaker, no agenda, no set timelines? It would be chaos theory playing havoc with a professional meeting.

Imagine a process where the “rules” fly in the face of most organized meetings and methods of learning. Two Open Space rules: “Whenever it starts is the right time” and “Whenever it’s over, it’s over.”

Like others, I was ultimately stunned by the power of the

experience. After admitting their qualms, many members and guests gave heartfelt expression to the ultimate impact of the process. We all participated in setting up the topics for small group discussion, and we didn’t limit ourselves to listening to the wisdom of just one speaker. Without artificial timelines, the gestalt of human interaction organically gave rise to the magic of the creative process.

Our theme was “My Next Step,” and we came away with the sense of empowerment the process is designed to create. The consensus I heard was that we simultaneously got what we needed as individuals and became more bonded as a community. I agree with those who said, “I hope we’ll have an Open Space every year.”

> For more information on this meeting:
www.nsanc.org/meeting-next-openspace.html

Welcome!

these fine speakers to professional membership of NSA/NC.

Catherine Crusade
916/677.4903
catherine.crusade@right.com

Jerry Pujals
707/259.5264
pmakesithappen@aol.com

Angela Definis
415/455.9859
adefinis@comcast.net

Heather Rogers
415/824.4220
heathermagic@earthlink.net

LaVera Gaston
916/760.4000
lvgaston@sac.sticare.com



NSA/NC

National Speakers Association
Northern California Chapter
P.O. Box 281143
San Francisco, CA 94128
650/871-4220
www.nsanc.org