



NATIONAL
SPEAKERS
ASSOCIATION

SPEAKING

PROFESSIONALLY

NATIONAL SPEAKERS ASSOCIATION NORTHERN CALIFORNIA CHAPTER

May 1 chapter meeting

LOTS OF LEARNING, LOTS OF LAUGHS

America's Jollytologist, an internationally recognized techno-geek, and two branding experts — one for advanced speakers and one for beginners — will provide the learning lessons for our members at the May 1 NSA/NC meeting at the Clarion Hotel, in Millbrae.

MORNING KEYNOTE

HOW TO BE FUNNY WITHOUT TELLING JOKES

Allen Klein, CSP

Allen, a nationally recognized humor expert and author and president of the Association of Applied and Therapeutic Humor, will get us laughing and learning and prepare us for an eventful day.

"When asked, 'Do I really need humor in my presentation?' the frequently quoted reply is, 'Only if you want to get paid,'" says Allen. "The problem is that fewer than 5% of speakers can tell jokes well."

The solution will be presented in this two-for-the-price-of-one program.

First, Allen will present a portion of his fun-filled keynote speech. Then, he'll dissect his talk and give you tools, tips and techniques that demonstrate how you, too, can get your audience to laugh without having to remember or tell jokes.

"Laughter oxygenates the blood, which makes us more awake," Allen says. "Humor helps people hear more of what you're saying because they are more physically and mentally alert. Humor breaks up speech patterns and causes people to pay more attention. And if they're laughing, they're probably having a good time; and if they're having a good time they're probably listening more, enjoying themselves more and learning more."

You will learn how to:

- Set the scene for laughter.
- Poke fun at yourself.

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ALLEN KLEIN



MIKE FOSTER



SUE DYER



SUSAN SCHWARTZ

APRIL 2004

A few words from the president

Swan songs

By Ric Giardina

Everything has a beginning, and everything has an ending. We all know that. The lives we live are testament to that. And within the bookends of our lives lie tens of thousands, perhaps millions, of these coupled beginnings and endings.

In the world of the arts we find operas, plays, films, literature and music, each of which starts with a beginning, runs its course, and then at some appropriate time, stops with an ending. Within the greater context of life, there are beginnings and endings in the stages of physical growth, personal development, education, career, and relationships. Nature shows us more beginnings and endings, from the light of day and the dark of night, and the tides to the seasons.

One would think that at some point we might begin to approach life's endings with a bit more grace than most of us seem to garner.

Somehow, though, we seem to resist endings as though they are the work of some malevolent force committed to our destruction. We will insist that this is not the time for an ending, while we're in the face of reams of empirical data that it is. We will disregard our own spiritual stirrings telling us that enough is enough and it is time to move on. We look directly into the face of endings and we refuse to acknowledge them. We attempt to ignore them. We deny them. Why?

I think the answer lies in the juxtaposition of two con-

cepts: The Familiar and The Fear.

The Familiar, because at some point in nearly everything we learn how to work it to our advantage, and we are understandably reluctant to give up what has become comfortable. The Fear, because it is so hard to see what lies beyond an ending, and the unknown is the home address for everything that frightens us.

I know this because I have been there in the past, I am there right now in several areas of my life, and I'm willing to bet I will be there again in the future.

What's particularly confounding about this resistance is that I know, and I know each one of us knows,



RIC GIARDINA

that there can be no new beginnings without endings. To stand in the way of an ending is to stand in the way of the new beginning that will take its place, and to stand in the way of a new beginning is to stand in the way of one's good.

So, with that admonition in mind, this seems like as good a time as any to look at the endings that I may be resisting at this moment and determine, for starters, with which ones I can move into a certain grace about simply letting happen. You might consider doing the same.

Along those lines, this represents the last time I will address you in this column as president of NSA/NC, and while it would be easy to think I could do more if only I had more time, it is clearly the time for an ending.

And so, I turn leadership of NSA/NC over to the new board and the new president, knowing that they will stand on my shoulders and the shoulders of the retiring board, just as we stood on the shoulders of those who came before us. Give them only half of what you gave to this board and me, and they will succeed beyond your expectations.

Thank you for a great year — and welcome to a new beginning.



Got an item for *Chapter Chatter*, our online member-focused newsletter?

Send articles (500 words maximum and of value to members), news items and photos to editor Jeff Rubin at: jeff@put-it-in-writing.com

The deadline for the May issue is Monday, April 26.

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May 1 meeting

> **from front page**

- Get a laugh with a prop.
- Use your humor stories.
- Borrow wise and witty words.
- Collect audience anecdotes.
- Make your humor relevant.

"I am a terrible joke teller," says Allen. "Yet, I've been getting paid to make audiences laugh for 19 years."

Allen is the author of eight books, including the best-selling *The Healing Power of Humor*. His mother is very proud of him.

MASTER'S TRACK

ADVANCED BRANDING: BUILDING YOUR EXPERT STATUS ONE STEP AT A TIME

Sue Dyer

Sue made a conscious decision to focus her speaking business in a very narrow niche — and then she refined it even more. This has made her a multi-millionaire who works not because she has to, but because she wants to.

"It's very difficult for a solo person to penetrate the broad marketplace and generate a steady stream of income," Sue says. "It's very difficult to position yourself in the minds of your clients when you're too broad."

"You need to focus on a niche, and when you focus on that niche, you'll find a micro-niche where you can become really well known. For me, that was dispute prevention and resolution on commercial construction projects. Now I'm mega-microniching, working on projects that are \$1 billion or more. There's more work than I can do, and there always has been."

Sue will share her five-step process for becoming the top expert in your niche so you can:

- Sell \$100,000+ contracts.
- Build your business on 100% referrals.
- Deliver 100+ sessions year after year.

SPEAKER'S TRACK

BEGINNING BRANDING: HOW TO SOLVE YOUR BUSINESS IDENTITY CRISIS

Susan Schwartz

The principal challenge in a competitive field like speaking is to distinguish yourself, not by looking at what other people are doing and trying to be different, and not by what's popular, but by figuring out who you really are and using that as the basis for a marketing and branding strategy.

"When you develop that deep understanding of the connection between you and your subject matter, there is no competition," Susan says, "because no one else does what you do exactly the way you do it."

Beginning speakers will learn how to how to create a marketing message that's clear,

and congruent with who they really are.

"If you can do this, you are guaranteed to be compelling," Susan says.

Learn how to:

- Find your unique message.
- Develop a connection with your audience.

• Deliver your message with conviction and confidence.

- Dress the part of a successful speaker.
- Have fun as a speaker.

Susan Schwartz, a former NSA/NC board member, has more than 20 years of experience in advertising and image management. She helps entrepreneurs identify and describe their essence.

LUNCHEON KEYNOTE

BEYOND POWERPOINT: HOW SPEAKERS CAN USE THE OTHER 90% OF THEIR COMPUTER'S CAPABILITIES

Mike Foster

Mike's program at the 2003 NSA national convention in New Orleans was among the highest-rated sessions at the conference. He has a knack for explaining complex material in a simple manner. And . . . he's FUNNY!

He'll be guiding us through some hard-to-navigate waters, including:

- How to use contact management tools to get more work done in less time.
- How to find exactly what you want quickly and easily on the web.
- How to work remotely whenever you want to be "away from the office."
- How to protect your data in these days of viruses, spy programs, and hackers.

You'll also learn useful resources on the Internet that nobody has told you about, how you can use the Internet to promote your business, how you can be more effective using e-mail, how to use handheld personal digital assistants to simplify your business life, and how to develop effective strategies for your e-business needs.

Along the way, Mike will tell a few tall technology tales to teach us how to find the humor in this often-frustrating component of our businesses.

"Technology is like anything else that will make you cry," says Mike. "Sometimes it's just better to laugh. Not everyone who uses technology is successful. But just about everyone who is successful uses technology."

Mike has delivered more than 1,000 presentations and coaching sessions in 43 of the 50 United States plus Canada, Australia, England, Scotland, New Zealand, and South Africa. From a roster of 450 trainers, he was voted the #1 technology speaker three different years by a major international

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Save these dates

CHAPTER MEETINGS

Saturday, May 1

Clarion Hotel, Millbrae
9 a.m.–2:30 p.m.

CHAPTER EVENTS

Saturday, May 15

Speakers Academy
"How to Build a Speaking and Consulting Business that Endures" with Patricia Fripp, CSP, CPAE.
Clarion Hotel, Millbrae
10 a.m.–2:30 p.m.

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

NATIONAL MEETINGS

PRESENTATION SKILLS LAB

April 23–25
NSA Headquarters
Tempe, Arizona

2004 NSA CONVENTION

July 17–20
Desert Ridge Marriott
Phoenix, Arizona

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

Newly elected board members



JEFF RUBIN



MITCHELL FRIEDMAN



SHARON ELLISON



SCOTT Q. MARCUS



COLIN MCKECHNIE

May 1 meeting

> **from page 3**
training organization.

Though Mike's a techno-geek, he will speak in English to us.

SUPER SESSION

ASK THE GEEK: THE EMPEROR OF TECHNOLOGY ANSWERS ALL YOUR QUESTIONS
Mike Foster

The flow of this session will be up to the participants, who will choose from a tantalizing smorgasboard of technology topics, including:

- Ensuring against loss of important

data (backup, protection).

- Ensuring network security (no hackers or theft of data).
- Choosing the right mobile phone and phone company.
- Making first-rate presentations using your computer and a video projection unit.
- Using wireless networking effectively and efficiently.
- Tapping the power of spreadsheet software.
- Understanding computer lingo.
- Knowing the best criteria to use

when shopping for new computers, including defining specifications for your particular needs.

- Using the best techniques in word processing software.
- Using e-mail efficiently and effectively.
- Monitoring and controlling Internet and e-mail misuse.
- Purchasing new equipment vs. upgrading what you have now.

Mike promises to ramble on at cable modem speed to answer as many questions as possible.



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