



# SpeakOUT!

The Voice of NSA/Colorado - A Chapter of the National Speakers Association

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Next Meeting: Saturday, October 2, 2004  
Adams Mark Hotel in Downtown Denver  
Registration: 7:30 AM - Meeting: 8:30 AM to 12:30 PM

## Frare, Asbjörnson and Michel Headline October Program



**Bob Frare, CSP: *How to Sell Your Products and Services to Companies***

Creating additional value for our clients will lead to additional opportunities in all phases of our business. Bob Frare has been selling speaking, training, consulting and coaching programs to companies for over 20 years. He will show us, step-by-step, how to diversify our offerings so that we build value and maximize the revenue we generate from each client.



**Kevin Asbjörnson, MIM: *Artistry of Leadership***

In this interactive and revelatory learning experience, Kevin shares his groundbreaking paradigm for leadership exploring the parallels between artistry and leadership in a unique setting. Kevin is an executive educator, international keynote inspirational speaker and master facilitator. You will leave with what is rare and elusive in business: the capacity to lead by inspiration, which sparks imagination that triggers innovation.



**Sarah Michel: *Perfecting Connecting™. . . Strategies for Mastering Networking***

Networking has become the single most important business skill you need to have to succeed in the workplace. Sarah is the author of the recently published *Perfecting Connecting . . . a Personal Guide to mastering networking in the Workplace*. She is an international speaker, trainer and coach and will show us the secrets of masterful networking.

***Plus: The Comedy of Darryl A. Collier***

Register today: [www.NSAColorado.org/monthly\\_meeting.html](http://www.NSAColorado.org/monthly_meeting.html)

## NSA/Colorado Officers

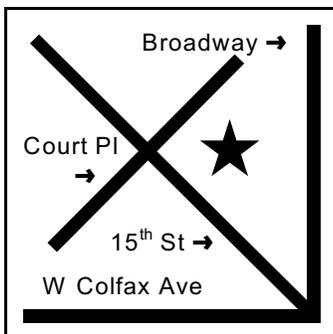
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### 2004/2005 Meeting Dates

September 11, 2004	8:30am
October 2, 2004	8:30am
November 6, 2004	8:30am
December 4, 2004	8:30am
January 14, 2005	8:30am
February 23, 2005	3:00pm
March 16, 2005	8:30am
April 2, 2005	8:30am
May 6, 2005	8:30am
June 4, 2005	8:30am

### Meeting Location

Adams Mark Hotel  
1500 Court Pl  
Downtown Denver  
303-893-3333



# NSA/Colorado President's Corner

by Kay Baker



## *“What the Bleep Do We Know?”*

This is a great movie! It is filled with concepts that made me think of what we do for a living and how we inspire our audiences to become more creative. Many of us do this by giving examples and telling stories that allow barriers to be broken and worlds to expand.

One strong example in the movie is how thoughts can influence the shape of a drop of water. Positive thoughts create beautifully symmetrical shapes and negative thoughts create disturbed images.

What can we do when “reality” interferes with our focus on projects? When a friend or relative suffers a tragedy, what can we do to be there for them while working with our own emotions to maintain a sense of balance?

A technique that I use is to slow down, center myself and become aware of where I am. If at all possible I play meditation music softly in the background. What do you do? Do you have a plan in place before you need it so you don't have to put it together while you are not in the best resourceful state of mind?

**Kevin Asbjörnson, MIM**, scheduled this month, reminded me of how important this is in his program description. It will be an exciting program where we can all expand our individual creative channels allowing us to be more effective in any situation.

On top of this, we have **Bob Frare, CSP** providing expanding sales strategies from which anyone will profit. Who isn't always looking for ways to refine our sales abilities? Bob is one of the best so you will want to take advantage of this great day of looking at our business from different perspectives.

Be ready to capture the artist within as you create new strengths for yourself, your sales and your audiences. See you there.

**Kay Baker**

# Organizing the Speaker's Office

By Laura Stack, MBA, CSP, The Productivity PRO®



Organizing! Who has time to organize? I'm making calls, creating product, redesigning my website, and interviewing clients. Wait...where did I put that article on marketing my book...? You don't have time *not* to organize! Most professionals spend between 15 minutes and 1 hour every day just looking for things. Here are what I believe to be the most important tools speakers need to organize their work:

**Client files.** I have a file drawer on the right-hand side of my desk. When I receive a signed letter of agreement, I immediately grab a folder and write the organization and date on the tab. I file my current clients alphabetically by organization. Every time I get a new piece of information (e.g., tickets, rental car confirmation, etc.), I simply add it to the proper file. If I have something I need to work on related to a client, I write it on my to-do list and file the information, rather than keeping the paperwork spread out on my desk.

**Projects/Committees.** I have a step-file that holds folders in a way that allows you to see the name of each file, one above the other. Every time I start a new project, it gets a new folder. For example, I currently have files titled: Book, Girl Scouts, Newsletter Ideas, Postcard Ideas, etc. For larger projects, with many things happening at once, I create a binder with tabbed sections.

**Idea file.** Don't you love reading *Professional Speaker* and *SpeakerNetNews* and all those great newsletters written by your clients??? You've gotten good about tearing out and keeping scraps of paper on relevant topics, but how do you organize them? I have another step-file on my credenza with folders dedicated solely to ideas: Book, Booklets, Business Issues, Website, etc. As I tear out or print out material related to my speaking career, I simply drop it into the appropriate idea file.

**ACT and Outlook.** I LOVE the newest versions of ACT (6.0)® and MS Outlook®, because they integrate seamlessly! Meaning, when I go to write an email in Outlook, I click the "TO" button in an email message, my ACT database automatically appears. I type the first name of the client and the last initial, and the name pops up in the list. I select the name, type the message, and send as usual. When I go over to that client's record in ACT, my email text has automatically been placed in the Notes/History tab for that client. No more manual copying and pasting! Each day, I hit one button and pull up my calls I've scheduled for that day.

**Topical Information.** What about all those trade journal articles, magazine tidbits, Internet studies, and statistics you find that would be great for a future speech? I have a paper system and an electronic system to handle these items. Again, I use folders. But now I use expandable Pendaflex® folders in a filing cabinet to accommodate the more voluminous material I gather. For example, I have folders marked, "Time Management," "Information Overload," "Life Balance," etc. I file hardcopy information here. However, for information in electronic format, I didn't want to create a hardcopy just to file it. So I had my IT guy create an MS Access database for me that stores Publication, Title, Date, Page, Issue, Author, Keywords, and Abstract.

**Tickler file.** The most difficult type of paper to organize is an item that you need to see again in the near future that doesn't require any immediate action. For most people, out of sight is out of mind, so you leave these "reminders" strewn across your desk. The answer is a tickler file, which is a rotating calendar for paper that you access each day. You use 43 hanging files, 31 labeled for a day of the month and 12 labeled with the months. You hang it in your file drawer like a calendar, with the current month first and the current day next. You ask yourself, "When do I need to see this again?" and file it in the corresponding file.

For more detailed information on how to set up a tickler file, how to sort, process, and filter email and other organizing tips, please visit [http://www.laurastack.com/resources\\_articles.html](http://www.laurastack.com/resources_articles.html) Articles are free and available for download.

**Laura Stack, MBA, CSP is "The Productivity PRO." She is a Past President of NSA/Colorado and can be reached at [Laura@TheProductivityPro.com](mailto:Laura@TheProductivityPro.com)**

## **Sign Up Quickly for Mentor/Protégé Program**

Sign up in October for the result-focused, very popular Mentoring Program for Professional Members & Affiliates! This eight-month program launches this month, so don't wait! This is an opportunity for speakers of all calibers to be paired up in a mentoring relationship with a more experienced speaker. The member and the mentor meet informally on their own time. Then each month we'll come together before or after our regular meeting with the goal of sharing best practices, tips, tricks, resources and sheer inspiration. Each relationship is unique to meet the specific needs of the Mentee. The mentoring pair can work out their own schedule and structure their meeting, relationship and reporting structure. And what's most important . . . ***IT'S FUN!***

To be a participant in the mentor program you must be a Professional Member or Affiliate of NSA/Colorado, sign up and pay for the program (with a Mentor Program Chairperson) at the October chapter meeting. The investment will be \$200 for an Affiliate and \$100 for a Professional Member. Plan now to take advantage of this terrific opportunity to share your knowledge and expertise as a Mentor or to learn from the Best of The Best as a Mentee!

Go to [www.coloradospeaker.org/mentor.html](http://www.coloradospeaker.org/mentor.html) for information and to complete your application **TODAY!**

## **Fast Track 2004-2005 is coming!!!**

Having trouble figuring out the speaking business? Whether you are brand new to the speaking industry or a professional who needs a career boost, Fast Track is just what you need. The Fast Track program helps both NSA/Colorado Affiliates and Professional Members learn what it takes to get organized and succeed in this crazy business.

At each monthly meeting, leading Colorado speakers will cover the skills and tools you need to start, reinvent and develop your speaking business. From keynoting to training. From constructing the message to delivering it on the platform. From organizing your business to marketing your programs. And so much more!

One member from last year described Fast Track as "a vigorous, inside look at the speaking business designed to help jump-start our speaking careers." Another stated, "This program should be mandatory for anyone considering a professional-speaking career." High praise indeed, but definitely accurate.

Fast Track will meet from 7-9:30 PM the 3<sup>rd</sup> Tuesday of every month from October 2004 to June 2005, except for December, when we will meet on the 2<sup>nd</sup> Tuesday. The location will be the Park Lane Condominiums in the Washington Park area of Denver.

The Investment for Affiliates is \$200 and for Professional Members is \$100. The deadline for registration is October 8. For more information and registration go to the NSA/CO website at [www.NSAColorado.org](http://www.NSAColorado.org) or contact **Ann Kelly-Bunjer (303) 757-0273** or **Bob Cox (303) 588-6290**.

## **Does Your Staff Person Feel Like They're on a Deserted Island?**

It's a lonely profession we're in. You know that and that's why you're a member of NSA/Colorado. But what about your staff people? Wouldn't it be great if there was a way for them to connect with other staff people?

The Speakers Staff Network was started several years ago by Nancy McGraw and Debbie Taylor as a way for staff and others that work with speakers to network. It has grown into a group that now gathers about every quarter to hear presentations by other speakers. We also have fun activities that offer staff an opportunity to get to know each other.

If you are interested in learning more or if you or your staff person would like to attend our next function, please contact Maci O'Grady at [Maci@RubySpeaks.com](mailto:Maci@RubySpeaks.com) We are also looking for speaker volunteers who would like to present at future meetings. Topics should relate to running a speaker's office (technology, marketing, organization, etc) We look forward to seeing you and your staff person at our next meeting.

**To register for the upcoming meeting:**

**[http://www.NSAColorado.org/monthly\\_meeting.html](http://www.NSAColorado.org/monthly_meeting.html)**

# *SpeakOUT!* Editorial Format

*SpeakOUT!*, the official newsletter of the National Speakers Association/Colorado Chapter, is a monthly, on-line publication used to promote and generate interest in the speaking profession. It is published to match the Chapter's programming year from September to June.

Articles of general interest to the speaking profession are welcome and solicited. A main article of about 200 to 300 words by a Professional Member or Affiliate is included in each issue. The article *must* be on a subject of interest to the speaking profession. The most interesting articles offer practical tips and techniques that can be implemented easily and quickly by speakers at all levels. A good article begins by exposing a single problem or concern such as a platform-presentation issue or a marketing question and will offer three solutions. A second article format that is well received is one that lists a dozen or more quick ideas and lets the reader manipulate the ideas to meet his/her particular level and need. A photo of the writer and contact information will be included.

Under no circumstances will articles be used to promote the writer or one of his/her speaking engagements, books, products, ezines or other resources. The article is to be a resource to enhance the professionalism, competence and ability of the reader.

A *Member's Only* section has been incorporated into the newsletter to allow Professional Members and Affiliates to include advertisements for products and services as well as kudos, awards and other self-promotional items.

Upcoming Chapter events and committee announcements will be included as the information is received. Please double-check to insure dates and contact information is correct.

To submit an article, a committee announcement or an item for the *Member's Only* area, send your electronic submission to Kim Forest Letourneau at: [KimForestWrites@aol.com](mailto:KimForestWrites@aol.com) or to Tom Letourneau at: [TomSpeaks@aol.com](mailto:TomSpeaks@aol.com) along with your complete contact information.

Please note the following *SpeakOUT!* deadline dates: October 8 for the November issue, November 5 for the December issue, December 17 for the January issue, January 28 for the February issue, February 11 for the March issue, March 4 for the April issue, April 8 for the May issue and May 6 for the June issue.

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Address corrections for your US Mail address or your email address contact Jack Jobe at:  
**14735 East Dartmouth Ave Aurora, Colorado 80014-3819 -[jackjacq@comcast.net](mailto:jackjacq@comcast.net)**

## NSA/Colorado Member Opportunity

If you are an entrepreneurial speaker or trainer just starting your practice and need some solid, proven content and serious support . . . or if you have been in business for awhile and would like to distinguish yourself by adding cutting edge material to what you already are presenting . . . we are looking for an exclusive group of speakers, trainers, coaches and consultants who would like to bring the family of MasterStream Method training programs and professional services to their areas.

If you would like to receive a Business Briefing providing complete details, please contact **Linda Napier**, Vice President of Instructor Development at (888) 862-7437 or [LNapier@masterstream.com](mailto:LNapier@masterstream.com)

## What Makes a Good Logo Design?

A good logo is simple, yet sophisticated. Don't be fooled that a design that looks simple is easily created. It is a process of combining and refining symbols, colors, typography, negative and positive space into a compact unit. Many comps are presented to the client, then analyzed and modified, taking considerable time. A logo is often a product of a symbiotic merging of a symbol with one or more letters in your company's name. A bold logo will be easier to see at a glance, and will work better than one with thin, delicate lines or fonts. The graphic imagery should be streamlined and appropriate for the business. Strive to achieve a distinctive look, but avoid trendy typefaces and extremely tall or wide logos.

*NSA-CO sponsor Karen Saunders, owns MacGraphics Services, a graphic design firm specializing in logos, book covers, one-sheets and ads. Contact Karen at [www.macgraphics.net](http://www.macgraphics.net) 303-680-2330 or [karen@macgraphics.net](mailto:karen@macgraphics.net)*



c/o Jack Jobe  
14735 East Dartmouth Ave  
Aurora, Colorado 80014  
[jackjacq@comcast.net](mailto:jackjacq@comcast.net)

Return Service Requested

Register Now for the October 2 Meeting		
	by Sept 28	after Sept 28
Member	\$25	\$35
Affiliate	\$35	\$45
Guest	\$45	\$55

To register: [www.NSAColorado.org/monthly\\_meeting.html](http://www.NSAColorado.org/monthly_meeting.html)

Presorted  
First Class Mail  
US Postage  
**PAID**  
Permit # 459  
Aurora, CO

7:30 am - 8:30 am Continental Breakfast, Networking and First-Timers Meeting  
8:30 am - 12:30 pm Professional Development Meeting  
12:30 pm Special "On-Your-Own" luncheon

Adams Mark Hotel — 1500 Court Place  
Downtown Denver — (303) 893-3333

For more information and directions:  
[www.NSAColorado.org](http://www.NSAColorado.org)