

Next Meetings

Saturday, November 20th
*Marketing Before, During &
After Your Speech*
- for Huge Profits!
Ed Peters , 4Profit Insitute
[Click here](#) for program details

Saturday, December 11th
Turning Speeches into Books
Dan Poynter, Para Publishing
[Click here](#) for program details.

**Both events to be held at the
Plymouth Meeting
Double Tree**

[Click here](#) to register on line or
call Chapter Administrator
Connie Pearson at
(610) 733-2077

2004-05 OFFICERS

President:
Heshie Segal

Co-Presidents Elect:
Terry Adams
Kathy Dempsey

Secretary:
Patricia O'Malley

Treasurer:
Stephen Lipscomb

Directors:
Aldonna Ambler
Marsha Egan
Donna Lee
Darrell Andrews

President's Message

Complete the Puzzle & Win!



Are you game? Are you ready to win, not just for the chapter, but for yourself because of the relationships you will build in the process of becoming part of the team?

What does it take to complete a puzzle, a game, a race? What does it take to win?

You might say determination, persistence, passion, and you would be right but most of all, it takes a team – a group of people working together to make something happen.

We have taken on a few challenges. Together, with strong team participation, we can provide the answers. We need to track what we do, but to track means we first have to participate.

We are almost ready to roll out our community service project. This will give everyone of us an opportunity to speak in the schools. Not only is this good for the schools and recognition of an NSA but for us as individuals. For some it will mean practice time in front of an audience, for others it means time in front of people who could hire them. It's not the kids who hire us but it *is* their comments and their reaction to what we say and do that lead those who do hire to take notice.

Our leadership team already has more than two dozen members. It's easy to come on board. We are continually creating new positions. What is your strength? Where do you want to participate? How about taking on one small task in each area?

- You could serve as an ambassador and welcome new people to our workshops? Or you may want to learn how to recruit members. Just ask Donna Lee.
- Want to get to know one of our guest speakers? There is always alone time in the car when a speaker needs to be picked up or dropped off at the airport. Terry Adams has a list of things you can do to help on the program committee.
- Steve Coscia and Kathy Dempsey can use help tracking the things we do to promote NSA and the Chapter that will help us achieve the MORE Award.
- Everyone can help in PR. Let us know when you've used your e-mail list to send out notices promoting our monthly sessions. If you're good at writing press releases and/or have a flair for graphics, we need help with fliers especially in conjunction with our huge Mark Victor Hansen event in April (6). This will be a major fundraising event, as well, and a special notice will soon follow with all the details. You will really want to be on board as a team for this event.

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Keeping It Real; Making It Relevant

by Michele Claybrook-Lucas, www.career-mosaic-consulting.com



A few months ago, I was invited to make the graduation address for the Young Parents Support Network, a non-profit organization for teenage parents. The organization provides students, predominately young females who are still in high school, mentoring support and resources that allow participants to remain in school while managing the challenges of parenthood and adolescence.

As the executive director read my bio prior to me taking the podium, I noticed the look on the attendees' faces. I sensed that I was transforming from a mere mortal woman to a "larger than life" icon. In this audience's mind, no average woman could attain multiple degrees, build an extensive career, connect with a variety of professional associations and find time to marry and raise a family. They were struggling to juggle school work and parenting. How could a "real" person do so much? I wasn't going to walk to the podium, but fly and boldly display the "S" on my chest. Feeling the need to dispel the "superwoman myth", I diffused my perception of their feelings of awe by announcing, "Don't get it twisted, I'm only human." Everyone laughed; that lightened the mood and allowed me to connect with the audience and deliver my message, entitled "Beware of the Danger Zone."

After the event concluded, it occurred to me that a biography must be customized for every speaking event. While it is satisfying to list our many achievements, our relevance at the event isn't about our degrees and other credentials that we possess. True, seminar, luncheon and workshop participants expect that the speaker is qualified and knowledgeable. And yes, many of us have resumes that would make our mothers proud, but really, we are merely servants each time we stand before an audience. Providing a "laundry list" of accomplishments does not always make the connection regarding why we are standing at the podium in lieu of some other speaker.

Additionally, information declaring that we are voracious or avid readers is inane. We are professional speakers. Staying informed and well-read is part of our job requirement. Stating that we read many books is analogous to a life guard stating that he or she can swim. It's a prerequisite. Speakers that don't read, research and mentally ruminate find that they are lacking the proper resources to form and shape opinions. Participants aren't concerned with the number of books that the speaker is reading on an annual basis.

Participants are concerned about the information that we have to disclose. Audiences do want to know why we have been selected to stand before them; they want to know why we are the right resource for the information that is to be shared. They expect that the speaker is going to share information and summarize salient points that can be mentally packaged and applied at a later date. People want to hear presentations that resonant with their particular situation. We are expected to offer suggestions that stimulate thinking beyond the limited time that we spend with the audience.

Yes, we are expected to be engaging and entertaining. The bottom line is that audience participants want to take away tangible information that can be readily applied in their lives. The process of information transmission begins with the biography. This is a major component of our introduction.

As speakers we are service providers. We are hired because of the knowledge and experience that we possess. We are compelled to share our expertise, be it gained through practical experience or academic training at esteemed institutions. We are speakers because we have something worthwhile and applicable to say.

In some instances our audiences don't care if we have one, two or three degrees. In some venues, our audiences don't care if we are the President, Vice President or Ambassador of our companies. In some circumstances, our audiences don't care about the many organizations that we participate in or the boards that we sit upon, especially if these tidbits of information cannot be remotely connected to the audience being addressed.

Audiences do care that we are subject matter experts; that the information that is relayed is relevant and of course, real. Audiences do want to make a connection. By all means, if an organization or accomplishment in our personal portfolio will move us closer to the audience, that information should be apart of the introduction. However, brevity is best. The longer the introduction, the more surreal we become and the more "dazed" the audience becomes.

Skills and qualifications are important; these add legitimacy to our business. However, it is equally important to make a connection regarding the relevance of our expertise and the subject matter and audience that is being addressed. My experience with the Young Parent Support Network reminds me of the importance of editing the biography for each speaking venue. That will keep it "real" and relevant.

September Meeting Recap

by Steve Coscia, www.Coscia.com



Our NSA-MAC September meeting kicked off the 2004/05 year with wet weather and delightful attendance dilemma. The room was crammed!

During registration, we scrambled to squeeze in more tables to handle the group. The wet weather didn't douse attendance and being packed like sardines certainly didn't detract

from the energy and enthusiasm of Heshie Segal, our chapter president, who urged members to get involved and make our chapter the best in NSA.

Heshie's vision will keep members busy serving each other for the greater good of NSA-MAC and its members.

Karen Lawson shared her experiences as a CSP, author, and as a successful entrepreneur. During Karen's brief and powerful presentation she answered questions with grace and professionalism.

Scott Friedman's energetic presentation, "Enjoy the Journey" featured his humorous talent and his terrific story telling skills.

Step by step, Scott walked us through his "10 Surefire Tips for Adding Humor to Presentations." On a more serious note, Scott motivated us to overcome fears and step outside our comfort zones with the words, "comfort never produced greatness."

After lunch, Scott invested 45 minutes answering questions about anything and everything.

It was a terrific value-added session. Perhaps, the greatest value was Scott's vision and perspective as this year's NSA President.

Kudos to MAC for making this meeting such a rousing success - keep up the good work!

President's Message

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The *I.A.D.O.U. (It All Depends On You) Puzzle Award* will be given in puzzle pieces to those who are part of the team. You will be awarded a piece of the puzzle when you participate in some way in the following chapter activities:

- Membership
- Programming
- Community Service
- Public Relations
- Fundraising
- Passport Program

Just six action steps and you become a **Total Team Player**. When we win the *MORE Award*, you will know helped make it happen.

If you are not quite sure where to get started, call Karen Jett, our Director of Volunteers, at 215-257-9432.

The more you put into your chapter, the more you will get out of it. I invite you to come on board for the journey.

Heshie Segal,
President, NSA-MAC

Get Involved at the National Level! Upcoming NSA Events

January 6-9, 2005

2005 Educational Retreat

Location: Marriott Casamagna Cancun Resort, Cancun, Mexico

February 4-6, 2005: Workshop

Location: Hilton Burbank Airport & Conv. Center, Burbank, CA

Click here for details at <http://www.NSASpeaker.org>

Free Publicity On and Off Line with the NSA-MAC Newsletter!

There are a bunch of ways to get free publicity through the NSA-MAC newsletter – AND this will help you with both your on and offline marketing.

The NSA-MAC newsletters are posted on the website and sent out via email to the MAC database, giving you the opportunity to boost your publicity and your website!

Though there are a few articles ready to go, you can also get your free publicity by contributing to the newsletter in the following five ways:

- Articles 200-400 words in length which will help members of NSA-MAC succeed. **PLEASE NO LONGER!**
- Short reports on items that help your business succeed (specific software, books, an educational website, learning tools, etc.)
- Committee members to help with the details of publication.
- Authors to write monthly meeting reviews
- Ideas on what will make this newsletter more effective for you and the chapter.

If you want to become a committee member, submit an article, or write a meeting review, please contact NSA-MAC Newsletter Editor, Kirstin Carey at KCarey@OTTSG.com or call (610) 227-5475.

Technology Tips: 7 Fabulous & Safe Freebies

by NSA-MAC Technology Chair, Rhonda Morgenstern,
President of EZ4YouComputers, www.ez4youcomputers.com

1. **AIRoboform** – a free password manager and one-click web form filler with some serious Artificial Intelligence. Freeware version is secure. <http://www.roboform.com/download.html>
2. **Character stripper** – Need to Strip Away Those Unwanted **Characters** In Emails? Free site allows you to quickly and easily get rid of the excess from forwarded messages. In one click with NO advertisements! Try this link <http://www.tahomagirl.com/strip.html>
3. **OpenOffice** – the free, completely compatible with, but with fewer hassles and more features Microsoft Office replacement. Includes ability to create your own PDFs without buying Adobe Acrobat <http://www.openoffice.org>
4. **GO2PDF** -: Create PDFs without Acrobat or open office! As easy to use as using your printer. <http://www.go2pdf.com/product.html>
5. **IEMaximizer** – Frustrated that not all new windows in Internet explorer open up at full size? This handy tool is for you. <http://www.jiisoft.com/iemaximizer>
6. **Easy Thumbnails** - Create accurate thumbnails from popular picture formats with this handy freeware utility. <http://www.fookes.com/ezthumbs/index.php>
7. **Avast Anti Virus** – Yes, you don't need to pay a yearly fee to McAfee or Norton to still be assured your computer is protected from the latest virus threats. http://www.avast.com/i_kat_207.php?lang=ENG

NSA-MAC 2004/5 Schedule

For more details on each of the following programs, click on this link to check out the NSA-MAC website at www.nsamidatlantic.org

There are other fabulous programs being scheduled for 2005, so watch out for details and updates!

Saturday, December 18 th	Dan Poynter, Founder, Para Publishing	Turning Speeches into Books
Saturday, January 15 th	John Childers	The KING of Product Development
Saturday, February 19 th	Alex Mandossian	How to Make More \$ with Teleconferences & Teleseminars