

Next Meeting

Saturday, September 18th

Plymouth Meeting
Double Tree

"Enjoy the Journey"

Scott Friedman,

Motivational Humorist, CSP
National Speakers Association
President 2004-2005

Program details on page 3.

MAC Member: \$40 (\$45)
NSA only member: \$55 (\$60)
Special Guest : \$40 (\$45)
Returning Guest: \$85 (\$95)

[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



If you are ready for an awesome year, you are in the right place at the right time. However, "It All Depends On You" or IADOU. (Yes, I know IADOU should have a "Y" in the end but U stands for YOU and well, the other way just doesn't have the same ring.)

As I pondered how I could contribute to making this the very best year for NSA-MAC, it became apparent it was not about what I, Heshie Segal, could do as President, but about the opportunities I could create so every person in the chapter who wanted to lead would be able to do so. Like so many people, I often do things myself just to get it done. But that is not what leadership is about; and this year the leadership, and future of our chapter, does all depend on you.

We began the IADOU concept the first week in August holding our first ever overnight leadership retreat. In Rehoboth Beach, 14 of the 18 people who had accepted leadership positions were in attendance. What an amazing turnout! ([Click here](#) to go to retreat article on page 3.)

What can you expect this year?

- Top-notch programs, with internationally renowned speakers
- Special programming for our senior speakers and the CSP's
- At least four get-togethers for our newer members and candidates
- At least four "everyone" get-togethers at "Heshie place" (*Oct. 7, 2004 is the first one*)
- A community service program for high school and college students majoring in speaking as well as a separate program for kids at risk.
- Three award programs:
 - Continuation of The Pewter Award
 - The IADOU Puzzle Leadership Award
 - Spirit Award
- Special events:
 - A 2-3 day interactive voice and acting workshop in October (15,16,17) with the world renowned Dr. Robert Sataloff and Bonnie Rafael. (We are working on adding a third day with voice specialist Lisa Popeil.)
 - Celebrity day program (We are keeping the celebrity a secret for the moment)
- Creation of a Meetings Industry Council (MIC)
- New member outreach program (with a diversity task force)
- Passport program

And while we are at it, our goal is also to win ALL three of NSA's major awards at the 2005 National Convention in Atlanta.

[Click here](#) to finish article continued on page 2...

ATTRACTING SPONSORS

by Aldonna R. Ambler, CMC, CSP

Does this situation sound familiar? You've done the research and found the associations that are continuing their conferences...which took some time because so many have cut back on their events. And you have found the associations that are looking for presentations on your area of expertise. And you were even able to convince an association that you are the right speaker from among the many speakers who are listed in the directories as experts in your topic. And NOW, you have to find a sponsor for the association to afford to pay your fee.

How do you proceed when you face this situation? Maybe some speakers are able to do it, but I think most of us would have a difficult time making a cold call to a corporation on short notice to request that they cover your fee for a speech at a conference in which they had no previous involvement.

Don't Wait

It's important not to wait until you find yourself in that situation. Recognizing that conference budgets have been tightened, we speakers need to expand our research before we get to that awkward moment.

Know Who Has Sponsored or Exhibited in the Past

Many associations post information about their past conventions on their websites. We can see which speakers have been featured in previous conferences and we can also see which corporations have sponsored their conferences or have been exhibitors. Leaders of a company who have already identified a conference as a good place for them to be visible are more likely to be receptive to a request to increase their visibility.

Make Your Own Contacts to be Prepared

Networking with corporate executives is generally a good idea for speakers regardless of your specific area of expertise. Corporate executives have influence over the selection of speakers at most conferences and the money to underwrite conferences tends to come from large corporations. It is much easier to request sponsorship support from a corporate executive who knows you and is familiar with your work. And you will have a much better chance of getting past the gate keeper when you call.

Remember: the Audience is What The Sponsor is Paying For...Not You

I have found that it's important to remember that corporate sponsors are paying for positive exposure to a desired audience. Leaders of a company will be much less interested in the content of or the fee related to your speech than they will be interested in the size and composition of the audience. They'll want to know exactly how their name will be promoted before, during, and after the event, if they will be invited to introduce you, if they will be given a contact list of attendees, etc.

Focus Your Time on People Who Have Authority

You will want to talk about sponsorship opportunities with people who have decision making control over discretionary spending...Presidents, CEOs, and VPs of Marketing or Sales rather than Training or Human Resource Managers.

Expand Your Definition of Possible Sponsors

I've attracted 23 sponsors over the years, many of which have become long term repeat relationships. A sponsor can be a publication, an institution of higher education, a government entity, a corporation, a client, a vendor, or a business that provides services that are complementary to yours... whoever would benefit from your speaking to their potential or existing customers. So, as Heshie Segal says...get out there and network.

Aldonna R. Ambler, CMC, CSP
www.TheGrowthStrategist.com
1-888-ALDONNA (253-6662)

President's Message continued from Page 1...

1. To win NSA's prestigious **MORE AWARD!**
2. To have the greatest % of members in attendance at the Atlanta convention.
3. To enroll more new NSA members than any other chapter.

These are just the highlights. There's more, much more. Opportunity abounds – for knowledge, for relationships, for leadership, for connectivity, for whatever it is you want in starting and/or growing your speaking business.

However, ***"IT ALL DEPENDS ON YOU!"***

Looking forward to an awesome year,
Heshie Segal,
President, NSA-MAC

THE LEADERSHIP RETREAT

by Karen Jett & Avish Parashar



Fourteen members of NSA MAC's leadership team voluntarily convened in beautiful Rehoboth Beach for two days of fun, sun, and work, work, work! Though the retreat officially began on Friday, several attendees arrived early. Thursday evening, seven members met for a delicious dinner of fresh corn, tomatoes, coleslaw, and wine. During the fun, Kathy Dempsey accidentally spilled dark blue ink all over 2004-2005 president Heshie

Segal's white blouse. This event left the entire table speechless. Disaster was averted when the ever mischievous Kathy revealed that the ink was "magic disappearing ink," and the incident was part of her, "let's test the new president's ability to deal with stress" initiative. Not surprisingly, Heshie passed with flying colors. The evening continued with some members working into the late hours of the night on final preparations.

No sooner had the group assembled on Friday morning than Heshie, Kathy, and Terry Adams evicted everyone on a "forced march" around the neighborhood so that they could finish their preparations. The group revolted by walking considerably longer and farther than the leadership anticipated....



Upon returning to the condo, the members found themselves in Atlanta, attending the 2005 NSA National Convention. At the event, NSA President Scott Friedman, who for some reason resembled a short, quirky, Indian man (looking very much like Avish Parashar), welcomed the attendees and announced the annual awards for 2005. Much to everyone's delight, NSA MAC walked away with the three major awards - Membership, Conference Attendance, and the coveted MORE award.



The remainder of the first day was spent creating objectives that would make it possible for NSA-MAC to be the first chapter to ever win all three of those awards in one year. These objectives were prioritized and broken down into action plans. By the end of the day, the group, although tired, agreed that the pieces were coming together to make for a wonderful year at NSA-MAC.



To unwind after a long day's work, the entire group dined at *Salero* - a beautiful 8th floor restaurant that overlooked the ocean on three sides. Everyone had fun as the food, drink, and company were all wonderful. As the drinks flowed, the fun (and proportional rowdiness) increased, but thankfully propriety was maintained and a nice evening was had by all.

In the first display of non-unity, the group split into three factions after dinner. One group walked on the beach, one went home, and one kept the party going in Rehoboth's fine dancing establishments.

Early Saturday morning saw a return to work as members created drawings depicting their roles on the leadership team. Though it wasn't fine art, it helped everyone define their roles.



The later part of the morning was for creating the budget for 2004-2005. Though the activity of number crunching might sound boring, the activity was broken up when the attendees had to pack up one condo and move everything to a second one - by Marsha Davis, without whom the retreat wouldn't have happened.

After lunch, critical budgeting decisions were made and a balanced budget was passed. But the day was not yet over; Andrea Sullivan led the group in a team-building exercise that got the group closer to each other than anyone could have anticipated...



The retreat wrapped up with lots of hugs and good-byes. All in all, everyone had fun, the team connected on a personal level, and the groundwork was laid for a fabulous 2004-2005 at NSA-MAC!

Volunteer Opportunities Available

Have you thought about getting more involved in NSA MAC, but were worried about a long term commitment? Now is the time to get involved.

Congruent with this year's theme, "It all Depends on You", new short-term volunteer opportunities have been made available. This will enable you to try out or sample different leadership roles in our chapter. Over the course of the year, you will have the opportunity to try out many different roles.

Now, you may be thinking, this sounds great, but should I really bother? Yes, you should! Not only does member participation make NSA MAC a great chapter, it also benefits the person who is becoming involved. So, WIIFM? (What's in it for me?)

- Personal & professional growth
- Ability to learn new skills
- Opportunity to work with the leadership team
- Visibility in the chapter
- Earn the respect of your peers
- A fantastic chapter experience

These are just a sampling of what you can get by becoming involved now.

To volunteer or to share other benefits of volunteering, get in touch with Karen Jett at 215-257-9432, or at volunteers@nsamidatlantic.org.

Don't wait; volunteer today!

NSA-MAC Newsletter Calling all authors!

After many bumps in the road, the NSA-MAC Newsletter is here!

Though there are a few articles ready to go, we are always looking for the following:

- Articles 200-400 words in length which will help members of NSA-MAC succeed.
- 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.

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.

NSA-MAC 2004 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 already for 2005, so watch out for details and updates!

Saturday, September 18	Scott Friedman, CSP and NSA President 2004-05	"Enjoy the Journey"
Friday, October 15	Dr. Bonnie Raphael, voice coach for performers	Voice Maintenance Workshop 10:00 – 4:00
Saturday, October 16	Dr. Robert Sataloff, MD, International Voice Specialist	Your Voice is Your Instrument, How are You Caring for It?
Saturday, November 20	Ed Peters, Founder, 4Profit Institute	Marketing Before, During & After Your Speech For Huge Profits
Saturday, December 18	Dan Poynter, Founder, Para Publishing	Turning Speeches Into Books