THE ART AND BUSINESS OF SPEAKING

DECEMBER 2015

# SPEAKER



## LEFT TO TELL:
Q&A WITH SURVIVOR IMMACULÉE ILIBAGIZA

## DECONSTRUCTING AN NSA KEYNOTE

## "BEING KELSEY"
TURNING WEAKNESSES INTO STRENGTHS

## MEET THE 2015 NSA FOUNDATION SCHOLARSHIP WINNERS

## VOICES OF COURAGE:
CHILDREN SPEAK OUT

## NSA YOUTH PROGRAM TRANSFORMS LIVES

# MAKING A STRONG IMPACT

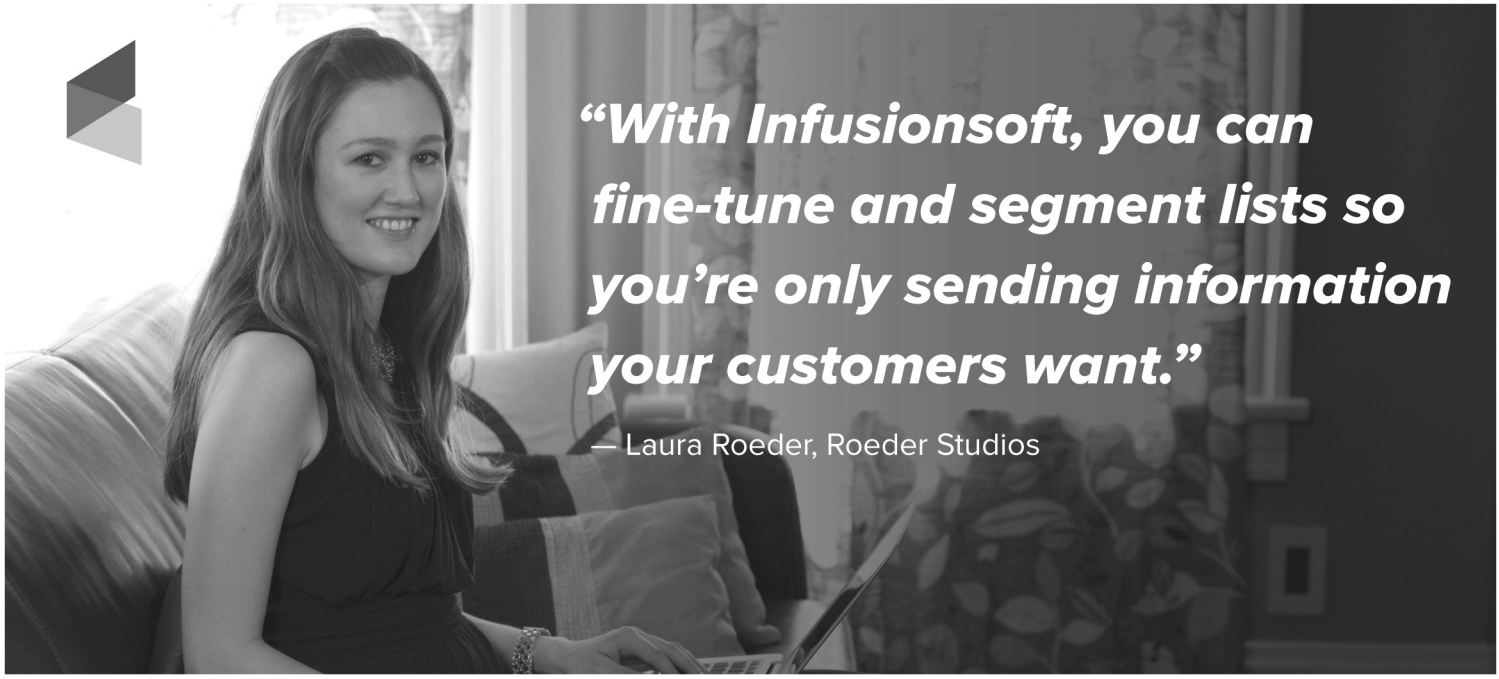
CREATE CONTENT IN MINUTES
PAGE 36

THE INSPIRATIONAL ISSUE

THE OFFICIAL MAGAZINE OF THE NATIONAL SPEAKERS ASSOCIATION • WWW.NSASPEAKER.ORG

# The Smart Software Solution

Infusionsoft — Sales & Marketing Automation for Small Businesses




## Integration helps social media consultant get organized.

Laura Roeder is the founder of Roeder Studios, a social media consulting company. She focuses on social media and online marketing consulting with videos her clients can watch at their own pace. Before Infusionsoft, Roeder’s email marketing and contact management systems didn’t integrate, so there were a lot of manual steps. With Infusionsoft, she’s decreased the number of manual emails she sends and increased the relevancy of the content, so every email is more effective. She gets more opens and higher click-through rates, her customer lists are accurate and segmented automatically, and her systems are integrated in one place.

### Attract

- Customize high quality emails and landing pages
- Easily build automated marketing campaigns

### Sell

- Manage customer relationships with powerful CRM tools
- Track which leads are hottest and ready to buy

### Wow

- Automate fulfillment, billing and inventory management
- Communicate with customers and build relationships

Ask us about our NSA User Group and how to get involved.

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THE ART AND BUSINESS OF SPEAKING

DECEMBER 2015

# SPEAKER



14

## Deconstructing an NSA Keynote

*By Jake Poinier*

A Q&A with Mark Scharenbroich, CSP, CPAE, the highly animated, Emmy award-winning speaker.



18

## Spread the Word

*By Mya Reyes*

An up close and personal interview with Immaculée Ilibagiza, survivor of the Rwandan Genocide.



22

## Being Kelsey

*By Barbara Parus with June Cline, CSP*

Speaker Kelsey Tainsh overcame physical challenges by learning how to approach life differently.



32

HOW DO THEY DO THAT?

## Voices of Courage

*By Dick Bruso*

Kids speak out in an outreach program established by NSA Colorado.

25 **Meet the 2015 NSA Foundation Scholarship Recipients**



35 **NSA Youth Program: A Transformational Experience**

*By Hunter Sanborn*

### COLUMNS


6 **Reality Check**
Putting a fine point on the speaking profession

7 **Million-Dollar Ideas**
Winning money-making strategies

10 **Marketing for Results**
Social media and content marketing tips

11 **Point / Counterpoint**
Opposing views on burning questions

12 **It's Your Business**
Advice for enterprising speakers

36 **Tech Know**
Actionable tips from the pros

38 **Relevant Resources**
Time-saving tools and technologies

42 **Speaker's Toolkit**
Speakers share their best strategies


### DEPARTMENTS


4 **News from Headquarters**

5 **Voices of Experience®**

40 **USPS Statement of Ownership**

41 **Calendar of Events**

41 **Advertising Index**


National Speakers Association is a member of the Association of Media & Publishing. Speaker magazine has been honored with a gold award in the prestigious 2011 EXCEL Awards for "Magazines: General Excellence" for best writing, content, graphic design and overall packaging, and a silver award for "Best Single-Topic Issue" in the 2012 awards competition for the April 2011 "brain issue."

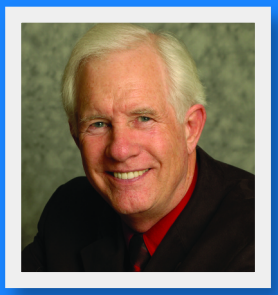
# NEWS FROM HEADQUARTERS

Reported by Stacy Tetschner, CAE, FASAE, CEO



## In Memoriam: Dan Poynter, CSP (1938-2015)

**Dan Poynter, CSP**, 77, a resident of Santa Barbara, Calif., passed away November 3. He was a motivational speaker, author, consultant and parachute designer. He wrote 130 books and more than 800 magazine articles, mainly on publishing. A past vice president of the Publishers Marketing Association, he founded Para Publishing and was featured in many major media outlets, including *The New York Times*, *The Wall Street Journal*, *Writer's Digest*, *U.S. News & World Report* and *Entrepreneur*. He was an expert sky diver and wrote more books on the topic than any other expert. Poynter was a past chair of NSA's Writing/Publishing PEG and founder of the PEG newsletter.



## NEW! NSA Member Portal

We are excited to announce the new online NSA Member Portal. This system will allow NSA members access to a 360-degree view of their membership and engagement anytime day or night. From this portal, members can update contact information, renew membership, set up auto renew for membership, register for events, see account history and more.

Simply go to www.nsaspeaker.org/members to log in. When logging in for the first time, members will be asked to set up a password unique to them. Special note: This portal is separate from members' eSpeakers accounts.

If you have questions, call (480) 968-2552, or email MemberServices@NSAspeaker.org.

## CSP Application Deadline

Certified Speaking Professional® (CSP) applications must be received at NSA headquarters on or before Tuesday, Jan. 12, 2016; not postmarked Jan. 12. For more information, visit www.NSAspeaker.org/members/certifications. Questions? Contact Sarah Best at (480) 968-2552 or Sarah@NSAspeaker.org.

## Help a Speaker in Need!

Do you know an NSA member facing a serious health issue or trying to recover from a natural disaster emergency? The Professional Speakers Benefit Fund (PSBF) was created to help members facing these hardships. To make a donation or obtain information on the PSBF grant, contact Amanda@NSAspeaker.org or call (480) 968-2552.

## Save the Dates

NSA meetings provide unlimited opportunities to network, learn and grow your business. For a complete list of events, dates and locations, see page 41.

*February 26-28, 2016*
**2016 WINTER CONFERENCE**
Austin Hilton
Austin, Texas

*April 15-17 2016*
**2016 CSP/CPAE SUMMIT**
The Broadmoor
Colorado Springs, Colo.

*July 23-26, 2016*
**INFLUENCE 2016**
JW Marriott Desert Ridge
Phoenix, Ariz.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The Foundation serves NSA members and the public through:
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- Grants to NSA members who need help with their dues or meeting registration fees
- Scholarships for students
- Grants to help charitable organizations communicate through technology

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# This Month on *VOICES OF EXPERIENCE*®

NSA's monthly audio magazine

Listen to *Voices of Experience* on CD or access the segments via the digital edition of *Speaker* magazine at www.SpeakerMagazine.com on the mobile app. Simply click on the interview you want to hear. Text "nsavoe" to 95577 to receive text alerts when the latest edition is available.




**Welcome: Steven Iwersen, CSP, and Pilar Ortiz**
The VOE co-chairs welcome you to the holiday edition of VOE. Hear inspiring stories and content-rich interviews that will motivate you to apply new tips, tools and techniques to your speaking business in the New Year.



**A Life-Changing Decision: John Register**
When two children gushed with admiration at the Paralympian's story about his artificial leg, he realized that he could inspire people. It was his moment of self-discovery as a speaker.



**Leave a Business Legacy: Cy Wakeman, CSP**
Wakeman advocates a reality-based mindset in business. She is creating systems and intellectual content that outlive her so her employees can move forward without her.



**Multiple Revenue Streams with Webinars: Sandi Smith Leyva, CPA, MBA**
The small-business innovation coach shares her strategies for creating membership programs. A high-level mastermind coaching program can bring in $10K to $100K per person. *Available on video!*



**Create Products for All Learners: Nick Night**
The CEO and co-founder of Revizzit explains how speakers can reach more people with content. It all starts with the presentation, and turning it into products for visual, audio and tactile learners.





**Two Sides of the Same Coin: Laurie Guest, CSP, with Manley Feinberg and Patty Hendrickson, CSP, MBA**
Must a great keynote speech include interaction? Keynoters Manley Feinberg and Patty Hendrickson weigh in with opposing views on audience involvement and participation.



**A Conversation with Santa: Ed Taylor**
"Santa Ed" was an Internet marketing guru and trainer who conducted up to 100 seminars a year until 2009. Then, a Santa gig catapulted him on an unexpected new path.
*Available on video!*



**President's Message: Ruby Newell-Legner, CSP**
The NSA president looks back at speakers who had a major impact on her career, including Mikki Williams, CSP, CPAE, Dewitt Jones, CPAE, and Art Linkletter, CPAE. Chapter visits also inspire her.



**Get Your CSP Designation: Diane DiResta, CSP**
DiResta leads the CSP Mastermind group, which is committed to helping speakers navigate the CSP process. She also give tips on who to contact at NSA headquarters for support and how to meet the video requirement.




**2016 NSA Winter Conference: Gary Rifkin, CSP, and Christie Ward, CSP**
The conference co-chairs encourage speakers to move their businesses forward by leveraging their expertise. Get the "how to's" in consulting, training facilitation and keynotes. Register at www.NSASpeaker.org.

**VOWE: Pilar Ortiz and Steven Iwersen, CSP**
The holidays spark reflection on the past and desire for change in the coming year. Listen to your inner voice to accomplish your goals. The VOE co-hosts encourage you to get out of your comfort zone to grow, stretch and make way for something new in 2016.




GET IT ON Google play

Available on the App Store

# NSA: The Giving Is as Good as the Getting

Who influences your speaking business?

Mastermind groups, colleagues, clients, coaches and consultants . . . who influences what you do and how you do it in your speaking business? While NSA continually strives to provide premier education and entrepreneurial business knowledge programs, we also know it is equally important to build a community of people that supports each of us in benchmarking our speaking businesses, stretching our thinking, and improving the products and services we offer.

Yet connecting with others at NSA, or even finding that right connection, can be one of the most daunting things to accomplish within NSA. Often, newcomers to the association ask me how to connect with other members and share resources within NSA. I want to take this opportunity to share some of the resources NSA provides to help you connect with your fellow members who just might possess the golden nuggets to help you move your business to the next level.

Here are some tried-and-true ways to become better acquainted with your fellow members and more involved the NSA community:

- Join and get involved in your Chapter.
- Volunteer for a committee.
- Ask for a list of community groups within NSA.
- Join or start a mastermind (or attend the Winter Conference to become part of one).
- Join a social media network. There is a variety of Facebook Communities including: NSA Groups, NSA Members-Only Groups, Certified Speaking Professionals (CSP), Power Women of NSA, and NSA XY Speakers.

We always love helping our members find resources and connect with other members, but there are two things that are essential to ensure this spirit of sharing with one another will continue. First, if you want to connect with other speakers, ask yourself what you have to contribute to the greater conversation. For instance, if you are interested in learning more about or joining a mastermind group, what can you bring to the table that is just as important as what you get from the group? Learning is a two-way street. Can you share some wisdom with the group, in reciprocation of the knowledge you take away?

Second, our community only gets better when it gets bigger. In addition to asking yourself who you should connect with in NSA, I also challenge you to ask yourself: *Who do you know that should be interested in becoming a part of the NSA community?* It is as simple as referring individuals to the NSA website, recommending that they visit NSA headquarters, or inviting them to attend a Chapter meeting. Your fellow NSA members and our professional staff will take it from there.

NSA has realized the success it has today because members share the value they receive with other speakers they meet, and encourage them to join and share with others in NSA. A bigger community means a better experience for everyone in it. As we move through this holiday season, I am grateful to everyone who gives and receives through NSA.

Happy Holidays!





*Stacy Tetschner, CAE, FASAE*
*Chief Executive Officer*
*National Speakers Association*

# Open Your Mind to Success




Cy Wakeman, CSP

What if the task at hand was not to seek out the idea or technique that will bring in millions, but instead, was simply to find all the barriers within yourself that are keeping you from success and innovation?

Success can be as easy as you allow it to be. Removing barriers and following simple instructions is the place to start.

## Check Your Ego at the Door

The most common barrier you face is your own ego, which prevents you from seeing ideas that are being presented to you from a variety of sources. It does so out of self-preservation. The ego thrives on anger, suffering and hardship. That's why the ego often sees insult where there isn't any and holds onto the belief that hardship and hard work is the sole path to success.

Remember, your ego is not your amigo. It clouds your vision, alters your judgment, hampers your natural abilities and keeps you from tapping into the wealth of ideas and strategies coming your way on a daily basis.

## Let Your Clients (and the Universe) Lead

Look to those who need your work—your clients—and develop what would relieve their suffering and solve their issues. This approach will have you delivering a high-value service that will provide them with a true competitive advantage. When you do, you are offering a high-value, thought-leading remedy that they will purchase, rather than a product you will sell. Here's an example: When my training budgets were being cut, my client contacts complained that business process improvement efforts were being funded without question. Their suffering was due to not adapting to the organization's decision to invest heavily in measurable eliminations of waste.

So, I conducted research to measure the actual cost of workplace drama and trademarked the concept "Emotional Expense." By proving that the average employee spends two hours a day mired in drama, the business case was compelling to create programs to eliminate drama, thereby saving my clients millions of dollars annually.

A large part of success is simply opening yourself up to receive what is out there and saying, "Yes!" The universe is very kind and generous to many of us. The best way I know to get in on the rewards is to say "yes" to what is offered. Much to my dismay, many people do the opposite.

Opinions can stop action. They can be vetoes disguised as advice. Expertise is used to keep the action going. Experts can say "yes" to almost any client goal and move the conversation to talking about how to get it accomplished, even in the face of some risks that need to be mitigated.

Ignore your initial reaction to ideas, which may be to focus on why or how something should not be done. Instead, offer solutions on how to accomplish the goal.

## Sell Based on Proof, Not Promise

Help us rebuild our credibility in the field as evidence-based practitioners rather than motivational speakers. Each year in our organization, I set a research agenda, conduct solid research, and then include actual findings, case studies from other clients and solid support of our work, and the ROI we are suggesting will be realized in the client organization.

But don't take my word for it—open your heart and mind and see what success follows.

---

*Cy Wakeman, CSP, is an international keynote speaker, business consultant,* New York Times *best-selling author and global thought leader with more than 20 years of experience cultivating a revolutionary new approach to leadership. Contact her at cy@cywakeman.com.*

WINTER CONFERENCE

# Winter Conference
## February 26-28, 2016

Austin Hilton
Austin, TX

NSA NATIONAL SPEAKERS ASSOCIATION

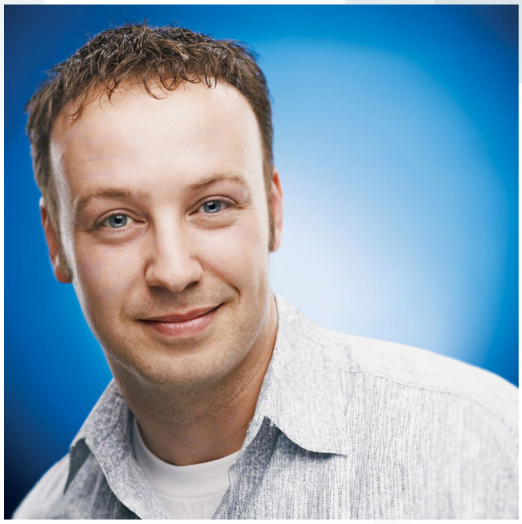
What is the bold change you need to begin today to ensure that you are relevant in the marketplace and true to your vision in the future? Our opening session will unlock the strategies, steps, and motivation necessary for you to make change and transformation work in your business.

Award-winning author and business transformation expert Randy Pennington, CSP, CPAE, will share ideas and be joined by NSA members Wendy Keller, Judson Laipply, CSP, and Tracy Brown as they share their real-life changes, struggles, and successes. This session will set the stage for the weekend to come, and you will leave with:

- A greater understanding of the importance of continual change and transformation in your career
- Strategies for managing your own mindset around change and overcoming resistance and challenges
- Important questions you need to address and answer throughout the conference to get your best return on the experience



Wendy Keller



Judson Laipply, CSP



Randy Pennington, CSP, CPAE



Tracy Brown

# Attend Winter Conference to:

- Turn your expertise into a six-figure coaching program
- Learn to facilitate learning through improv techniques
- Explore how to grow your existing talents into true strengths
- Evaluate customer experience and how to differentiate your business




After a weekend of exploring how and why to change, learn how to be brave enough to declare a "Do Over." Jon Acuff tells us how to reinvent our work and get unstuck. If you are serious about change, transformation and reinvention, plan to stay till the end!

**Register by January 15th & Save!**

nsaspeaker.org/attend/winter-conference/

# Use Email to Cultivate Audience Relationships



In most situations, it's forbidden to sell from the stage, but it's one of the primary reasons many speakers travel around the world to deliver their best to attentive audiences. Popular media personality and speaker Chris Brogan believes in respecting the responsibility speakers have to deliver value on any platform, and that is why he suggests using these opportunities to further cultivate relationships.

## Give Them a Gift

When Brogan presents, he tells the audience that they don't need to take photos of the screen. "I'll give you a link to all of the slides if you want them," he says. You've heard or done this before, so you know that when that link is clicked, it will either elevate or terminate the relationship, depending upon the experience that follows.

According to Brogan, the secret recipe for doing it right is honoring the audience with a gift. It's a bit technical, but you'll get it if you take it step by step.

**1** On your speaking website, create a page with a name related to your presentation; for example, http://chrisbrogan.com/nsarocks. Share this memorable URL when you thank everyone for being part of your presentation. Also, hide this page from navigation and prominently display your face on the page so they recognize you from the stage.

Let the attendees know you'll be asking them to give their first name and email address to receive the presentation slides and a little gift from you, including an introduction to sample your newsletter. Ask your webmaster (this may be you) to create a newsletter subscription form for that page, and then have it link to a customized thank you page when someone enters his or her information.

**2** Create a second "thank-you" page on your website that is also hidden from navigation. Its name should relate to the presentation, and probably include the word "thanks," such as http://chrisbrogan.com/nsathanks. This is where you upload your presentation as a PDF file from PowerPoint® or Keynote.

## Putting It All Together

Here's how it works. Give your presentation and include a link to the web page mentioned in the first step on one or two slides. Instruct the audience to go there for the slides. You should also mention that if anyone wants more help, you've got some free goodies there, too.

That's it. Everyone gets what they want. For you, this is adding people to your newsletter with their consent. From here, you've earned the opportunity to extend your relationship with these people in whatever way suits your business.

This simple act allows you to cultivate a relationship with a potential new insider to your business, and it came from you offering them the gift of your wisdom. What a beautiful way to serve others and potentially earn more future business.

---



*Chris Brogan provides simple plans and projects for business success. He is CEO of Owner Media Group, a sought after speaker, and a* New York Times *best-selling author of eight books, with the ninth to be released early 2016. Learn more at chrisbrogan.com.*



*Jeff Korhan, MBA, is the author of* Built-In Social *and the host of* This Old New Business *podcast. He helps organizations use media to create exceptional customer experiences that drive business growth in a digital, social and global world. Connect with him on Twitter @jeffkorhan and learn more at JeffKorhan.com.*

# Is speaking for free in order to sell from the stage good for the speaking industry?

## YES

**"Free" can turn into "fee."**

"A local free speaking engagement I did three years ago just led to an interview for me to host a new TV show (contracts pending). They remembered me three years later and sought me out. Although free isn't a good business model when it is strategic, it can lead to bigger opportunities. I rarely speak for free anymore, but it does give you pause when you realize where business and opportunities originate from."



*Elizabeth McCormick, a former U.S. Army Black Hawk pilot, is a motivational leadership speaker.*

"I'd say 'no' only if you compare it to the traditional model that dictates 'I must make money every time I step on stage.' When you say 'free speaking,' you instantly imply that most speaking is paid. If you just call it 'speaking,' then it opens up a ton of options. I would speak for free all of the time if each one resulted in a couple of retainer gigs for me."



*Patrick Allmond is the chief playmaker at Focus Consulting, Inc., a freakishly cool online marketing agency.*

"I don't think it's hurting the industry at all. Good speakers are getting paid—some from speaking, some from products and some from services, or some combination of the three. Giving your audience what it wants is good for the speaking profession."



*Phil Gerbyshak is a social media and social selling strategist. Check out his Tech Know column on page 36.*



*John Peragine poses questions and solicits opinions for this column. He is a ghostwriter and book coach specializing in books for professional speakers. Contact him at info@osiris-papers.com..*

## NO

**"Free" diminishes respect for the profession.**

"This approach hurts the industry. Speakers invest time and effort. When compensation comes only through sales, we focus on that instead of the message we deliver. At Influence 2015, Verne Harnish stated that entrepreneurship involves giving more than taking. Those who speak for free withhold their best for the paid portion. Speaking relies on emotions, skills and talent. When we work for free, people lose respect for the speaking business."



*Frances Fernando is a business expert who focuses on building and sustaining confidence. He is the author of* Job + Real Estate = Wealth.

"It gives the audience the impression that 'this is what speakers do.' It is mostly because the audience is unaware of the arrangement made with the speaker. I'm not a big fan of selling from the stage, even when I have spoken for free. Sure, I might make a casual mention, but nothing more than to say, 'I hope you visit with me at the back of the room.' I'm not sure if it is hurting the industry, but there are certainly better impressions that can be made."



*Larry Williams is an author, speaker and former radio broadcaster. His book,* Develop Your B-Sides, *uses the lessons of music to help others discover untapped skills and talent.*

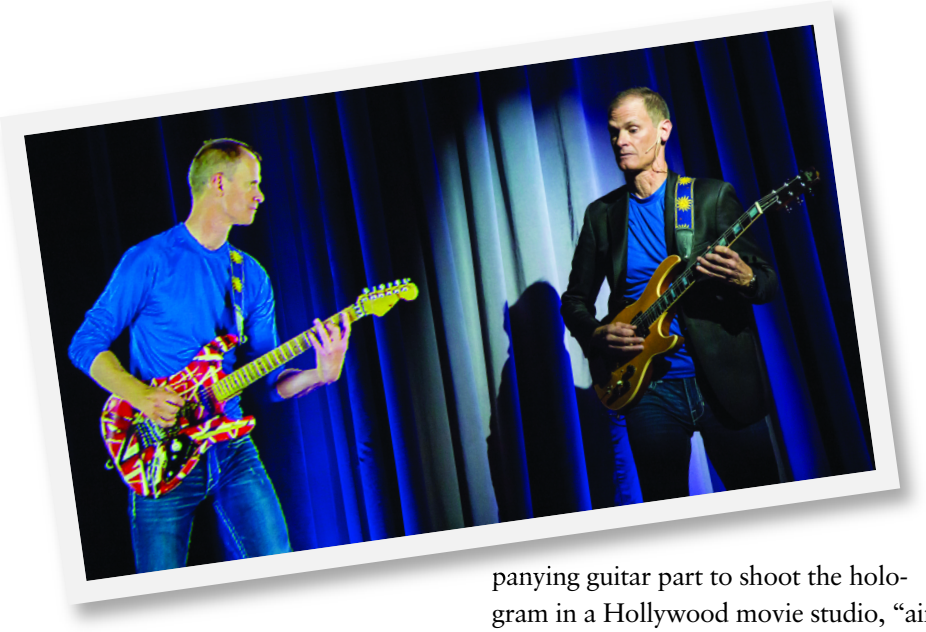
"People who do this create the anxiety that we sometimes have to deal with. They also create the expectation that quality speakers can be had for free, which is another crummy thing we have to deal with."



*Robert Bradford, MBA, CSP, is the leading expert on the strategic planning process, and author of* Simplified Strategic Planning.

**Continue the debate!** Are you in favor of the point or counterpoint? Tweet your thoughts using the hashtag #speakermagcounterpoint.

# Creating the Virtuoso Hologram Keynote



My NSA general session keynote in July 2014 was called "Become a Virtuoso." I get a lot of questions about it because it featured the first on-stage conversation and guitar duet of *Beethoven's Fifth Symphony*, performed with myself via hologram. It surprised everyone.

Here is the story behind creating those seven minutes.

Eleven months earlier, I set the goal of performing a duet of Beethoven's Fifth with a hologram. By the time 2013-14 NSA President Ron Karr, CSP, and NSA Convention Chair Dan Thurmon, CSP, CPAE, approved my NSA keynote, I had already started working on it. When performing for your peers, you gotta bring it, right?

The most difficult part of the project was finding an affordable way to create and perform the hologram. I began the research immediately, and received quotes as high as $250,000. So, I researched and interviewed dozens of companies, other options, in-betweens, and finally found the right company—VNTANA—just two months before the keynote. Talk about down to the wire! Ultimately, it cost me about $30,000 for seven minutes on stage.

While the search was going on, I proceeded as if I were using a hologram, but not knowing for sure. (That's faith.) First, a guitar duet of *Beethoven's Fifth Symphony* does not exist, so I had to arrange one, reducing the entire score to two guitar parts. I flew to Nashville twice to have a studio guitarist friend help me work out the parts. Then, I spent two full days recording both parts of the duet at my friend, Robin Crow's, "Dark Horse Recording." We used one part for the hologram, and I played the other live.

## Content: The Key to Success

The content had to be so good it would be worth it if I never picked up a guitar. *I am a speaker first.* So, I wrote it, rewrote it, edited more, rehearsed hundreds of times, and performed it three different times for my mastermind group (Dan Thurmon, CSP, CPAE, Tim Gard, CSP, CPAE, Rob "Waldo" Waldman, MBA, CSP, CPAE, and Giovanni Livera, CPAE) for critique. I threw out everything 10 days before the performance and rewrote it again, making every point audition its way back in (as Eric Chester, CSP, CPAE, would later advise us all to do).

Creating the conversation with myself was tricky. It had to summarize the content, and be funny, and allow for audience reactions I could barely predict. Once I had the conversation written, I memorized one side of it and the accompanying guitar part to shoot the hologram in a Hollywood movie studio, "air guitaring" to the recorded part. That was a full day of shooting, pretending I was hearing the other half of the dialogue and trying to time it from a comedic standpoint. Now, that was hard.

Once filmed, I had to forget that first part, memorize the other half of the conversation and guitar part, and rehearse with a video of the hologram. I only rehearsed with the real hologram the night before. Finally, I had to know this keynote as if I'd been performing it for years, so I rehearsed incessantly.

All told, I spent approximately 1,100 hours and nearly $30,000 on a 27-minute keynote. Was it worth it? Immeasurably! I wanted to do something beneficial, powerful and unequivocal—and I did.

---



*Mike Rayburn, CSP, CPAE, is a keynote artist who teaches innovation and performance using guitar and comedy in a keynote experience called "What if…?" He is a two-time TEDx Talker and Carnegie Hall Headliner.*

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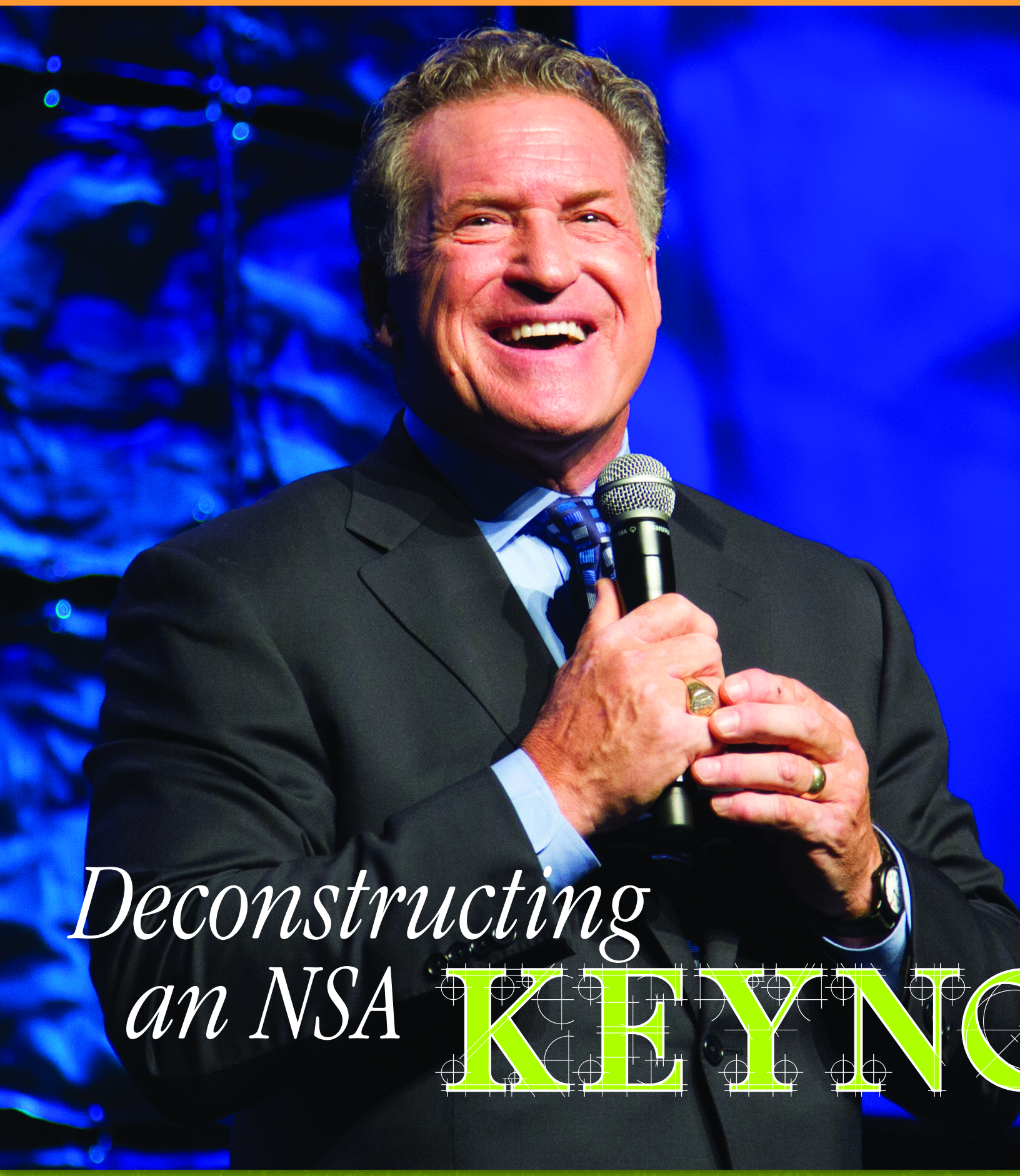

# *Deconstructing an NSA* KEYNO

In his closing keynote presentation at the Influence 2015 NSA Convention in Washington, D.C., Mark Scharenbroich, CSP, CPAE, blended comedy, wisdom and practical insights from his 35-year career. *Speaker* magazine spoke with him for an insider's glimpse into the tradecraft of a professional at the top of his game.



OTE

Interview conducted by **JAKE POINIER**

***SPEAKER* MAGAZINE: How long did you spend and what steps did you take to prepare your keynote?**

**MARK SCHARENBROICH:** I found out in the spring that I'd be on the main stage in July, so from the moment I got the green light, I was thinking about it every day. I spent around 40 hours preparing those 56 minutes by outlining, redoing selections, editing, writing new material, and running ideas past my bride and business partner, Susan. I timed every segment to make sure I came in under my allotted time.

**Can you give some insights into the construction of this type of keynote?**

The challenge at NSA is that, when you go on the main stage, you can't just deliver your best-of material. Part of the audience wants to see your greatest hits, but that needs to be balanced with creating a presentation that's tailored for the NSA audience. As a result, I needed to use some material I call my safety net—stories that I know from experience are definitely going to hit—as well as brand-new pieces that were specific for this audience. How I get from one segment to another is all ad lib—I don't write it out word-by-word, and I don't know how I'm getting from point A to point B until I'm on stage. That approach helps me keep it fresh, conversational, and authentic.

**Were there other challenges involved in delivering this presentation?**

The main challenge is that you're in front of 1,500 speakers who do exactly what you do. They're practitioners, so they know things that other audiences do not, and see things that other audiences do not.

To overcome that, you need to move them from being analytical to joining in and going for the ride. There's got to be a point in the presentation where they start to let go of the analytics, and start to absorb the message and the experience. It happens at different times for different audience members, not just in one fell swoop—it has to be throughout.

**How closely did you work with Eric Chester, CSP, CPAE, to ensure your introduction was set up properly?**

I have a world of trust in Eric—he's one of my best friends and a true NSA pro. He introduced me when I did my first NSA presentation in 2001, but for this one, the only thing I gave him was a broad brush. While overnight success is great, Eric wanted to illustrate my career as a guy who's been a mechanic for the past 35 years—and if you want to sustain a career, this is what it looks like: pushing the creative edges, constantly improving your presentation, being a harsh critic of yourself and what you're doing. He did a beautiful job putting it together.

**What were some of the pieces of new material that you believed resonated the best?**

It was the first time I'd told the story about seeing the Rolling Stones, and how they made us feel like it was the only show they'd performed all year—not like we were just one more stop on a ZIP Code tour. That's such an important concept for speakers, to be present for your audience and not thinking about your last event or the next event. It's about being totally present with your audience.



Another piece was the analogy from our wedding anniversary trip to Greece, about how sailing a boat is like dancing with the wind, and relating that to how we dance with our audiences. We sense the audience reactions and we adjust throughout the presentation. I am careful about noting the exotic places I've been. I don't want to sound like a jerk. My mother told me, "Don't get a big head and never brag." Solid advice for any professional speaker.

The "13th donut" was written just for NSA. The idea is that you're getting paid to meet and hopefully exceed expectations, but what can you do beyond that to over deliver? Based on the way people reacted, I'm now incorporating the "13th donut" for other audiences. It worked.

It wasn't the first time I'd shared the Packaging Corporation of America piece, with the cardboard box, but I adapted it for NSA. I called out the fact that some audience members were assuming, when they saw the prop, I'd do something about thinking outside the box. Instead, I turned it into a lesson about never being predictable.

**With 1,500 professional speakers in the audience, there's a significant range of experience and expertise. How does that affect your approach?**

I started my career as a high school assembly speaker. You have 2,000 kids in the gym, it's the last hour of the day, and you've got an adequate-but-not-good sound system. The students don't want to be there and it's a sport to mock speakers. You've got to win them over in 30 seconds or less, and then keep them engaged throughout. That was the best training ground ever. That experience prepared me to reach a very diverse audience. I wanted to make sure that my NSA keynote would reach both seasoned CPAEs, along with VIPs and first-time attendees.

Two of the highlights included bringing Mark Sanborn, CSP, CPAE, up on stage to talk about Harley-Davidson motorcycles, and your impression of your high school shop teacher, Leroy Radovich.

**Describe how those types of items fit into your presentation style.**

For the people who haven't heard the story, the concept of Nice Bike came about in 2003, when I accidentally stumbled into the 100th anniversary celebration of Harley-Davidson in Milwaukee. All of these bikers were walking around, saying "nice bike" to each other. It was their instant connection, and a metaphor that I turned into my core business message. So, in that segment of the presentation, I typically bring up a volunteer on stage who's a Harley rider. I preselected Mark Sanborn as the person I wanted to do the bit with, but he didn't know he was going to end up on stage. The interaction was not rehearsed, and that made it more fun. I knew that Mark was a Harley guy, but I had no idea he had owned so many of them.

Leroy Radovich is a blast to do because I can bring him alive on stage, while also making the point about being grateful. At Halloween, you can either put on a mask or makeup. When you put on makeup, you become that character. When I introduce Leroy, I can still smell the Old Spice he wore and then he comes alive. That's why it's so enjoyable, because the character is a

part of you. I bring characters alive through body movement, facial expression and a variety of vocal ranges.

**You made a conscious effort to name other speakers during your presentation. Why is that so important?**

I look at it as part of the golden rule for speakers to mention other people who are on stage before or after them. For example, I talked about the very talented Jon Wee, CPAE, and Owen Morse, CPAE, the Passing Zone jugglers, performing that night. We're NSA members, and it has to be all for one, one for all. When you support your colleagues, everyone benefits.

**Any final thoughts on how your fellow speakers can take their keynote skills to the next level?**

I'm not going to say performing is easy, but the real talent in this profession is writing original, memorable material. You know you've succeeded when you help an audience member change their perspective or their actions. So, you need to ask yourself, "What can I offer my audience that they're going to remember a week, month or year later?" That comes down to great writing.

The other aspect is similar to what I experienced at the Rolling Stones concert: You need to perform like it's the only speech you're giving all year. Presenting at Influence 2015 was about the joy of delivering some of those lines for the first time, but I was also thinking about how this is also my last shot at being on the main stage for a keynote. I wanted to deliver my message with that passion.

Main stage at NSA is a gift—it's the Holy Grail. Whether it's five minutes or 50 minutes, that's the height of your career, to be in front of your fellow professionals and deliver your best.

**Nice Bike, Mark.**

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*To learn more about Mark Scharenboich, visit: www.NiceBike.com or email him at Mark@NiceBike.com.*



*In addition to articles in* Speaker, *Jake Poinier contributed his editorial talents to NSA's* Paid To Speak *and* Speak More! *books. Someday he hopes to own a Harley.*

**"Nice Bike" Keynote on DVD**

A DVD of Mark Scharenbroich's presentation was mailed as a gift to all NSA members in November. Listen and enjoy the ride!


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# SPREAD *the* WORD:

## *Messages of hope emerge in the face of earth-shattering turmoil*

BY MYA REYES

**Spellbinding.**
That's the word to describe Immaculée Ilibagiza's keynote presentation at the opening general session of Influence 2015. The audience was mesmerized by her recount of her harrowing struggle to stay alive during the Rwandan Genocide, crowded into a 3 ft. x 4 ft. bathroom with seven other woman for 91 days. Hutu soldiers killed most of her family during the genocide; only Immaculée and her brother, who was away at school, survived. She credits her deep faith in God for pulling her through the horrific ordeal.

Four years later, she immigrated to the United States and began working at the United Nations in New York City. She detailed her experience in her first book, *Left to Tell: Discovering God Amidst the Rwandan Holocaust*, which launched her speaker career, and now travels the world sharing her inspirational messages of hope and faith. In 2007, she established the Left to Tell Charitable Fund, which helps support Rwandan orphans, and was awarded The Mahatma Gandhi International Award for Reconciliation and Peace.

Here, *Speaker* magazine editorial board chair Mya Reyes had the honor of chatting one-on-one with Immaculée to ask questions that are on everyone's mind.

**Mya Reyes: Why do you feel people all over the world resonate so deeply with a message shared by a girl from a remote village in a small African nation?**

**Immaculée Ilibagiza:** I, too, was surprised that so many people related to my message because I grew up thinking people in my country were different. We ate different food, spoke a different language, and had different customs. So, how could someone from China hear me and understand what I'm trying to say? But I quickly learned that we are all children of the same God, members of the human race and citizens of the world. When I speak from the heart, my message resonates with people from every corner of the globe.

**What tips would you give speakers to personalize their messages and enhance their connectivity with the audience?**
Audiences want to hear your message and know how you feel as a human being. This is what resonates most with people. When you tell them how you reacted to things that made you laugh or cry, you are helping them, as the same things may have happened to them in their life.

**After the genocide, you met and developed a lasting friendship with Alfonsi Bucansanga. You're Catholic, she's Protestant. You're Tutsi; she's Hutu (the tribe responsible for the killings). How has this friendship enriched your life and your speaking career?**
When I befriended Alfonsi, my heart was free from the hatred I once harbored toward her tribe. I embraced her, and she proved to me that forgiveness is right. There is no one in my life who has been a sister to me like she has. She makes me a stronger person and a stronger speaker. She shows me that it doesn't matter who a person is on the outside; it's about who they are in their heart. She taught me to accept the differences of every person in my audiences, and to do and say what I can to enrich their lives.

**As you have spoken and created a following of fans and supporters, how do you create meaningful opportunities to interact with them and continue to reinforce your message?**
Wayne Dyer told me that as important as my message is, I have to think about business. "You can't take a plane if you can't buy a plane ticket," he said. When

I started to speak, people always wanted me to stay longer, so I decided to create retreats where I could spend two days with my supporters and provide them the real insight they wanted and needed. During our two-day monthly retreat, we have the opportunity to communicate and interact one-on-one and people get a chance to really know me. We also have a weeklong retreat in Rwanda. It has been amazing, and the people attending these events have become my best friends.

**When more than 1 million of your countrymen and women were killed in three months, including all of your family, your loss is unimaginable. Yet, you've chosen to forgive. Do you feel God specifically put you in this position to be able to impact so many lives around the world?**

When I was a little girl, people would ask me what I wanted to do when I grew up. My answer was that I wanted to work with people and visit different countries to see all of God's creations. He loves us all so much and gives each of us different jobs. I believe this is what he has chosen for me and that it's a part of his plan. If I don't do it, nothing in my life makes sense.

**How did Wayne Dyer help launch your career?**

I met Wayne Dyer at a conference in New York City where he was speaking. I didn't know who he was and why people were waiting in line to speak to him, but I remember he was very kind to everyone he met. I was very curious and decided to join the line. He greeted me, signed my book and, as I was leaving, he asked me where I was from. I told him Rwanda, and he pulled me back. He asked me if I knew what happened there, if I was a Tutsi and if I was there during the genocide. I told him in two minutes what happened.



Then, he asked me what made me smile after all I went through. I told him, I believed there was life after this, and I have to live my life and do my part before I join my parents in Heaven! He smiled and asked me if I ever thought about writing a book? It was like an answer from God, as it was just three days after I had completed *Left to Tell*. He said, very strongly, the words I will never forget, "If you can find a way to explain to people how you can be yourself after what you lived through, I promise I will publish your book." I reached out the next day, and soon received a message on my voice mail from Wayne that started like this, "What took you so long?" It was one of the best days of my life.

**Which speakers inspire you today?**

I don't have one speaker that I am most inspired by. I listen to many speakers, as each one has something unique to share from which I can learn.

**What challenges did you face when transitioning from your early career work in churches to more association and corporate speaking?**

My biggest challenge is that some audiences don't express their feelings about my message, and it sometimes confuses me. I so strongly believe in my message, however, that it empowers me to give the best speech I can.

**Your message touches every human emotion. How do you manage to bring humor to such a sad story?**

My intentions are to share a message people can learn from, not to make them sad. So, I think coming from this place in my heart, humor comes naturally. I try to be authentic and honest, and I think of people I am talking to as friends, which allows me to smile and bring humor to my message.

**What was the best advice given to you as a speaker?**

To be myself and realize that people are there to hear what I have to say.

**What brings you the most satisfaction as a speaker?**

To know that someone's life has been touched.

**You are now an American citizen and were invited to be a keynote speaker at Influence 2015. How were you able to craft a message that would speak to people from so many different backgrounds and nations?**

Being a good speaker is like being a good friend. When you are asked to share something with a friend, you always take into consideration their background, gender, age, etc., as it helps you to share your message most effectively. When speaking to a group as varied as the group at the ceremony, I tried to identify with each member, realizing that even though our experiences are very different, we have been lead to this place of honor. I was so proud of everyone and my speech came naturally, which is what happens when you allow yourself to care.

**What was the impetus for you to write *Left to Tell*?**

My co-workers asked me to write a book to share with their parents and friends who were going through despair. This was great for me because touching the lives of others was always my dream. The book launched my speaking career.

**How did you find Steve Erwin? What is his role in your publishing career?**

I found Steve Erwin through Wayne Dyer. His role in editing my books is irreplaceable. Though I had a story, somebody had to help me to fine-tune it for publication and Steve did a great job.

**Who contacted you about making the movie, "The Diary of Immaculée"? What was that experience like?**

Steve Karafer, who heard me speak, was responsible for making it happen. The experience was great, and a feature movie is in the making.

**Your message of faith undoubtedly has influenced the lives of your audience members all over the world. Do you remember any individual, in particular, who wrote to you with an especially unforgettable story?**

After reading my book, a woman called her mother, to whom she had not spoken in 20 years and renewed their relationship. A man also told me that after he read my book, he was able to sleep after 54 years of anger towards a family member. Both of these stories brought joy to my heart and confirmed to me that my message was needed.



If your message is relevant to one person, it can also be relevant to 1 million people. Here are three tips for creating a relevant message for diverse audiences.

1. Know your audience and really care for them. Relate your message to them in a way that you think will help most.
2. Believe in your message first. If your message hasn't touched you, don't share it with others.
3. Remind people of your honest feelings when speaking. If they can relate to you as a human being, they will listen to you as a speaker.



*Mya Reyes is a speaker, trainer and founder of Straight Talk on the Gay Market, and the author of a book by the same name. To learn more, visit www.myareyes.com.*





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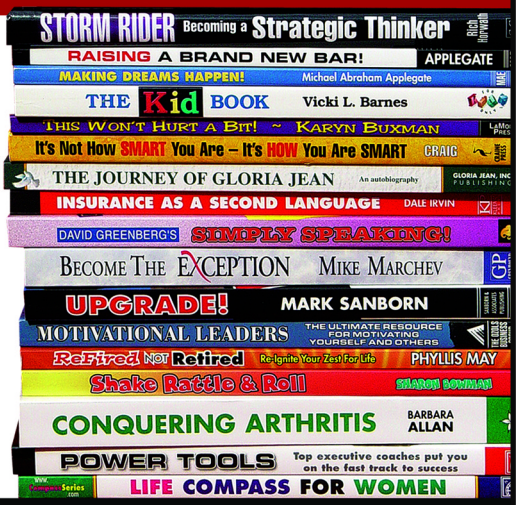


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# Being Kelsey

## Overcoming physical challenges, Kelsey Tainsh exemplifies "persistence" and forges ahead with courage and conviction.

**By Barbara Parus with June Cline, CSP**



In the face of adversity, one can either shrink away or embrace it and grow stronger. Speaking out about her own life and daily obstacles, professional speaker Kelsey Tainsh, 25, believes that life's struggles are meant to teach us lessons and be better versions of ourselves. Her catchphrase inspires her audiences: See Differently. Try Differently. Live Differently.

Kelsey stirs your senses, challenges your thinking and wakes up your attitude. She encourages audiences to realize that anything is possible with determination and persistence. Kelsey is happiest onstage and, even though some people view her as a victim, she considers herself a powerful young business professional who had brain tumors, and now helps people.

### From the Beginning

Kelsey, the smallest of triplets, weighed only 3 lbs. 12 oz. when she was born, but she had the loudest cry in the hospital. When she started bumping into walls and rubbing her eyes constantly a few years later, her parents knew something was amiss and took Kelsey for an MRI. Her first brain tumor was diagnosed at age 5, followed by surgical removal, radiation and a full recovery.







*Kelsey Tainsh on stage at the Inbound 2015 Conference, which attracted 14,000 attendees.*

The next 10 childhood years were idyllic with no health issues. During this time, Kelsey helped the Make-A-Wish Foundation raise more than $250,000 in their Stories of Light Campaign, landing her first speaking gig with the organization at age 11.

Kelsey also started Pet-a-Pup, an organization that gives children who are hospitalized a chance to play with puppies. She even spent some time in Los Angeles, where she landed roles in a variety of television shows (*Desperate Housewives, Gilmore Girls*) and films (*Rumor Has It*, and *Larry the Cable Guy: Health Inspector*).

In her spare time, Kelsey excelled in athletics. By the time she was 13, she was ranked second nationally and third in the world in girls' wakeboarding. In high school, she switched to lightweight rowing and helped her team win a state championship.

In the 10th grade, Kelsey started to have seizures and migraines. An MRI revealed that another brain tumor was back in the same place it had been 10 years earlier. A second surgery resulted in a paralyzing right-sided stroke. Instantly, she went from a world-class wakeboard champion to paralysis. She had to re-learn how to feed and dress herself, tie her shoes, walk and other activities necessary for daily living.

> **"My goal is to bring a message to others of empowered change in leadership, motivation, inclusion and overcoming adversity and obstacles."**

**From Lemons to Lemonade**

Instead of feeling bitter, Kelsey uses the platform to encourage and educate young people. "I wouldn't change a thing that happened to me because I wouldn't be speaking today. My uniqueness makes me different, but the challenges I face as a speaker and young business woman are the same as everyone else," Kelsey says. "My goal is to bring a message to others of empowered change in leadership, motivation, inclusion and overcoming adversity and obstacles."

She recants her medical history on stage for her medical clients, but only touches on it for youth groups. "I use self-deprecating humor to poke fun of myself and draw people in, because I know the first thing they're thinking is 'Why does she walk funny?'" Kelsey explains. "In this way, my biggest weakness becomes my biggest strength."

Ed Gerety, CSP, who speaks on youth leadership, is one of Kelsey's mentors and biggest fans. "She is a great role model to teens on resiliency and overcoming challenges and setbacks in life," he said. "The youth of today connect with her powerful message, authenticity and passion."

After completing her degree in Recreation and Event Management with high honors from University of Florida, Kelsey worked for The Coca-Cola Company—who believed in her when others did not—before embarking on a full-time career in professional speaking. Now she travels extensively and, as of this writing, is in the middle of her biggest speaking tour, with engagements in San Diego, New York, St. Louis, Boston and other locations. In September 2015, Kelsey was a featured speaker at Inbound 2015 in Boston.

Her client roster includes The Coca-Cola Company, as well as Harvard Medical School, Boston Children's Hospital, High Point University, The Society for Pediatric Anesthesia, California Association of Student Leaders, and Florida Association of Student Councils, to name a few.

## Launching Her Platform

Everyone can pinpoint a defining moment that launched their career. For Kelsey, it happened at the 2013 NSA Convention, when she delivered a keynote for the Youth Program and received a standing ovation. In the three months leading up to the event, June Cline, CSP, helped her craft the keynote that would change her life.

They came up with an ingenious idea for an interactive exercise as part of her keynote based on the fact that Kelsey cannot see the midpoint of both eyes to the right corner of each eye. Kelsey laughs, "This explains why I keep running into that same pole."

To illustrate how Kelsey sees the world, June's husband, Jerry Cline, created the prototype for sunglasses with lenses that were blacked out from the center of the lens to the right corner of each side. For the exercise, Kelsey instructed her Youth Program audience to put on the glasses, partner up with someone, and, while looking straight at each other, use their right hand to high-five each other. By doing so, they could "see" what Kelsey does not see.

The exercise was a resounding success because the attendees kept missing their hands, and immediately realized how difficult it was do a simple high-five. Even the older guys in the back row were overheard saying, "Whoa, this is really weird!" After her presentation, the kids talked about her in the hallways, told their parents about her, and were seen wearing the special glasses throughout the conference.



But it wasn't just the sunglasses that made her presentation a hit. With Cline's guidance, Kelsey created a sequence of stories aimed at the youth audience. A favorite is one that Kelsey calls "Publix Boy." It starts: "Have you ever wanted to do something but were just too afraid to ask?" Then, she relives a powerful, poignant and painful conversation between herself and Nathan, the coolest and cutest guy in school, when she asked him to be her date for homecoming.

With masterful delivery and perfect pauses, Kelsey ended with, "He said 'no.' It burned and stung like a scraped knee. I'll never forget Nathan. Publix Boy ruined my life (perfect pause) . . . for about 10 minutes."

The audience laughed aloud. Clearly, they could relate to Publix Boy and her other amusing and touching stories. Cline had a tear in her eye as she stood at the back of the room and watched Kelsey deliver the first of many powerful keynotes. It's obvious that Kelsey made a difference in many people's lives that day by asking them to: See Differently Try Differently. Live Differently.

## From Mentors Who Know Her

"No man is an island" is an expression that can be applied to speakers. In addition to Cline's coaching, Kelsey is grateful to NSA member Lou Heckler, CSP, CPAE, who has mentored her since her days at University of Florida. He has helped her craft multiple keynotes, answered her business questions, and been a pillar of support.

Both Heckler and Gerety agree that Kelsey has been able to grow her business and become a more powerful speaker because of NSA's tools, resources and community. "All speakers realize this can be a lonely business, and I just tried to make her feel a little less lonely," Heckler says.

W Mitchell, CSP, CPAE, also observed a wonderful connection between Kelsey and her youth audiences. "When we first met, I sensed there was an undeveloped gift inside. And with the help of the consummate teacher, Lou Heckler, she has made the experience even more rewarding for the audience."

Heckler continues, "I think Kelsey embodies the best that each of us could be: determined, hopeful, positive in the face of physical challenges, and truly desirous of making a difference in the world. These are her strengths, both on and off the platform.

When people hear her story and see what she has overcome, they feel like saying, 'Well, I'm done complaining.' She is charming and unafraid. Her self-deprecating humor makes us comfortable with her, and her magnetism makes us love her."

With unlimited perseverance—she received her NSA professional membership at only 23 years old. It's no wonder Kelsey is making an impact and a difference in the lives of her audience members.

---

*To learn more about Kelsey, please visit www.KelseyTainsh.com or follow her on Twitter @KelseyTainsh.*



*Barbara Parus is editor-in-chief of* Speaker *magazine. Contact her at Barbara@NSAspeaker.org.*

# Meet the 2015 NSA FOUNDATION SCHOLARSHIP RECIPIENTS

Founded in 1989, the NSA Foundation & Scholarship Fund provides financial aid in the form of grants, scholarships and other help to college students and graduate students who aspire to be professional speakers—as well as the children of NSA members who are majoring in speech or communications.

Since the program's inception, the Foundation has awarded approximately $400,000 in scholarships to about 100 individuals.

It's time to meet the 2015 winners: Lacy Bentley, Isabella Curtoni, Mel DePaoli, Richard Jarvis, Vanjelis Ngwa and Parker Swindling. These fantastic speakers were chosen based on academic achievement, financial need, their commitment to the profession and their dedication to using their abilities in positive ways.

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**To make a tax-deductible donation to the NSA Foundation, contact NSA at (480) 968-2552, visit NSAspeaker.org or mail your donation to: NSA, 1500 S. Priest Drive, Tempe, AZ 85281. We appreciate your continued support.**





# LACY ANN BENTLEY

## *Jeanne Robertson Scholarship*

**SCHOOL:** Utah Valley University
**STATUS:** Undergraduate
**FOCUS:** Behavioral Science (Psychology Emphasis)

Life isn't easy. Lacy Bentley knows this, but she also knows there is hope and light at the end of every tunnel. She's had to overcome a lot in her lifetime, including an eating disorder and a trying childhood. As an undergraduate, she is researching themes in women's sexuality to help inform her work. And she hopes to empower and help women as a speaker, educator and therapist.

### What attracted you to public speaking?

The ability to share what I know, my story and my message with a lot of people at the same time. Plus, I've had many people since childhood tell me I should be a stand-up comedian because I can make really tough topics manageable with my humor.

### How have your struggles shaped the person you are today?

Overcoming crazy-crappy odds made me. I am who I am because I know pain and refuse to let it swallow me. I'm so grateful for what I've had to overcome and the daily challenges that push me.

### How do you use your own experiences to empower others?

I love to tell others "You've got this!" How do I know? Because life has taught me that as long as I am breathing, I have a choice and can do something. Truly, if someone wants to improve their life, there is always something they can do.

### Of what are you most proud?

My kids! Hands down. Nothing brings me more joy than being a mom and seeing them grow and learn. Our boys are all over the spectrum. That's really hard sometimes! And I've learned so much … I'm not a perfect mom, and I still have a lot to learn, but I am a really good mom. My kids made me that way,



and I am so proud of the young men they are becoming.

### Who inspires you?

Michelle Knight. Her strength and vulnerability make her one of the most beautiful souls I can imagine. Michelle is a beautiful face on a very painful truth about our world. Her story inspired me to get involved in the anti-exploitation/anti-pornography/anti-human trafficking movement. Something about Michelle's story just reaches me in a place few things have. She's my hero.

### What are your plans after graduation?

I want to be a really great therapist, public speaker and educator. I want others to know they can change their own lives and have real happiness, to embrace what makes them unique, own their stories and make a beautiful life.





# ISABELLA ELAINE CURTONI

## *Bill Gove Scholarship*

**SCHOOL:** California State University – Channel Islands
**STATUS:** Undergraduate
**FOCUS:** Business

When Isabella Curtoni gave her first speech, she was terrified. But she learned to channel her anxiety into excitement—and that paid off big time. Isabella has won or placed in a number of speaking contests and has found it's something she's both good at and passionate about. She hopes her skills on the platform can pair with her passion for nonprofit work to evolve into a fulfilling career.

### What do you love about public speaking?

A public speaker has the ability to spark a revolution or be the one to calm a crowd. To be a magnanimous influence—furthermore to educate, ignite, inspire, rally and soothe others—is such an incredible gift that dynamic public speakers excel at. It is this connection to humanity, and our ability to be a positive influence, that makes public speaking such a deep passion for me.

### How did you overcome your fear of public speaking?

I found that my speaking performance had everything to do with my mental perspective. By envisioning success and rejecting failure, I finally overcame my fear. I released any uncertainty that I felt, and instead focused my efforts on creating a connection with the crowd. If we, as speakers, strive to be honest, sincere and passionate, we cannot fail.

### What topics do you enjoy speaking about?

I primarily enjoy speaking about topics that promote human rights, but also enjoy speaking about agriculture, politics and cultural ideas as well.

### How are you involved with the Future Farmers of America (FFA)?

I was an active member of the Future Farmers of America program when I was in high school, and competed in various public speaking events and team events, attended numerous leadership conferences, and was a national finalist in the FFA science competition. Currently I am an alumnus for the Escalon FFA, and I strive to ensure that fellow FFA members are comfortable, confident and effective in their public speaking endeavors.





### How did you get involved with the Special Olympics?

I originally worked for a non-profit organization in Burbank, Calif., for individuals with intellectual disabilities, and I was so incredibly inspired by the clients at this organization that I decided to volunteer for the Special Olympics World Games in Los Angeles. It was an awe-inspiring experience that ignited a passion in me to help others.

### How do you hope to use your platform skills in your life/career?

I will use my communication skills coupled with my passion for the Special Olympics organization to become a spokesperson for the organization. Seeing the tears of joy on those wonderful athletes when I was a volunteer solidified my future aspiration.



# MEL DEPAOLI

## *Cavett Robert Scholarship*

**SCHOOL:** University of Washington, Foster School of Business
**STATUS:** Graduate Student (MBA)
**FOCUS:** Executive Master's of Business

Speaking is at the core of how Mel DePaoli works with her clients. She founded her own marketing company in 2009 and consults with companies on how to leverage marketing and communications strategies to develop a culture and internal brand. Her many speaking opportunities include group trainings, online meetings, online trainings, explaining a strategy to a team, creating mini-videos and executive board facilitation.

### What topics do you enjoy speaking and writing about?

Regardless of what presentation I am giving—branding, customer experience or social media—my focus is the "why." *Why* do companies need to embrace a particular brand strategy or social media? *Why* should they want to? When people understand the why, it makes them more willing to comply.

### How does your writing inform your speaking (or vice versa)?

For me, they are very connected. Every speech I give is completely written out first. I know I don't need to do that, and I will never give that exact speech, but it helps me think through the different responses and angles. It also creates a kitty of content for me to repurpose through blog posts, videos and social posts.

### What motivated you to pursue your MBA?

I have always wanted to get a graduate degree, but I didn't know what in—and it was never the right time. The topic came up with a client, and when I started looking into different programs, I finally found one and said, "That's it." It is a quantitative-focused program, which has always been my weakness, and it will provide a better understanding of a business's operations and finances, and help me grow my network since this particular program is very team-focused.

### What excites you about the international component of your MBA program?

I love learning about different cultures and their beliefs and practices. When you understand how and why people live the way they do, you learn and become a better, more open person. From a business perspective, understanding the core values and principles of a culture allows you to create a brand (story) that people can accept as their own.

### What are your plans when you complete your MBA program?

My plan is to be able to create more of a systemized way of building a company's brand and attaching it to their existing metrics. I have also begun the process of creating online Learning Labs to complement my in-person or virtual trainings to help ensure that the value I provide to my clients is actually implemented.





# RICHARD D. JARVIS II

## *Earl Nightingale Scholarship*

**SCHOOL:** Boise State University
**STATUS:** Graduate Student (MBA)
**FOCUS:** Business

Whether he's competing in a triathlon, pursuing his MBA or launching a business, Rich Jarvis is a person who goes the distance. A serial entrepreneur, Rich has started six businesses in his career and uses his insights to help motivate people and companies to reach their desired goals. As a young farm boy from Idaho, he experienced firsthand "the law of the harvest," he says. He learned early in life that great satisfaction was derived from working hard and watching the fruit of his labors grow.

### What attracts you to public speaking?

Throughout my life I've admired those who would connect individually with their audience and have an influence for good.

### What topics do you speak about?

I speak about reaching desired outcomes. Imagine a motivational experience that not only awakened the fire within to reach your potential, but gave you the tools and strategies to use right now to make it a reality. I love watching the light of inspiration and endless possibility live and breathe through the audience.

### What motivated you to pursue your MBA?

Learning for me is a lifelong endeavor that I never seem to tire from. Although filling the gaps in my professional education is a high priority, the motivation to get my Executive MBA was more about developing close working relationships. This has been the highlight of my graduate experience by far.

### Can you talk about ZenMasters?

ZenMasters is a student-run executive development organization that I started for the purpose of providing opportunity to practice communication and gain immediate valuable peer feedback in a safe environment. We have discussed






and practiced various topics, including delivery, non-verbal communication, voice inflection and executive presence.

### How do you nurture your entrepreneurial spirit while avoiding burnout?

Gaining perspective on my priorities in life and consciously creating that balance has been essential in nurturing the entrepreneurial spirit and avoiding burnout. I haven't always been good at this and have learned through many tough lessons. I am grateful for the times adversity has knocked on my door, for it is these hard experiences that have made me into the person I am today.

### Of what are you most proud?

First, without question, I am most proud of my family—the journey we have experienced together and who we are. Some of my best friends in the world are my bride and five children. Watching each of them blossom has been the highlight of my life. Second is the satisfaction of competing in many half-distance Ironman races and training as a triathlete.



# VANJELIS NGWA

## *Nido Qubein Scholarship*

**SCHOOL:** University of St. Thomas
**STATUS:** Graduate Student (Doctoral)
**FOCUS:** Educational Leadership

As someone who successfully transitioned into life in the United States, Vanjelis Ngwa uses fun and inspiring stories from his own transition journey to help individuals and organizations figure out their own approaches to successful transitions. During his doctoral studies, which focused on power in leadership, Van discovered a glaring lack of clarity around the concept of power. He speaks about power as a leadership tool—specifically how leaders can better understand, acquire, preserve and leverage it to advance the common good.

### How did your experience growing up in Cameroon affect your views on leadership?

It ignited in me the passion to thoroughly understand the concept of leadership. I grew up in a society where I witnessed some people do really well and others not as much. Over time I came to appreciate the talent, hard work and dedication of many who just needed leadership that was responsive to their needs.

### What inspired you to leave Cameroon and move to the U.S.?

The opportunity to further my studies and to experience life in one of the greatest nations on earth. I was also inspired by the possibility of building mutually beneficial partnerships between both nations for our collective good.

### What motivated you to pursue your doctoral degree?

The desire to be an agent of change. Like many of my role models (including my parents, Collins and Elizabeth Ngwa), I was determined to identify my gifts, polish them to the best of my ability and bring them to the service of society. Mindful that my life is a gift, I wish to make my own little contribution to the human story.

### Whom do you look to for speaking inspiration?

There are many speakers who inspire me, but Nido Qubein, CSP, CPAE, whose scholarship I am a proud recipient of, has inspired me for some time now. Long before I joined NSA, I purchased and read a number of his books, and it would be a dream come true to work with him some day.

### What do you want to accomplish as a professional speaker?

I would like my words to inspire people to imagine a better and improved society and to bring our collective genius to the task of making it a reality. I have come to discover that the dreams of the grandmother in a far off village in Cameroon are not so different from her U.S. counterpart in Minnesota.





# PARKER WILLIAM SWINDLING

## *Robert Henry Scholarship*

**SCHOOL:** Texas Tech University
**STATUS:** Undergraduate
**FOCUS:** Business/Accounting

If anyone represents the values of NSA and its youth leadership program, it's Parker William Swindling. As an NSA youth leader, Parker serves as a positive role model to the youth around him, whether that's setting up tables at an event or engaging in a service project. As a speaker, he talks about his life experiences, striving to make those experiences relatable to his young audiences.

### What attracted you to public speaking?

My experience as an NSA youth. After hearing some of the most inspiring people in the world tell their stories, I began to believe that telling my story could benefit others as well.

### How did your experiences as a young child shape you?

From being bullied to learning that being a nerd is OK, my life would not be the same without every childhood experience. The immense amount of self-confidence I gained as a result has allowed me to share my stories with others.

### Who inspires you?

My mother, Linda Swindling, JD, CSP, inspired me. Her positivity reminds me that life is better than it may seem at times, while her unconditional love gives me something to fall back on when I am feeling weak. My mother inspires me to strive for more, and I would not have accomplished all that I have so far without her.

### Can you talk about your campus involvement?

I have been involved with the Saddle Tramps for three years now, and I was elected to be the First Vice President last year. Through Saddle Tramps, I have been given multiple opportunities to represent Texas Tech through public speaking. Two summers ago, I was also






given the opportunity to talk about Tech every day as a Red Raider Orientation crewmember.

### Of what are you most proud?

I am most proud of being a counselor at the NSA Youth program, and watching the youth I had in my groups grow up. Coming back every year allowed me to witness those who were so young when I was their counselor grow up to be amazing young adults. Getting inspired by speakers and being able to inspire those I looked after during that time was such a rewarding experience.

### What are your plans after graduation?

My plan is to continue school and get my master's degree in accounting, as well as my CPA certification. I would like to work in public accounting to gain experience. Then, I would like to use my skills as a speaker and manage a team or be able to testify in court for fraud cases.



# VOICES of COURAGE

## A Chapter outreach program gives hope to abused children, while spreading the Spirit of NSA.

BY DICK BRUSO

A young boy with cropped black hair and a kind, inquisitive face, belying a deep sadness, approached the podium. He proceeded to tell a room full of strangers about his life.

At the age of eight months, he was abandoned, separated from his older brother and placed in "the system." Subsequently, he was placed in 20 different foster homes. He was finally adopted by a family who assured him they would never leave him; three years later they changed their minds. He thought he was out, but now, here he was back in "the system."

As NSA/Colorado member, Karyn Ruth White recalls, while listening to his speech at the Tennyson Center Speech Contest, "My tears were flowing, my tissues were flying and my heart was breaking for this child. And then he floored me. He announced to the audience that he had no intention of letting his current life define the rest of his life. He had goals and big plans. He wanted to get a degree in business, and join the ROTC, become a Marine and serve his country. Oh, and in his spare time he thought it might be fun to become a standup comedian.

"In that moment, I realized I was witnessing the indomitable human spirit—shining full force from this young child and there was no doubt in my heart (or his) that he would succeed."

The speech contest is an annual event held at the Tennyson Center for Children, sponsored by the NSA Colorado (NSA/CO) Chapter, every February since 2007. The Tennyson Center is one of the Rocky Mountain region's leading treatment centers and K-12 schools for emotionally and crisis-affected children and youth, particularly those suffering from abuse and neglect.

## Planting Seeds of Inspiration

The idea for giving back to the Denver community was sparked by 2006-2007 NSA President Lenora Billings-Harris, CSP, and 2007 Winter Workshop Chair, Carole Copeland Thomas, MBA. They challenged NSA/CO to reach out to the local community with a meaningful project, particularly since Denver was to be the host city for the 2007 NSA Winter Workshop. With the enthusiastic input and support of Tennyson Center Board Member (and future president of both NSA/CO and the Tennyson Center Board), Colleen Stanley, as well as 2005-2006 NSA/CO President Dick Bruso, and 2006-2007 NSA/CO President Don Cooper, the NSA/CO Tennyson Center Speech Contest was born.

To prepare for the contest, students are paired with a Tennyson Center staff coach in early December, who works with them on writing their speech and training them on proper delivery techniques. Up to 15 Tennyson Center students, ranging in ages 10 to 18 participate every February, with NSA/CO members serving as judges.

Some 100 kids have graced the podium since the contest's origin. Topics include everything from sports and music to origami and fascinating places to visit. Many of the kids will speak of their life experiences, both good and bad, and often exhibit a great sense of humor in the process.

The first NSA/CO Tennyson Center Speech Contest in 2007 was a huge success with 13-year-old Mikayla being awarded first place. As faithful longtime speech contest judge and former NSA/CO President, Christie Ward, CSP, comments, "Mikayla's speech was a message of transformation. She spoke from her heart on how the Tennyson Center made a difference in her life. That's what moved us to give her the first place trophy. What we want to encourage in these kids is authenticity of message, being able to articulate it in front of people who don't know you, and to touch people in the audience."

Several days after the speech contest, Don Cooper, CSP, Hof, introduced Mikayla from the main platform to fellow NSA members attending the 2007 NSA Winter Workshop.

He recalls, "It was so cool seeing her on stage, all the spotlights on her, and 400 people giving her a standing ovation, with a smile on her face, just beaming."

As various judges for the event have passionately shared, "These kids discover a talent they didn't know they had." "It builds confidence and self-esteem." "It changes their attitude." "They can articulate and share their story which is part of their healing process." And, perhaps, most important of all, "It gives these kids a voice!"

Cooper, a victim of child abuse himself, continues, "By accident, I found myself on the high school speech team and discovered speaking was something I was good at. "Learning how to speak and continuing to speak changed my life. For these kids, I hope their accomplishment is that they turn the corner, as well."

Dean Savoca, former NSA/CO President, adds, "Speakers go through painful and challenging experiences that shape who we are. If these kids can leave with a little stronger courage muscle and be vulnerable about who they are, be authentic and carry it on in their lives, then we've made a difference."



*Angelo, 15, spoke at the 2015 Tennyson Center Speech Contest.*

He continues, "I remember a 12-year-old female contestant. She told us about her experience: abuse and nine foster homes over a very short time period. She had us close our eyes. And then she said, 'Think about being in this car going down the road—a convertible with the wind blowing in your hair. You can look in the rear view mirror at the past events of your life or you can look out the windshield at where you're going. I choose to look out the windshield!'

"Everyone had tears in their eyes—and I was touched at such a deep level. That's what really hooked me. I left with lessons as a speaker because of her ability to be so vulnerable and authentic, and share such a powerful analogy as a young person. It was so inspiring!"

The winning speech in 2014 came from Sara, age 13. She spoke about the relationship that developed between her and a volunteer/mentor, who had heard about the Tennyson Center through NSA/CO. She said the two of them connected almost immediately. Metaphorically, she then talked about wearing a coat of armor as a source of protection from getting hurt.

Sara explained that over the course of several months, their relationship grew closer and she learned to trust her mentor by "removing pieces of her armor" as the bond between them developed. She concluded her presentation by stating that her wish for a new family had been realized. Then, she introduced a dedicated volunteer/mentor as her mother-to-be.

Melissa, age 11, the winner of the 2015 Tennyson Center Speech Contest shares, "When I arrived unexpectedly at the Tennyson Center, I had to figure out how to deal with what felt like complete chaos and disruption in my life, once again. I was told that my sister and I were going to be separated, too. I was really sad, confused, angry




and lonely. There didn't seem like much hope.

"Before Tennyson, I really loved to read, sing and write—mostly poems. I barely did these things anymore, because of my hopeless feelings. But, then I heard about the speech contest. This seemed to be something I could see myself succeeding at. So, I asked if I could write a poem for the contest and started to focus my energy there.

"I thought about all the places I wanted to go in life, and the places I had been dreaming of seeing. I titled my poem, "Oh, the Places I'll Go," after a Dr. Seuss book, *Oh, the Places You'll Go!*

"I practiced my speech a lot, and in the end, I took first place in the contest. I decided I would never let situations I couldn't control run my life, and would find a way to visit the world, and live life for myself."

As Christie Ward, CSP, relates, "The speech contest gives these special kids a unique opportunity to say, 'No matter what, my life can be different. I can create my own path.'"

Colleen Stanley adds, "You can't come and watch these kids and not be moved. It's a serious reality check. If you think you have challenges and issues when you first arrive, you realize when you leave that you have none."

All those involved with the NSA/CO Tennyson Center Speech Contest will tell you, with absolute conviction, what a great blessing it is to work with these courageous kids. For many of these abused and neglected children this is their first opportunity to publicly share their authentic voice and be appreciated for who they are.

NSA/CO is spreading the Spirit of NSA through ongoing support of the Tennyson Center with the 10th annual speech contest scheduled on Feb. 5, 2016. Its members sincerely believe, as professional speakers, that we all have an opportunity to impact lives with our gifts and talents—not just from the stage, but by generously giving back to our respective communities.

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*Dick Bruso, former NSA/CO president, has served as NSA/CO Tennyson Center Speech Contest Chair since its inception. For more information about outreach programs, contact Bruso at dickbruso@heardabove.com.*


# Inspiration is Just Around the Corner

[redacted]
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# NSA Youth Program: A Transformational Experience

BY HUNTER SANBORN

Many students have experiences that impact and define them, such as a sport, a class in school, a trip or summer camp. For me, that experience has been NSA's Youth Program.

NSA has been important to my family for as long as I can remember. My father, Mark Sanborn, CSP, CPAE, is a speaker and an author. He has attended NSA conferences since his senior year in college. He even served as NSA president in 2003-04. In 2008, NSA also became important to me personally.

Every year, NSA has a summer conference that hosts the NSA Youth Program. It is not a day care for speakers' kids; it is a leadership program that has cultivated the values of initiative, community, self-improvement, and confidence in young people for over 30 years. In summer 2008, my dad took me to New York to be a part of the youth program for the first time. I was 10 years old, and I still recall the excitement leading up to the program, from boarding the plane to walking into the Marriott Hotel in Times Square.

Nervousness set in on the seemingly endless walk to the youth program. I didn't know if I would be able to make friends, or even survive the first day. I remember turning a corner and stepping into a noise storm. There was a line of mammoth youth leaders on either side of open double doors. Their cheering and clapping was like thunder.



At first, I was shocked, even scared. As I walked through a sea of high-fives, I realized they were cheering for me. I will forever look back on that experience as one of the best in my life.

For four days, I bonded with people that I now consider family and built powerful and lasting relationships. I stepped out of my shell for the first time in my life (although it would not be crazy to suggest that I was pushed out by my ever-friendly youth leader). I listened to speeches about leadership, confidence and self-improvement, discussed important lessons, participated in a community service project, and spread my brand-new social butterfly wings at the youth dance.

The Youth Program was the first big step I made to become the person I am today. I learned what it means to lead,

> ***"For four days, I bonded with people that I now consider family and built lasting relationships."***

the importance of service, how to be confident in myself, and how to interact with people. It was an experience that is difficult to put into words, and it changed my life forever. When my dad dropped me off at the youth program that first day in 2008, he did not realize what a huge mistake he was making. He unknowingly obligated himself to take me to every single conference for the next 10 years!

In summer 2015, I was a youth leader for the first time. I stood in the gauntlet and cheered for youth whose lives will never be the same. I had the opportunity to impact them in the same way my leader impacted me. NSA is my defining experience, and through it I have grown over the last seven years into the person I am now.

**Looking for NSA Youth Leaders!**

NSA needs energetic role models, ages 17-21, to provide a fun and interactive learning experience for youth attendees ages 10-16 at NSA's Influence 2016 in Phoenix, Ariz., July 23-26. Youth Leadership applications will be accepted through Sunday, Jan. 31, 2016. To submit an application, go to www.surveymonkey.com/r/2016YouthLeader. Questions? Contact Sarah Best at 480-968-2552 or Sarah@NSAspeaker.org.

# Take Five: Create Content in Minutes

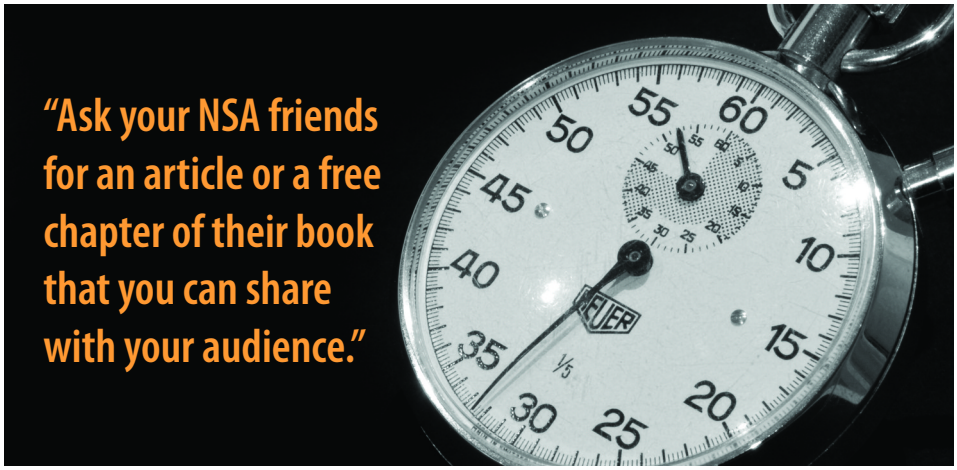
How can you create content fast when you're between gigs, at the airport, or in the back of an Uber? Start by making sure you have headphones with a microphone—and at least five minutes to yourself.

**Answer a question on video.** I take an audience member's question and I answer it with my best point. I hold my iPhone an arm's length away from me, reverse the camera, then I ask the question and answer it. I use the Capture app because it makes me hold the camera horizontally, and I can quickly edit the video (which I don't do if I'm in a hurry), upload video to my YouTube channel, and automatically save it to my camera roll. You can add in a little background about the video, upload it to your YouTube channel, then take the link and post it to all your social channels.

TIME: *5 minutes total (2 minutes to record the video, 1 minute to add notes, 1 minute to upload the video, and 1 minute to post to all your social media channels).*

**Transcribe the video.** If you're busy, pay someone to transcribe your video, or use the Mobile Assistant app or any other transcription app that will accept a link to your video. Use the transcription to create a blog post, a newsletter article and a Facebook post. Go back and edit your YouTube video, adding in your transcription notes.

TIME: *5 minutes or less (1 minute to upload the video, 2 minutes to prepare an intro and a call to action to your article. Wait a day or two for the transcription to be returned to you, 2 more minutes to copy the text, paste it into your blog post and/or newsletter article and hit send.*




**Get help from your friends.** Ask your NSA friends for an article or a free chapter of their book that you can share with your audience. Ask Facebook or LinkedIn groups for their ideas for questions, or just post a burning question to your newsletter subscribers and reply to them when you have time. Copy and paste the answers (or better yet, have your assistant copy and paste the answers) into a blog post, a newsletter article, and give credit to everyone who helped you.

TIME: *5 minutes (3 minutes to copy and paste, and 2 minutes to write the article and post a link on the various social channels.)*

**Create a "top tips" post.** If you've been writing on your blog for a while, you've probably written more than a few articles on your topic. Group them together and create a "top tips" post. Write an introductory paragraph, a call to action at the end, then look for five to seven of your best posts for one larger post. If you use blog categories, this will be easy. If not, you can do a search on your blog for frequently used keywords to locate the articles.

The article format is simple: introduction, headline of existing article, linked back to the article, and a few sentences from the article, then on to the next in a new paragraph. Keep going until five to seven are listed. Close the article by asking what the reader's favorite insight is, or to buy your book that explores the topic more deeply.



*Phil Gerbyshak is a social media and social selling strategist. He trains salespeople to get more leads, earn more referrals and close more business by integrating social selling techniques into their sales process. Contact him at phil@gerbyshak.com or (414) 640-7445, or connect on LinkedIn: http://linkedin.com/in/philgerb.*

# Considering Audio Products? Read This.

A standard audio CD can hold about 74 minutes of content. Many times the content ends up being **only one really long track.**



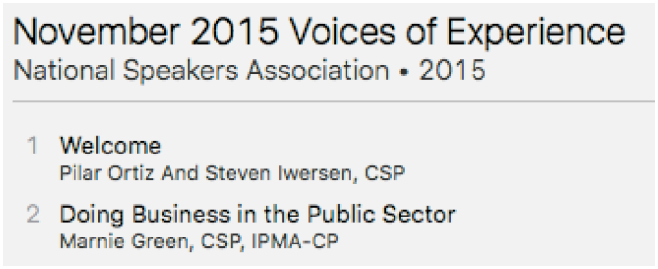

Let's say you're writing a book. You'll group many sentences together in a paragraph, right? You'll also group many ideas together to become entire chapters of the book, right? Why is it okay to have an entire audio segment as a single track to fill up a CD? Each track should be like a chapter.

Let's also consider this, according to the US Census Bureau the average commute time in the US is 25.4 minutes, so an average 74 minute CD would take 3 driving sessions to listen. What if your audio-product-purchasing-audience wants to take a break from your content and rock out instead of learn? If all the audio is a single track they won't be able to easily find where they left off? Is there enough motivation for them to take a note somewhere to log the time stamp location where they stopped? Probably not, and why should they have to when it's become fairly easy with software to break up the content into audio tracks that make sense. And it would make it easier to use again and again.

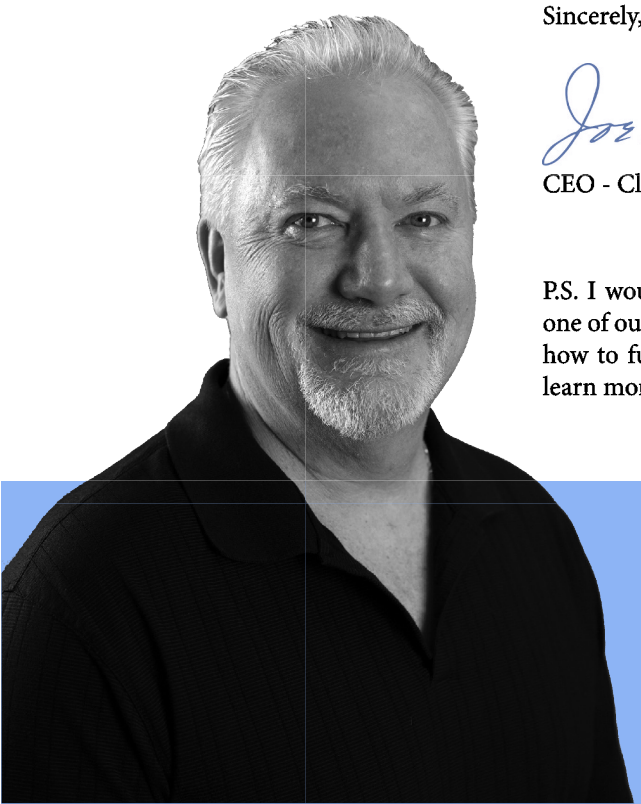
So for everyone's sake, let's agree to always turn long segments of audio into smaller tracks. If you are not sure how to do it, my team can help, and would be glad to because it will make your audio-product-purchasing-customers' happier.

Another thing that drives me a little crazy is when I put a CD into my computer and the software imports the CD without having the track info, I end up having a bunch of audio files that are called "Track 1" (I probably have hundreds of these). Here are examples of what generic and detailed track info look like:




Which would you prefer? The detailed track info, right? Me too. The solution to this is easy, we'll update what is called the Gracenote Database so the software will know what the detailed track information is automatically. Again there is no need to worry about the technical stuff because we can help make this happen for your products.



Sincerely,

Joe Foley

CEO - Client Experience Officer/Owner

P.S. I would like to offer a free 30-minute consultation call with one of our Product and Fulfillment Experts to help you determine how to further grow your speaking business with products. To learn more and sign up, please go to:

www.disk.com/speaker-biz-growth/

NSA NATIONAL SPEAKERS ASSOCIATION PROFESSIONAL AFFILIATE MEMBER

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# Nerd Is the Word This Holiday Season

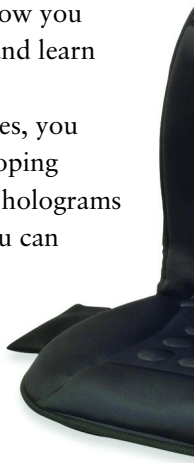
Everybody's got at least one geek in their lives, whether it's a parent, sibling, aunt or uncle, buddy, neighbor, client, co-worker or boss. Here's a cornucopia of geeky ideas that will satisfy even the most discerning nerd on your holiday gift list. Best of all, most of them are less than $50.




### Say "Hello" to 3D Laser Holograms

Holograms capture the imagination, with images in full 3D that look like you can touch them. From the 2014 NSA Convention keynote by Mike Rayburn, CSP, CPAE (see his column on page 12), to movies like *Star Wars* and the credit cards we use every day, holograms combine high technology with a sense of wonder. Now you can make your very own holograms right at home, and learn the basic science and secrets of how they work.

With the Lithiholo "Instant Hologram" Film Plates, you spend all of your time making holograms, not developing them. The self-developing plates create bright, clear holograms that are ready to view immediately. With one kit, you can make up to 20 different holograms. $129.95.
**www.scientificsonline.com**

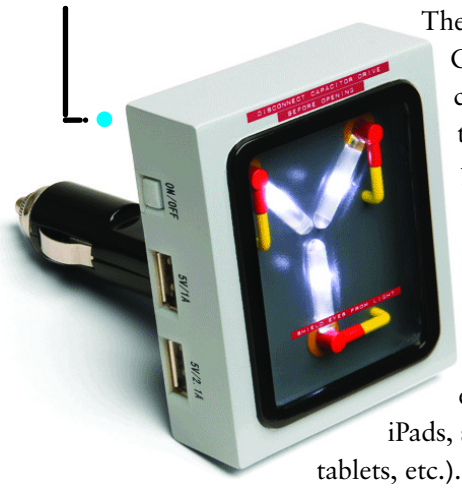


### No More Cold Feet

If you always have cold toes, let these Yeti USB Heated Plush Footwarmers warm them up. Just run the cable from the slippers to your laptop port or any USB-enabled device that can handle 5V, and you'll have toasty toes in minutes. Need to make a run to the bathroom or fridge? Simply unplug the cable, and the slippers will keep your aching dogs nice and warm. One size fits most feet, up to men's size 12. $24.99.
**www.thinkgeek.com.**



### Charge Your Speaking Future




The Flux Capacitor USB Car Charger is a super-cool device that features the famous light pattern you've seen in the movie *Back to the Future*. It won't take you back in time, but it will charge almost any USB-powered powered device (iPhones, iPads, smartphones, GPS, tablets, etc.). Just plug it into your car's 12V power adaptor and turn it on. $24.99.
**www.thinkgeek.com**

### May the Force Be with You

Show off your family's love of *Star Wars* with this exclusive LucasFilm licensed collection of car decals. The set contains 50 decals featuring 19 distinct characters from the saga. The decals stick to any clean flat surface, such as windows (especially car windshields), mirrors, refrigerator doors and lockers. Family members can select the character that suits them best, with plenty of decals left over for a second vehicle. $14.99 to $24.99.
**www.thinkgeek.com**






## Zippity Do-Dah!




Why should learning be limited to the lecture hall or conference room? The world is your classroom when you keep the expandable Zipboard Retractable Whiteboard in tow. This portable board is easy to transport anyplace where visuals enrich the conversation. It's a cool tool for speakers, coaches and consultants on the road who want to graphically illustrate ideas or diagram plans. The dry-erase marker stows conveniently in the center of the cylindrical board, so you'll be ready to write, teach and draw whenever motivation strikes. The screen measures 9-1/2 inches long x 14 inches wide. $30.00. **www.uncommongoods.com**

## Sipping the Light Fantastic

What's your favorite nerd's beverage of choice? Freshly brewed coffee, steamy hot chocolate or an exotic herbal tea? This sturdy 11-oz. ceramic coffee mug will carry them through the day, no matter what they're sipping, while appealing to their superior intellect. Microwave and dishwasher safe. Meets or exceeds FDA food and safety requirements. $18.95. **www.zazzle.com**




## Here's the Rub



Get a massage during your commute or in your office with this infra-heat massage cushion. This ergonomic massage chair cushion can be used in your automobile, home or office, thanks to the 12-volt power socket with a 120-volt adapter. It features multifunction controls with infra-heat in the lower back area, targeting 12 points of magnetic massage therapy, and 20 massage combinations with infra-heat. It stores easily and includes a one-year manufacturer's warranty. $47.99. **www.bedbathandbeyond.com**




## The Big Bang Theory Party Game

Party with Sheldon and the gang with the Big Bang Theory Party Game, which comes with cards full of pop-culture references and the show's funniest scenes. Whether you have already earned your PhD in the show's trivia, or you're just becoming acquainted with the cast of characters, you'll enjoy playing the game with three to six players. Playing time is 20 to 30 minutes. For ages 14 and up. $36.00. **www.popsugar.com**

## Don't Talk Dirty to Me



Smartphones are breeding grounds for disease-promoting bacteria and viruses. But with this easy-to-use smartphone charger and sanitizer, you can wipe out most of your germ features without worry. Simply place your phone inside, attach the charging cable, and close the lid. Exterior lights indicate when the phone is charging and the cleaning cycle is complete. The device accommodates all smartphones (except the iPhone 6 Plus) and comes with a micro USB-charging cable that can be easily switched out if your phone requires something else. The case even has built-in acoustical amplifiers that allow you to continue listening to music or use your phone's alarm when it's being cleaned. It includes PhoneSoap Polish to keep the touchscreen looking clear and pristine. $19.95 to $59.95. **www.uncommongoods.com**.

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*Barbara Parus, editor-in-chief of* Speaker *magazine, solicited responses for this column. She is excited about buying nifty gadgets for the nerds on her holiday gift list. Contact her at barbara@NSAspeaker.org.*

