

2009-10

Letter from Stephen Tweed, CSP NSA Foundation Chair

The NSA Foundation is the philanthropic arm of the National Speakers Association. When an NSA member experiences an unforeseen health or natural disaster emergency, the Foundation provides them with financial assistance. Your tax-deductible donation provides your fellow members with hope and assistance to create financial stability during tough times. The Foundation also supports the future of speaking through scholarships to college students and grants to charitable organizations that are making a difference in the lives of their clients through technological and communications projects.

In 2009-10, the Foundation provided 12 members with financial assistance; membership dues waivers to ten members;

scholarships to four future members attending college; and helped a charitable educational organization fund a program that benefits at-risk kindergartners. We owe these efforts to the generous support of our donors.

Within the *Annual Report* you will see the Faces of the Foundation; those who graciously donate their time and money to make our work possible, and the members who have been served by their efforts. Foundation stories can be found throughout the year at www.NSAFoundation.org

If you would like to make a tax-deductible contribution to the NSA Foundation, please use the enclosed donation card, visit www.NSAFoundation.org or call NSA at (480) 968-2552.



Foundation Trustees

Thank you to the 2009-2010 NSA Foundation Board of Trustees (pictured above). The Board's commitment and dedication to helping others is deeply appreciated.

Nido Qubein, CSP, CPAE
Founder & Chairman Emeritus

Stephen Tweed, CSP
Chairman

Randy Pennington, CSP, CPAE
Immediate Past Chairman

2009-2010 Trustees

Kristin Arnold, MBA, CPF, CMC, CSP
Lenora Billings-Harris, CSP
Francis Bologna, CPA
Ron Culberson, MSW, CSP
Jane Jenkins Herlong, CSP
Don Hutson, CSP, CPAE
Ron Karr, CSP
Scott McKain, CSP, CPAE
John Molidor, PhD
Terry Paulson, CSP, CPAE, PhD
Sam Silverstein, CSP
Laura Stack, MBA, CSP
Philip Van Hooser, MBA, CSP, CPAE
Al Walker, CSP, CPAE

Professional Speakers Benefit Fund

The Professional Speakers Benefit Fund (PSBF) is intended for NSA members and their families who face catastrophic health emergencies; suffer catastrophic losses due to fire, earthquake, tornado, etc.; or who outlive their assets.



“Since May 2009, it has been nothing short of a nightmare for us. My husband was diagnosed with colon/rectal cancer, in addition to heart problems. He has had four major surgeries, endured rounds of chemo and a blood transfusion, and spent a week on IVs because he could not eat or drink. The unexpected loss of my mother in February and the passing of Holly, my husband's sister, who battled cancer for five years, only added to the bad dream. I am struggling to rebuild a life and business. I am spent financially, emotionally and physically. I thank my friends at NSA and the NSA Foundation for giving me hope when hope was hard to find.”

—Rose Mary Hefley, Grant Recipient



“After spending an unexpected year away from my business to care for my mother, my energy, motivation and finances were totally depleted. But thanks to the angels at NSA and the NSA Foundation, I received a grant to attend the 2010 Winter Conference. There, I was surrounded by knowledge, support and caring from my NSA family—all the tools I needed. I write this

testimonial the day after the Conference, already using the knowledge not to go back to my business—but to create it better than it was before. To every person who reads this, I send my love and appreciation.”

—Joanne Dennison, MEd, CMP, Meetings Grant Recipient

For more stories of how your donations have affected the lives of your fellow members, visit the PSBF page at www.NSAFoundation.org.

PSBF Major Gifts Contributors

Thank you to the donors whose generosity makes everything in this Annual Report possible. Due to space constraints, only those who donated gifts of \$500 or more are listed.

Platinum Donors

\$25,000+
Anonymous donor
Cigar PEG
Michael Soon Lee, MBA, CSP
Scott McKain, CSP, CPAE

Titanium Donors

\$10,000-\$24,999
Gerard Braud
John Patrick Dolan, CSP, CPAE
Randy Gage
Scott G. Halford, CSP
Chad L. Hymas, CSP
Mike McKinley, CSP, CPAE
Nido R. Qubein, CSP, CPAE
Jim Rhode, CSP & Naomi Rhode, CSP, CPAE
Steve Rizzo, PhD, CPAE
Speakers Roundtable
Laura M. Stack, MBA, CSP
Stephen Tweed, CSP &
Elizabeth Jeffries, CSP, CPAE

Gold Donors

\$4,500-\$9,999
Anonymous donor
Robert & Sylvia Bailey
Ken & Patricia Ball, CSP, CPAE
Lenora Billings-Harris, CSP
Susan Friedmann, CSP
Jean Gatz, CSP
Joyce Gioia-Herman, CMC, CSP
Clint Greenleaf, CPA
Jane Jenkins Herlong, CSP
Don Hutson, CSP, CPAE
Shep A. Hyken, CSP, CPAE
Charles “T” Jones, CPAE
NSA/ DC
NSA/ Virginia
NSA STAFF
Jim Pancero, CSP, CPAE
Randy G. Pennington, CSP, CPAE
Jim Plummer, CPA
Mark Sanborn, CSP, CPAE
Margie & Rick Segel, CSP
Jean Houston Shore, CSP, CPA, MBA

Sam Silverstein, CSP
Linda & Jim Tunney, EdD, CSP, CPAE
Phil Van Hooser, MBA, CSP, CPAE
Al Walker, CSP, CPAE

Palladium Donors

\$3,000-\$4,499
Lisa A. Ford, CSP, CPAE
Dan Thurmon, CSP

Silver Donors

\$1,500-\$2,999
Chris Clarke-Epstein, CSP
Ronald Culberson, MSW, CSP
Bonnie Mattick
W Mitchell, CSP, CPAE

Bronze Donors

\$500-\$1,499
2009 Camp NSA Attendees
T. “Bubba” Bechtol, CSP
David G. Brobeck
Marjorie Brody, CSP, CPAE, PCC

Gerald Coffee, CSP, CPAE
Tray Dunaway, MD, FACS, CSP
Barbara Glanz, CSP
Debra Washington Gould
Linda & Warren Greshes, CPAE
Martin Grunder
D. John Hammond, CPAE
Joe Larson, CPAE, CSP
Lois LeBlanc
Linda Miles, CMC, CSP
NSA/ Arizona
NSA/ New Jersey
Alan Parisse, CSP, CPAE, MBA
Laura L. Schanz
Audrey Smaltz
Linda Swindling, JD, CSP
Liz Weber, MBA, CMC
Bruce Wilkinson, CSP

NSA Convention Events

NSA Foundation Hoop-La

NSA Convention attendees scored big when they arrived in their favorite team jerseys to support the NSA Foundation Event at NBA City on Universal Citywalk. Former NBA players Mark Eaton, Walter Bond, CSP, Winston Bennett and Ted Rogers engaged Hoop-La attendees in a 3-Point Showdown, as competitive spirits surfaced from the crowd. It was an evening filled with tasty eats and camaraderie among all.

The Foundation Hoop-La event raised \$6,701 and the onsite auction brought in an additional \$8,405 for the NSA Foundation.



Foundation Hoop-La Sponsors

\$1,000 Dream Team Sponsors

Rick Jakle, CSP
Michael Soon Lee, MBA, CSP
Howard Putnam, CSP, CPAE
Nido Qubein, CSP, CPAE
Stephen Tweed, CSP
NSA/Virginia

\$500 All Star Sponsors

Gerard Braud
Jane Jenkins Herlong, CSP
Ray Leone
Scott McKain, CSP, CPAE
Randy Pennington, CSP, CPAE
Jim Plummer, CPA

\$250 Slam Dunk Sponsors

Lenora Billings-Harris, CSP
Pam Burks
Barbara Glanz, CSP
Carrie Perrien-Smith, MBA

Former NBA stars (left to right) Walter Bond, CSP, Ted Rogers, Mark Eaton and Winston Bennett pictured with NSA member, Jeff Thredgold, CSP at the NSA Hoop-La event.



Online Auction



Foundation Online Auction

The following members volunteered their time and expertise to help raise \$25,205 for the NSA Foundation:

Lenora Billings-Harris, CSP
Gerard Braud
Marjorie Brody, CSP, CPAE, PCC
Joe Calloway, CSP, CPAE
Jim Cathcart, CSP, CPAE
Robin Creasman
Ron Culberson, CSP, MSW
Joachim de Posada, PhD
Pegine Echevarria, MSW, CSP
Patricia Fripp, CSP, CPAE
Randy Gage
Keith Harrell, CSP, CPAE
Willie Jolly, CSP, CPAE
Pam Lontos, CSP, MA
Scott McKain, CSP, CPAE
Vic Osteen, MS
Steve Rizzo, PhD, CPAE
Joe Sugarman



The NSA Foundation raised \$25,205 in its second year of the online auction. Prizes offered bidders the chance to get some one-on-one time with NSA members they admire.

The NSA Foundation extends a huge thank you to Ron Karr, CSP, (pictured above left) for his endless work in organizing the auction and soliciting packages that brought money to the Foundation and value to the bidders. We'd also like to thank Vinny Verrelli (pictured above right) for delivering humorous and informative videos on auction happenings to the NSA membership.

Nido Qubein Philanthropist of the Year Award

Roxanne Emmerich, CMC, CSP, CPAE was honored with the 2009-2010 Nido Qubein Philanthropist of the Year Award for making a significant contribution in our world by being an example of philanthropy and stewardship.



Foundation Benefit Seminar

Valued NSA members, Nido Qubein, CSP, CPAE, Marjorie Brody, CSP, CPAE, PCC, Stephen Tweed, CSP and Don Hutson, CSP, CPAE shared strategies to help speakers sustain and adapt their speaking business to book more speeches in a challenging economy and helped raise \$6,887 for the NSA Foundation.



NSA Foundation Scholarships

Every year the NSA Foundation grants four scholarships to deserving students who possess and demonstrate a strong desire to enter the industry of professional speaking. With their academic efforts, passion for public speaking and ambition to make a difference in people's lives these students are the future faces of NSA.



Sixty-five applicants vied for four scholarship in the 2010 NSA Foundation scholarship program. Saint Ranson (pictured left) and Shanna Decker (pictured above) were two of the four awarded.

Art Berg Grant

In honor of Art Berg, CSP, CPAE, a man greatly admired by NSA and a master communicator, this grant was established to support communications and/or technology projects of 501(c)3 non-profit organizations in which an NSA member is actively involved.

The 2009-10 Art Berg Grant was awarded to Impact on Education's *Take My Teacher Home* program. NSA member Diana Royce Smith is an active volunteer in this program, which loads teacher-recorded lessons, songs and activities on an iPod Shuffle that is sent home with at-risk kindergartners to extend the learning day. When these students start school, they are unfamiliar with the alphabet and printed word. This program enables them to catch up with their peers by the end of the school year. With the Art Berg Grant, the program has been expanded to serve 22 additional at-risk students.



Robert Henry and Jeanne Robertson Research Grant

Each year, the NSA Foundation awards a Research Grant to one applicant who is conducting research in an effort to enhance our members' understanding of the four general competencies: expertise, eloquence, enterprise and ethics.

Hurley Medical Center at Michigan State University was awarded the grant in 2009 to research speaking venues and types of speakers. Survey results from their research have been made available at www.NSAFoundation.org.



Cavett Robert Scholarship
Shanna Decker
 Undergraduate
 Winona State University
 Winona, Minn.
 Major: Business Administration and Management of Information Systems

"Live one day at a time and remember that love is greater than anything we will ever endure."



Earl Nightingale Scholarship
Nicole Marie Sanseverino
 Undergraduate
 University of Texas at Austin
 Austin, Texas
 Major: Broadcast Journalism
 Minor: Business Foundations

"Becoming a speaker isn't about who you know or where you go, it's about sharing what you know wherever you go."



Nido Qubein Scholarship
Saint Ranson
 Undergraduate
 Jackson State University
 Jackson, Miss.
 Major: Speech Communications
 Minor: Political Science

"You have to experience life and figure out what different situations mean before you can talk to other people, especially younger generations, about them."

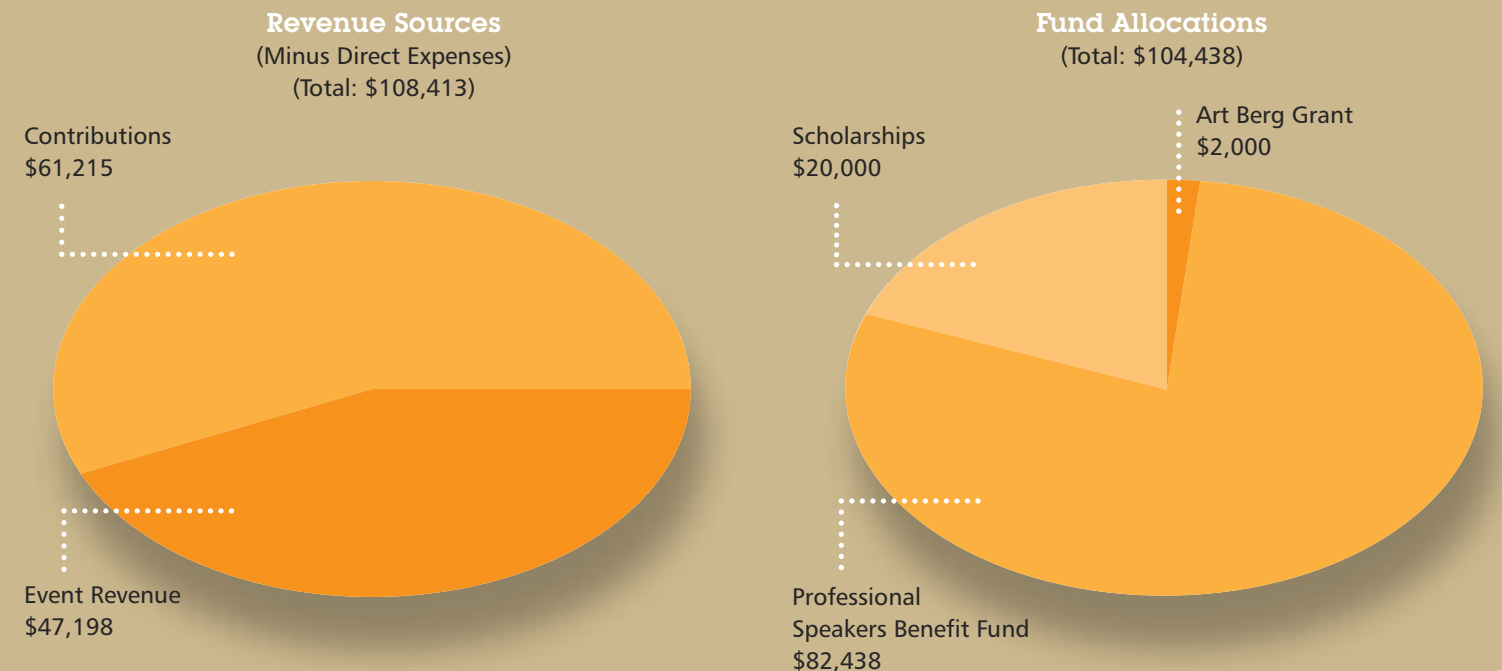


Bill Gove Scholarship
Christine Kitchenmaster
 Graduate Student
 California State University,
 Northridge, Simi Valley, Cali.
 Major: Recreation and Tourism Management
 Minor: Communication

"I truly believe that everyone has something that they were meant to do. You may not know it until it hits a quieter place inside of you. Most of us just aren't quiet enough to hear it."

Financials

The NSA Foundation distributes up to four percent of the prior year's total assets to annual scholarships, grants and benevolences. The Foundation utilizes a conservative investment strategy. The figures below represent the time period September 1, 2009–August 31, 2010.



Giving is Easy

Simply call (480) 968-2552 to make your donation by phone with a credit card, or visit NSAFoundation.org.

If you prefer, you can mail your donation to:

National Speakers Association
Attn: NSA Foundation
1500 S. Priest Drive
Tempe, AZ 85281

Make it a goal to attend a Foundation Benefit Seminar or event. You'll get the best in education and entertainment, as well as the satisfaction of knowing you are supporting a worthy cause. For more information, visit NSAFoundation.org.

All contributions made to the NSA Foundation are tax deductible.



How to Get Help

Contact NSA Headquarters at (480) 968-2552 or visit NSAFoundation.org to request help or find out more about the grants and scholarships featured in the *Annual Report*.



A Special Thanks to All Foundation Chairs and their Committees

Art Berg Grant Committee

Chair: Lenora Billings-Harris, CSP
John Molidor, PhD
Jimmy Cabrera, CSP

Scholarship Committee

Chair: Jane Jenkins Herlong, CSP
Linda Swindling, CSP, JD
Patrick Henry
Anne Walker, Med, CCE

PSBF Committee

Chair: Al Walker, CSP, CPAE
Committee is anonymous

Research Committee

Chair: John Molidor, PhD
Chris Clarke-Epstein, CSP
Terry Paulson, CSP, CPAE, PhD
Vincent Kituku, CSP, PhD
Scott Halford, CSP
Kevin O'Connor, CSP

Upcoming Events

The NSA Foundation will hold an event at the 2011 Convention in Anaheim, CA, July 30–August 2. Watch for details in Convention materials and on NSAFoundation.org.

