

SA Newsletter June 2008



You will notice this is a late June newsletter. You've previously had a depressed editor. Now you have an editor rampant. (That's the little lion in profile, with claws out, going 'grrrr'). I feel like I'm putting the newsletter together in a vacuum and I *really* need the chapters to come to the party. I absolutely can't send constant e-mails and chase people from the 20th of the month for information. I don't have the time, or the inclination – and hey, we're supposed to be professionals. Moreover, writing this thing is an art. So if the Muse sits on my shoulder and I don't have the info on what chapters are doing, it's a wasted opportunity - and from my perspective, disrespectful to the Muse. C'mon people. Please.

PSASA Ahoy!



You'll know that veteran Toastmaster and Professional Member, Adolph Kaestner's idea (proposed at the AGM) of the NSASA becoming the PSASA (Professional Speakers Association of Southern Africa) has been adopted. Mazeltov Dolf, for your creative thinking. As of immediately, we'll refer to ourselves in this newsletter as the PSASA, so we don't keep running the two names parallel, for no good reason! ☺



Market perceptions

There's a ghastly trend afoot at present, which has Chinese-originated entrepreneurs harvesting e-mail addresses, compiling them into geographic lists and then putting them up for sale. I thought it was a joke mail when someone told me I'd been auctioned in Beijing. Well, I always knew the editorial bod wasn't worth much, but that plumbed an all-time low! ☺ The net result has been a squillion e-mails urging me to invest in obscure stocks from all parts of the globe. No faux Rolexes or Viagra on offer - just investments, which is a mercy. There's no way of stopping this of course, if you have a website and your contact details are there for all and sundry to see. So if you suddenly have an '*aanval*' of spam, perhaps you too, have been put on the auction block.

I've now ratcheted up my Spamfilters to breaking point. My buddy Mike Stopforth tells me the answer is to convert to gmail (Google Mail), which in Mike's words, is 'bullet-proof' in spam-identification and trapping terms.

The Presidential Posting

(My headline -Ed! I nearly used 'Presidential Pontification' but resisted the temptation. Content from Richard Mulvey)



My term as president has started with a number of new issues to look at. As you know we have changed our name to the Professional Speakers Association of Southern Africa and it will take a little time to make sure that process is managed professionally. We have also had our first national board meeting where the enthusiasm was overwhelming so look out for some positive changes over the next few months.

The new national board consists of the following members

President - Yours Truly

Past President – Annie Greeff

Deputy President – Dr. Gustav Gous

Johannesburg Chapter President – Shirley Hickman-Smith

Durban Chapter President – Lars Löffstrand

Cape Town Chapter President – Wolfgang Riebe

Our Treasurer (Reginald Muzariri), who will in due course be a Professional Member and therefore assume a Board position.

I would like to welcome the new members of the team and wish them good luck with all the issues we will be working on over the next few months.

Although we have a new name we still have to offer the members value for their fee and I would like to ask you for your help here. What would you like to see at the chapter meetings? I have the results of a survey held in the US amongst the NSA members and I would like to do a similar survey here. Lars Löffstrand (Durban Chapter President) has agreed to take on the task of helping to make our program of chapter meetings more applicable to the members - so it would be great if you could write to me with your suggestions. These suggestions will then be the basis of the survey and the result will improve the effectiveness of the chapter meetings.

On a more sober note there are a few people in the organisation who have not paid their annual subscription, despite a number of requests. It is not fair to the other members to allow a very few individuals to delay payment, so if you are one of these people (and you know who you are) please make sure your fees are up to date by the end of this month. We have decided that this will be the deadline and any member who still has not paid their fees will lose their membership.

There are a number of other things we are hoping to achieve over the next few months but I also want to be responsive to the feelings of the membership. If you have any ideas, or strong feelings about any PSASA issue, please feel free to write directly to me and I will do what I can to help you.

I am here to serve. Richard
Ends

Techwatch

GIMME Pocket a Buffalo

The capacity of hard disk drives is advancing in leaps and bounds. The latest MiniStation TurboUSB Portable Hard Drive from Buffalo Technology is able to store 500 GB of data. It might not sound like that much — after all, 1 TB disks are already available in stores — but consider: this 190 g drive fits snugly into your pocket and can be powered by a PC's USB port alone. Until recently, USB-powered external hard drives maxed out at 250 GB.

To put the capacity in perspective, 500 GB is enough to store nearly 9 000 hours of compressed music or 500 000 uncompressed average-length movies.

The MiniStation comes with what Buffalo claims is a shock-resistant chassis — we didn't put this claim to the test — though the machine does have a rugged feel. It's not the best-looking portable drive we've seen, though: that honour belongs to rival Seagate. But it is made in Japan, which must count for something.

Bundled software drivers, which support Mac and Windows (not Linux), help improve throughput marginally



Product: Buffalo MiniStation 500GB
Pros: Made in Japan; enormous capacity for a USB-powered device; quiet operation
Cons: Requires USB cable too short; not particularly good looking
Price: R3 000
For more: www.buffalo-technology.com/home
Cool factor /5: ●●●●●
Usability /5: ●●●●●
Value for money /5: ●●●●●

across USB 2.0 ports. But transferring large files, such as movies, is still painfully slow — the first USB 3.0 devices, which promise file transfers of 10 times the speed of USB 2.0, are the only some time next year. **Duncan McLeod**

24 FINANCIAL MAIL JUNE 6, 2008

Yet another PSA member's computer hard-drive has gone down in flames as it were, creating havoc for him and those around him. When, oh when are we going to get with external back-up drives? You can now buy a one Terrabyte (that's one thousand Gig) external hard drive for under R 3 000. You can get a gorgeous little thing the size of a pack of 20 cigarettes (remember what those are?) that weighs just 190 grams and gives you a whopping 500GB of data backup. You won't even know it's in your pocket.

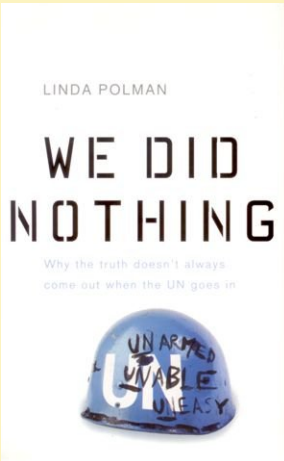


If your notebook, like mine, has lousy battery-life and (again like mine) is a hefty R 4 000 for a new battery (which, Sony, is totally insane) you may want to consider the ultra-light, ultra-skinny advantage of the APC external battery. It sits like a thin wedge under your notebook and charges from the notebook's standard power supply. It comes with a whole range of tips to connect to various machines, so chances are (unless you have some obscure archeological artifact notebook) that it'll be compatible with your fifth limb! ☺ Priced at about R 1 500 and you can order through Lennard@island.co.za They're not available in retail outlets.



If you're experiencing freezing feet in your home office/study this Winter, Makro have a great solution. It's a little plug-in electrical footmat. Uses less electricity than a Tom-Thumb light bulb and radiates a gentle heat to keep your feet comfortable. About R 299 including VAT. Regretfully excludes the editorial Crocs.

Recommended Read



Speakers and consultants need to be informed. At both macro and micro level. Otherwise we can't be a valuable resource to our audience or clients. Most people think the United Nations is a huge organization, with thousands of staff doing a multiplicity of things around the world. The reality is actually very different. It's a small entity, financially and logistically beholden to (in particular) the members of the Security Council. Backstage, the financial strings get yanked by George W. Bush and his self-serving cronies.

So, if you want a *riveting* and deeply informing 230-page read, try 'Why we did nothing', by Dutch journalist Linda Polman, published by Penguin Viking. It'll leave you older, wiser and sadder about the state of affairs internationally. You'll also have a good understanding about why the international community makes noises about Zim, but actually does nothing.

Quote du jour



'If you eat Radish, you burp radish'. Old Hindi Proverb. Relevant if we simply regurgitate our 'same old, same old' instead of reinventing and refreshing ourselves and what we do.

KZN News



From Roger Knowles, KZN Newsletter Editor
First of all, we have a new (well partially) and rejuvenated Committee, comprising the following members:

President	Lars L�fstrand
Vice President	Roger Knowles
Past President	Grant Vernon
Secretary	Jonathan Payne
Additional member	Graham Bush
Additional member	Pat McKrill
Additional member	Anne Dreyer Erasmus

Here's Lars' 'inaugural' message

It has been a couple of weeks since I officially took over the reins as the Durban Chapter President and I am excited and somewhat overwhelmed by the responsibility, at the prospect of serving the members of the Durban chapter of the now newly-named PSASA. I hope to build on the strength already created by the Presidents who have gone before me and look forward to working with all my peers in Durban in making our chapter a home where we can fill our minds with learning, fill our hearts with sharing and fill our lives by serving others.

Please feel free to drop me a line, lars@capacitycompany.com if you have any ideas or contributions as to how we can make our chapter a better place to be.



New Meeting Structure

With innovation always a hallmark of the coastal Chapter, we have committed to two main objectives –

To give more value at every meeting to those climbing the ladder to ‘Professional’ prestige; and

To recognize the special status that our own Professional members enjoy.

Every meeting will, after a brief introduction when business will be dealt with, include a 15-minute slot where business-building advice will be given by one or more of the Pro’s. Our monthly speaker will follow and after that, our customary fellowship – snack-n’-drinks will follow.

Each meeting will however be preceded by a Professionals meeting. In the event that the main meeting is to be addressed by a special guest – whether a South African or a visitor from elsewhere - the Pro’s will meet with the guest to hold an expanded ‘Mastermind’ gathering. The Pro’s will in addition hold a ‘Showcase’ each year to promote themselves and the PSASA, with the nett proceeds to go into the national kitty to fund meetings.

Our Last Meeting – Wake Up, Gauteng!

Our most recent meeting was held on Thursday, 26th June. It started with a Pro’s gathering, followed by a quick gathering of all members, before the main meeting was convened with guests. Lars welcomed all, including two new Pro’s before we were entertained and informed by Dan Poynter, who is in town to present a book publishing workshop. Drinks and snack time was great, as usual. We had about 80% of our KZN members as usual – what’s wrong with you people in Gauteng? Get to the meetings – if you want to change them, you can only do it by being there. We’ll let you know how our experimental structure and activities work out. Yes.... KZN leads the way again! [It’s OK folks, we’re weaning Roger off the steroids! ☺ - Ed]

Next Meeting in KZN

At our next meeting towards the end of July (27th I think – watch for news) Jürgen Tietz will journey to the coast to tell us about the amazing transformation that occurred in his speaking business when he determined to ‘make it’.

Final KZN Thought from Roger

Have you listened to the latest VOE recording? If not and you are not yet a ‘products’ wizard, listen to it – especially the interview by Art Sobczak with Dan Kennedy, in which the worthy Dan will motivate you to write, record, print or publish because you owe it to your audiences! It’s the most powerful argument I have yet heard in favour of creating and selling products.

Ends.

Cape Town News



Your venerable newsletter editor was scheduled to speak in Cape Town on 25th June. I wasn’t allowed to fly due to a major sinus problem for which surgery was scheduled the following day. I got a second opinion, still couldn’t fly, but we’ve gone a medical, rather than surgical route. Sorry CT! Will make it up to you. Wolfgang Riebe, the Cape Town President, stood in at the last minute, I understand. Thank you, sir!

JHB Chapter

Ian Thomas was finally off-stage just long enough for Richard Mulvey to dragoon him into coming to collect his South African Speaker Hall of Fame award. Ian (commonly known as ‘the Lion Man’) is the first person to receive this accolade from the PSASA. Here he is with Richard (making sure you know he’s Richard ☺) at the new PSA base in Montecasino Conference Centre in Fourways Johannesburg.

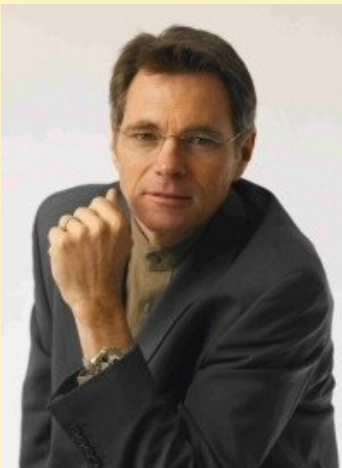


Dr. Graeme Codrington, our erstwhile national Treasurer, gave, at the same evening, a useful and experience-based talk on the value of Mastermind groups. Mastermind is an international concept that has like-minded people getting together to share insights, expertise and to offer support. Graeme was quite explicit in saying that his speaking career has benefitted significantly from his involvement in a Mastermind group. Indeed, that his going to the UK to forge a new



career from there, was as a result of the Mastermind involvement. Speaking, coaching, training and consulting can sometimes be a lonely business. The advantage of being able to bounce ideas or thoughts off other people can't be underestimated. Give it some thought. Just be sure you 'pay forward' what you learn and take out of it. IMM (I, Me and Mine) selfishness and 'grabby-ness' is not what we're supposed to be about in the PSA.

CSP Newsflash Number 5



Former National President, Paul du Toit, is South Africa's very first CSP (Certified **Speaking** Professional) under the new dispensation. Paul's been writing each month on CSP accreditation and has put his money where his mouth is – and made it happen! Well done Paul. We're all proud of you. We've also noticed your great ads in the media for your forthcoming seminars!

Paul has this to say:

Thank you for the kind wishes from so many of you after the announcement that I'd qualified as a CSP. It's a great feeling to have finally achieved it, and opens up a number of marketing opportunities as well as networking options at future conventions, as there are always special advanced learning sessions and invites exclusively for CSPs only. It also made me respect the existing CSPs that much more, being aware of what the process entails and how stringent the checks and balances are.

There is however a more important reason. If there aren't a few more of us, the designation will remain largely unrecognised in our part of the world, and that would be a shame. The CSP designation has been carefully put together over a number of decades, and tweaked along the way to become the most sought-after recognition of speaking excellence in the world, with good reason. There is no better way to measure overall commitment to your speaking business - and it goes far beyond income alone.

However, here is the amazing thing. I'm not one of the most heavily booked speakers. I don't do 150 speaking engagements a year or even close. I'm a speaker/trainer, and could not use my training sessions towards my CSP. I also earn in Rands, not US\$, but I still managed to get my CSP. What does this mean for you? It means that being a CSP is within your grasp too, and I'm here to help you get it.

In the next issue I will outline my conditions for assisting you in getting your CSP. And you will probably agree that they're very fair. Until next time.

Paul du Toit, CSP

New Members and category

Cecilee Phatudi – Professional

Motseoa Lugemwa – Associate
Quinton Pretorius – Candidate
Themba Mazibuko upgraded from Candidate to Professional status
Carroline Revenall upgraded from Associate to Professional status

Wrapping it up



Someone asked me a time back how he could make a difference to the growth of his business. I said this: Before you go to sleep at night, ask yourself, 'What have I done today to help market or grow my business tomorrow?' Play with it. May a tsunami of new business engulf you! ☺

Warmest regards, Clive Simpkins, Newsletter Editor.

Tel: 08600 67272 | Mobile: +27 83 458 6114 | Fax: 086 515 0906
e-mail: admin@nsasouthafrica.co.za | Web: <http://www.nsasouthafrica.co.za>