



A Day Dedicated to Demystifying Technology for All Members!



GIZMOLOGY — the special March 3, 2012 meeting of the NATIONAL SPEAKERS ASSOCIATION — NORTHERN CALIFORNIA CHAPTER, was dedicated to the promise of meeting all members wherever they were on the technology continuum, and nudging them forward. Luddites and techies alike attended sessions to help them learn new skills, gain more confidence and leave with tangible “next steps” for growing their speaking businesses by better leveraging technology.

A **dynamic keynote speaker**, FORD SAEKS, who makes social media accessible and fun, kicked off this day-long extravaganza. Periodic quick-hitting **Demos & Devices** segments from the main stage featured different members sharing wisdom on the latest gizmos & gadgets. Finally, our **Seek the Geek** subject matter experts helped members leverage technology live during multiple cracker-barrel sessions at roundtables throughout the day. 120 attendees left eager and confident to apply their learning at once!





NSA NATIONAL SPEAKERS ASSOCIATION NORTHERN CALIFORNIA



Gizmology — The March 3rd NSA/NC Chapter Meeting, is just for you!

An NSA/NC chapter meeting for *all* chapter members and guests, where we help you improve your Find-ability, Unique-ability and Profitability! We will demystify technology to help grow your business and provide “next steps.”

Seek the Geek sessions

More Geek sessions

What A Virtual Assistant Can Do For You!



Keynote by Ford Saeks!
*Build Your Speaking Empire:
Get More Bookings, Sell More Products, Make More Money!*

You're your Content to Cash with e-Courses

Avoid Getting Your FB Page Hacked!



Seek the Geeks
hosted tables in AM & Afternoon

Google+ Branding Pages!

Google Search Secrets

Marketing Automation & Membership sites

Fabulous Facebook Fan Pages



Cool Current Demos & Devices
Live and On Screen

Understand Engagement Marketing!

Social Media Marketing Made Simple

Learn how to use the SQUARE app, see **demos** of DROPBOX, CARBONITE, OFFLINE PAGES, OFFICE HD, iPADS and more.

Make A Date to De-mystify Technology

Podcasting¹⁰¹

Instant Video to YouTube

Bring your promotional materials for a chance at one of Ford's famous "Marketing Makeover Hot Seats!"

Tweeting for Dummies

LinkedIn!

Free Green Screen Video for 2Lucky Members!

Wordpress Sites to Impress

Visual iPad Notetaking!

Bring your laptop, tablet, smart phone or smart assistants. FREE WI-FI for all.

Meetup Mastery for Speakers

e-Learning Trends

NEW LOCATION: Embassy Suites South SF Hotel, 250 Gateway Blvd., South SF, 94080

Register online at www.nsanc.org.

Questions: (650) 646-4220

And more!

NSA/NC Gizmology: Seek the Geek

Morning Sessions

**Table
1**



Manuela Pauer, CPCC

Pauer Consulting
manuela@pauerconsulting.com

Manuela is a Certified Professional Coach, workshop leader, and speaker. An authority in personal and self-empowerment, she works with clients who feel unfulfilled or stuck in their life or career, to increase their confidence, improve relationships, and rediscover their passion and purpose. She is the creator of the acclaimed program “Fall in Love with Yourself—Fall in Love with Your Life.”

How to Launch and Grow a Meetup Group to Expand Your Audience

Establish yourself as an expert, expand your audience, and get paid to speak by setting up a Meetup group (a local community of people) on your topic!

Learn how to set up your group in 4 easy steps; the 5 secrets to a successful Meetup; and 6 tips and tricks to keep your Meetup growing and supporting your business.

**Table
2**



Karen Rice

Constant Contact
 Regional Development Director N. California
krice@constantcontact.com
 (855) 847-0635

A popular speaker and educator, Karen delivers real-world tools and strategies that drive stellar results immediately! While her topics and strategies may be cutting-edge, it doesn't take an interactive guru to “get it.”

Karen simplifies the information and provides essential basics, secrets, and shortcuts that will make it easy for you to get on your way fast.

Social Media + Email Marketing = Success...Engage!

Engagement Marketing integrates email marketing and social media marketing in order to build connections, monitor feedback, share interesting content and drive toward business success.

- Learn how to build lasting relationships with existing customers by providing an excellent customer experience
- Make connections that engage your audience and enable an ongoing dialog
- Use social media to continue the dialog, engage a broader audience feedback, share interesting content and drive toward business success.

**Table
3**



Shera Sever

Igniting the Spark™
www.sherylsever.com
 (415) 713-7727

An early adopter of social networking, open source platforms with 20+ years experience in content development, marketing, and client engagement, Shera helps speakers, authors, consultants, and businesses build their platform with social networking, info products and virtual summits.

Becoming Friends with Facebook

Designed for beginners or those new to Facebook, this session will address how to set up a profile, share links and photos, and build your network.

We will also cover basic do's and don'ts of social networking etiquette.

NSA/NC Gizmology: Seek the Geek

Morning Sessions

**Table
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Ian Griffin

www.exec-comms.com

Ian is a freelance speechwriter and executive communications expert. Hear Ian's podcast on podcasting!
www.exec-comms.com/blog/2008/10/26/podcasting-101

Podcasting 101

Learn how easy it is to record, edit, and post a podcast to the Web and iTunes. For under \$100 total investment you can create podcasts of speeches, training sessions, customer testimonials and more. Host them on your blog as free content or distribute to subscribers as a valuable resource.

**Table
5**



Donovan Rittenbach

www.donovanrittenbach.com
(510) 684-6997

Donovan has extensive experience deploying WordPress, the most popular blogging and website management software in the world.

Ford Saeks Has A Blog... Why Don't YOU?

You want people to buy your services. They won't unless they can see your sparkling personality. Use a Wordpress website and blog to establish credibility with your market by showing what an interesting communicator you are.

**Table
6**



Rachel Smith

Grove Consultants International
www.grove.com
www.digitalfacilitation.net

Rachel works with groups both face-to-face and virtually, using visual facilitation techniques to help clients see the big picture. She also offers graphic recording services, either digital or paper-based, for conferences and keynotes, and coaches visual practitioners as they learn to work in the digital realm.



Visual Note-Taking on the iPad: A Hands-On Session!

The iPad is the perfect tool for digital visual note-taking. Bring your iPad loaded with your favorite drawing tool to learn how to create beautiful records of meetings, conference sessions, conversations, and ideas. No prior drawing experience is required—anybody can learn to take visual notes!

Recommended apps: Sketchbook Pro or Brushes (not ArtRage, unless you are already an artist)

**Table
7**



Rosemarie D'Amiani and Clyde Lerner

www.AbracadabraSocialMedia.com
(888) 688-0477

Rosemarie D'Amiani is a Maven and Clyde Lerner the Tech Wizard of Abracadabra, a social media...done for you!

Get Your Facebook Account Hacked Today!

It's Free! Come learn how it's done and we'll give you M&Ms. Some of the benefits of being hacked: Identity theft, breach of personal information, scammers who have your contact list and access to your family photos, especially your children. Learn about Facebook security!

NSA/NC Gizmology: Seek the Geek

Morning Sessions

**Table
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Patrick Schwerdtfeger

Author, *Webify Your Business*
www.80shortcuts.com
 (510) 282-4115

Video:
www.youtube.com/watch?v=6bDpycDVft8

A Winning Formula for Social Media Success: 3 Questions That Will Change Your Perspective Forever

Case histories of successful social media campaigns, focusing on Facebook, Twitter, and YouTube.

**Table
9**



Bill Arnold

www.VantagePath.com
 (415) 305-4990
Bill@vantagepath.com

Bill has been responsible for employee training in several companies. Later he found Vantage Path, the first complete e-learning platform for trainers and consultants to develop, market, manage, and syndicate their digital content.

Taking Advantage of the Boom in E-Learning Expenditures

Traditional corporate and government classroom budgets have been steadily shrinking for 12 years. Conversely, e-learning expenditures are soaring. Learn how to use your existing content to easily provide best-in-class e-learning for your clients.

**Table
10**



Daniel Barre

Innovative Futures
<http://innovatingfutures.com>
<http://innovatingmarketing.com>

Daniel has run large-volume printer and printer supplies websites and has recently been supporting entrepreneurs and businesses with their sales and marketing through coaching, consulting, custom web development, and search marketing.

Attracting and Satisfying Customers for Life via CRM

Discussion on attraction and conversion techniques integrated with Infusionsoft sales, marketing and CRM, with and without integrated membership sites.

Daniel is a Certified Infusionsoft Consultant

Your Morning's Emcee:



Cindy Ventrice

www.maketheirday.com (831) 476-4224
cventrice@maketheirday.com

Cindy Ventrice is the author of *Make Their Day! Employee Recognition That Works*. She actively uses technology to stay in touch with her readers, clients, and potential clients.

NSA/NC Gizmology: Seek the Geek

Afternoon Sessions

**Table
1**



Rosemarie D'Amiani and Clyde Lerner

www.AbracadabraSocialMedia.com
(888) 688-0477

Experienced specialists in technology, business, and social media.

Google+ Branding Pages Key to Your Search Success

Pump up your Google Juice Today! Get Free M&Ms. What's better than chocolate? An untapped market, of course! Get more Google Juice with the new search strategy. Plus, gain an invaluable piece of online real estate that is under-recognized, and find out why it is a great online opportunity. Learn why and how to maximize a branded presence with a Google+ Business Page that draws new friends, clients, and vendors.

**Table
2**



Kurt Shaver

kurt@thesalesfoundry.com
www.TheSalesFoundry.com
(707) 542-9022

Kurt Shaver has closed million-dollar deals and worked with Fortune 500 companies. As a speaker, trainer, and catalyst he helps sales teams excel with innovative workshops and training programs and time-tested selling techniques.

Get LinkedIn to More Business

Learn how to leverage the #1 business networking tool to identify, connect, and get LinkedIn to more decision-makers.

- Grow your professional network
- Get more high-quality referrals
- Position yourself as an expert
- Build instant rapport from user-supplied data

**Table
3**



Marit Fox

Abundant Administrative Services
www.abundantadmin.com
(408) 983-1006

Marit has over 30 years of administrative and business support experience in a variety of industries. Her experience includes office management, where she supervised five office employees. She learned leadership and management skills essential to the development of Abundant Administrative Services.

Find Out What a Virtual Speaker's Assistant Can Do for You

Learn how a VA can assist you with the seven valuable roles needed by speakers to manage their speaking business. Get tips for evaluating and hiring VAs.

Successful speakers have always relied on professional help to handle all the administrative and professional duties that are above and beyond what the speaker does on stage.

We will discuss some basic technology tools that make working with a VA easier and efficient, and answer the question "How do I know that my virtual assistant is qualified?"

NSA/NC Gizmology: Seek the Geek

Afternoon Sessions

**Table
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Karen M. Clark

karen@mybusinesspresence.com
www.mybusinesspresence.com

Karen Clark works with entrepreneurs who want to use social media to grow their businesses and build relationships in less time. Ask about her "get on, get noticed and get off" strategies!

Fabulous Facebook Fan Pages— Attract, Engage, and Enroll Your Audience

Learn how to use Facebook in order to continue conversations after a speech, create community around your topic, and convert your audience to ongoing product and program sales.

**Table
5**



Rachel Smith

Grove Consultants International
www.grove.com
 Blog: www.digitalfacilitation.net

A senior consultant and the Director of Digital Facilitation Services for The Grove Consultants International, an SF-based firm that offers services and tools to help organizations envision and implement change.



Icons and Images for Visual Note-Taking

Now that you've seen what visual note-taking on the iPad can be, take the next step: learn a few simple icons and images to use in your visual notes.

Rachel will show you how to draw star people, banners and arrows, and more. You'll begin to build your own personal library of visual icons.

**Table
6**



Donovan Rittenbach

www.donovanrittenbach.com

Donovan Rittenbach, MA has managed several YouTube channels, including his own which has over 100,000 views. In addition to being a videographer, he is an avid YouTuber, and loves studying the biological reasons that videos go viral.

Patricia Fripp is on YouTube...Why Aren't YOU?

Learn the new YouTube interface and how to embed videos, and leverage your time posting to YouTube, Facebook, and Twitter simultaneously! View secret metrics—who is watching your videos, where they get bored, and more. Power tags to get you found and self-promotion tips—the top reasons why people will watch your video!

**Table
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Karen Rice

Constant Contact
 Regional Development Director N. California
krice@constantcontact.com
 (855) 847-0635

Over 20 years of experience working with nonprofit organizations, companies, and government agencies developing and implementing successful marketing, event management, and public relations campaigns.

Grow Your Business Through Email Marketing


Build the relationships that are the key to your business success with easy, inexpensive, and highly effective email marketing.

Learn about email campaigns and why they work so well, how to use email marketing, how to build lists, avoid spam and increase open rates, and measure the impact of your email campaigns.


NSA/NC Gizmology: Seek the Geek

Afternoon Sessions


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|  | <p>Nancy Blachman Author of Google Guide nancy@GoogleGuide.com</p> <p>An author and trainer, Nancy's latest passion is finding and creating mathematical activities, books, magic, puzzles, etc., that kids (and adults) find engaging.</p> <p><i>She is the site founder of www.MathDelights.org</i></p> | <p>Power Googling: Getting What You Want from Google</p> <p>Learn how to go beyond Google's deceptively plain interface and take advantage of underutilized capabilities and shortcuts. Find out how to select terms and search more effectively, how Google interprets your query, and how to use advanced search features, even undocumented ones.</p> |
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|  | <p>Jane Deuber Virtual Training Expert www.JaneDeuber.com</p> <p>Jane Deuber is a five-time entrepreneur who has helped thousands of business owners revamp their business model to be more profitable, manageable, and sustainable. Through the Virtual Training Academy, Jane is transforming the world of virtual course delivery to an experience that is interactive, inspiring, and powerfully effective for students, and hassle-free and highly profitable for trainers.</p> | <p>Turn Your Content into Cash Through Virtual Courses</p> <p>Six proven keys to monetizing your existing content for higher revenues and raving fans.</p> <p>Also, see a demo of Course Concierge™ — a done-for-you, virtual course delivery service converting a speaker's existing content into e-learning.</p> |
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|  | <p>Daniel Barre Innovative Futures db@innovatingfutures.com</p> <p>Daniel Barre is a technological sales and marketing entrepreneur, having run one of Seattle's premier B2B Apple Computer dealerships during the dot-com era.</p> | <p>Leadership Tools That Inspire Successful Actions</p> <p>Daniel will lead a discussion on using cloud-based project management solutions to manage virtual teams, contractors, and clients, to achieve milestones, keep commitments, further objectives, and exceed expectations.</p> |
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Your Afternoon's Emcee:

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|  | <p>Ken Braly www.speakernetnews.com ken@kenb.com</p> <p>Ken Braly has been working extensively with computers for more than 40 years and presented the first NSA convention session on computer technology in 1984, the same year he was president of this chapter. When the Web began, he created websites for many prominent NSA speakers, including Patricia Fripp, Tony Alessandra, Jeanne Robertson, and Mark Sanborn. Today he does software design consulting at Apple and is co-publisher of the weekly resource ezine for speakers, SpeakerNet News.</p> |
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