00:00:02.050 --> 00:00:05.020

What do you know? That's right. As fate would have it,

1

00:00:05.020 --> 00:00:07.300

it's the Mike and Jamie show. You know, they've missed us. Jamie,

2

00:00:07.440 --> 00:00:10.260

you can hear the whaling of tears all around the

3

00:00:10.260 --> 00:00:14.260

World. That's really funny.

4

00:00:15.370 --> 00:00:18.140

Yeah. Wow. I kind of thought it might be true. Well,

5

00:00:18.140 --> 00:00:20.460

it's good to be a member of the National Speakers Association.

6

00:00:20.460 --> 00:00:22.540

I'll tell you what I know in all of your businesses,

7

00:00:22.540 --> 00:00:27.380

you probably have times when you feel like the flywheel's kicked in as as,

8

00:00:27.400 --> 00:00:31.060

as, as is often said in all industries. Or, um,

9

00:00:31.240 --> 00:00:33.700

and I'm not saying it's full speed ahead, but man, Jamie,

10

00:00:33.730 --> 00:00:36.220

good things are happening at the National Speakers Association.

11

00:00:37.200 --> 00:00:38.660

Is flywheel like a fly fishing?

12

00:00:40.060 --> 00:00:43.340

No, no. It's, uh, I, I'll send you the book.

13

00:00:43.340 --> 00:00:47.460

Flywheel is like what triggers in a car to, um, oh God.

14

00:00:47.460 --> 00:00:51.860

We're gonna get so many emails for this. Yeah. No fly, no.

15

00:00:51.860 --> 00:00:52.860

Flywheel is not. I'm from

16

00:00:53.220 --> 00:00:54.500

Minnesota, I think of fly fishing.

17

00:00:54.920 --> 00:00:58.780

No, no, it's not. It's just, uh, okay, so things are get,

18

00:00:58.870 --> 00:01:01.020

we're picking up momentum. Let's just go with that. Right.

19

00:01:01.840 --> 00:01:03.340

You have an electric car or regular

20

00:01:03.630 --> 00:01:05.220

342 members.

21

00:01:06.000 --> 00:01:10.420

2,342. And how many did we have? Uh, just a year ago this time?

22

00:01:11.560 --> 00:01:12.393

1900.

23

00:01:13.180 --> 00:01:14.600

That's incredible. That's

24

00:01:14.600 --> 00:01:15.920

A huge increase. That's a 400

25

00:01:16.990 --> 00:01:17.540

Yeah.

26

00:01:17.540 --> 00:01:19.040

Member increase. That's

27

00:01:19.040 --> 00:01:19.480

20

28

00:01:19.480 --> 00:01:20.313

Percents

29

00:01:20.380 --> 00:01:24.920

Is, yeah. Yeah, yeah. No, awesome. That's so, so good. Um,

30

00:01:24.920 --> 00:01:28.080

and not only, not only is membership growing, uh, day by day,

31

00:01:28.380 --> 00:01:32.400

but our chapters are growing. You know, many of you may or may not know that,

32

00:01:32.540 --> 00:01:35.480

um, part of our Core four strategy was, uh,

33

00:01:35.480 --> 00:01:39.600

aligning chapters and helping chapters thrive and turn into the dynamic

34

00:01:40.120 --> 00:01:43.240

entrepreneurial organizations, um, that we knew they were capable of.

35

00:01:43.820 --> 00:01:45.880

And so that program is working well.

36

00:01:45.880 --> 00:01:49.720

If you are not a member of an N S A chapter and there's one within any

37

00:01:49.720 --> 00:01:51.480

reasonable driving distance of your home,

38

00:01:51.600 --> 00:01:54.640

I really encourage you to get out there and become a member. It's, it's,

39

00:01:54.640 --> 00:01:59.160

it's the national Organization meeting locally and it is an amazing opportunity

40

00:01:59.260 --> 00:02:03.200

to, to learn, connect, uh, and grow. I think it's really, really outstanding.

41

00:02:04.200 --> 00:02:06.420

And we have some new member benefits to talk about too.

42

00:02:06.480 --> 00:02:09.340

One of them being Constant contact. You use Constant Contact.

43

00:02:10.100 --> 00:02:13.260

I do not use Con Constant Contact. I use Confusionsoft,

44

00:02:13.260 --> 00:02:16.460

but this member benefit is so good. You know, we mentioned,

45

00:02:16.460 --> 00:02:19.700

I believe we mentioned in a previous episode, uh, that NSA and,

46

00:02:19.960 --> 00:02:23.580

and Constant contact of partner to bring members exclusive discounts.

47

00:02:24.150 --> 00:02:28.260

Jamie and I don't do math. We have finance people that do that. But what we,

48

00:02:28.260 --> 00:02:32.420

because I I was about to say, you know, what are the details, but, um,

49

00:02:32.420 --> 00:02:36.540

what we do know is that members have access to some significant discounts and

50

00:02:36.540 --> 00:02:39.100

some access that, uh, others won't have.

51

00:02:39.550 --> 00:02:44.540

Thank Zoom for building your database. Thank that. Kind of, um,

52

00:02:44.640 --> 00:02:48.260

uh, benefit to you. So if you don't have a really good database,

53

00:02:48.510 --> 00:02:49.620

check out Constant Contact.

54

00:02:49.760 --> 00:02:54.540

If you do and you're a little bit frustrated or sideways with your database

55

00:02:54.560 --> 00:02:58.060

and your database, uh, distribution system, uh,

56

00:02:58.260 --> 00:03:01.760

constant Contact would definitely be, uh, the one. So, and by the way,

57

00:03:01.760 --> 00:03:03.280

if you're already using Constant Contact,

58

00:03:03.420 --> 00:03:06.720

you need to check with Member services so they can connect you with Constant

59

00:03:06.720 --> 00:03:10.960

Contact so you can figure out if there are any economies, uh, of scale. Uh,

60

00:03:10.980 --> 00:03:14.920

cuz that'd be really awesome. And speaking of member benefits, how about Racano?

61

00:03:14.920 --> 00:03:16.760

That's a, they're so generous to us, aren't they?

62

00:03:16.760 --> 00:03:18.360

And they're such a great organization.

63

00:03:18.360 --> 00:03:21.200

They are so generous. I owe them a video too. I promise.

64

00:03:21.320 --> 00:03:24.240

I would give them a testimonial video cuz they've been so awesome to work with

65

00:03:24.300 --> 00:03:28.640

and they need to get out in the association space beyond even just N S A. But,

66

00:03:29.020 --> 00:03:29.240

uh,

67

00:03:29.240 --> 00:03:33.120

we're super excited to bring an exclusive benefit to our members through racano.

68

00:03:33.300 --> 00:03:38.120

All NSA members are gonna be able to subscribe to their professional plan

69

00:03:38.140 --> 00:03:42.400

for only $29 a month. That is an annual savings of almost $500.

70

00:03:42.870 --> 00:03:45.800

It's an excellent tool to get in the moment.

71

00:03:45.940 --> 00:03:50.160

Client feedback and videos as needed to put out on all your social media.

72

00:03:50.560 --> 00:03:55.160

A lot of you recorded videos at the Racano booth at Thrive and we're really

73

00:03:55.400 --> 00:03:59.920

grateful for that. So you wanna go to nsa speaker.org/member benefits.

74

00:04:00.840 --> 00:04:05.010

Look at you with the details. Bring in the details. Well done. That's

75

00:04:05.010 --> 00:04:06.330

Only cuz it's written out for me. Thank you.

76

00:04:06.830 --> 00:04:11.170

Oh, oh gosh. I was just giving you props for all that detail. You know,

77

00:04:11.170 --> 00:04:12.250

we have another, you know,

78

00:04:12.610 --> 00:04:16.170

I mean we can talk about member benefits for hours and hours and hours, but,

79

00:04:16.470 --> 00:04:21.330

you know, our, our what, what do you wanna say? Episodes or behind the stage,

80

00:04:22.110 --> 00:04:26.370

um, uh, how we get behind the stage and understand the dynamics of doing things.

81

00:04:26.910 --> 00:04:30.130

Um, rich is gonna be interviewing a longtime member. Teresa Rose,

82

00:04:30.450 --> 00:04:34.170

C s p Teresa's gonna help us understand what,

83

00:04:34.760 --> 00:04:36.490

what is the new n s a way?

84

00:04:36.520 --> 00:04:40.370

What do we need to be doing to think about our businesses going into the future?

85

00:04:41.210 --> 00:04:46.130

Remember you've heard Jamie and I say many times, we're respectful of our past,

86

00:04:46.130 --> 00:04:48.410

grounded in our present, but focused on our future.

87

00:04:48.910 --> 00:04:52.490

And Theresa's gonna give us some ideas around what that looks like and honing

88

00:04:52.490 --> 00:04:55.730

that in. Um, so that you're prepared, uh, for what's happening.

89

00:04:55.730 --> 00:05:00.250

And speaking of the future, I understand we have the annual NSA conference, uh,

90

00:05:00.250 --> 00:05:01.570

influence. I understand.

91

00:05:02.550 --> 00:05:04.890

We do. We have,

92

00:05:06.250 --> 00:05:08.810

I there's like two or three things you've said I wanna correct you on.

93

00:05:09.710 --> 00:05:11.260

Oh, what did I say wrong?

94

00:05:13.840 --> 00:05:18.400

Teresa's gonna be talking about the n a way as in the new membership model. The,

95

00:05:18.500 --> 00:05:20.000

not, it's actually not the membership model,

96

00:05:20.590 --> 00:05:25.240

it's our member value proposition and the iconography that she made that

97

00:05:25.560 --> 00:05:28.320

describes what it means to be an NSA member. Right.

98

00:05:28.320 --> 00:05:31.800

Which prepares us for the future and for our businesses. Cuz that's what we do.

99

00:05:32.480 --> 00:05:34.050

Awesome. Good.

100

00:05:34.610 --> 00:05:35.690

Oh, because I, oh,

101

00:05:35.730 --> 00:05:37.970

I gave them the impression that it was gonna be about their business,

102

00:05:38.030 --> 00:05:41.450

not our business. That's what they could be a part. Yeah. I thank you for that.

103

00:05:41.870 --> 00:05:42.703

You know what, that's what I,

104

00:05:42.770 --> 00:05:44.890

I need to get somebody to train me on professional speaking.

105

00:05:44.910 --> 00:05:48.210

That's what I needed. Sorry about that. Yeah, yeah. And by the way,

106

00:05:48.270 --> 00:05:52.010

our board has looked at that. What? She just did this.

107

00:05:52.260 --> 00:05:53.730

She's not like some snake. We're

108

00:05:53.730 --> 00:05:54.610

Gonna do the NSA dance.

109

00:05:55.080 --> 00:05:58.240

Yeah, yeah, yeah. She's a little bit of a snake charmer. Uh,

110

00:05:58.290 --> 00:06:00.920

we've looked at this model. It's the simplest. In fact,

111

00:06:00.980 --> 00:06:04.880

our company has been talking to Theresa about doing a model like that for us.

112

00:06:04.880 --> 00:06:07.840

That's where I got confused. I apologize for that. All

113

00:06:07.840 --> 00:06:08.840

Right. I can show it quick.

114

00:06:09.340 --> 00:06:11.160

I'm just gonna sit here. Listen. Influence.

115

00:06:11.630 --> 00:06:15.120

Okay. All right. We'll talk about influence. I'll show the icon next.

116

00:06:15.510 --> 00:06:16.343

Next video.

117

00:06:16.780 --> 00:06:18.800

Oh, you can show it now. You wanna show it? No, it's pretty cool.

118

00:06:18.910 --> 00:06:20.800

Nope, I'm good. I think it's really funny.

119

00:06:20.800 --> 00:06:23.600

This is a good blooper for the Mike and Jamie show. Yeah.

120

00:06:24.340 --> 00:06:25.020

You know, the,

121

00:06:25.020 --> 00:06:28.720

the fact is that if we did bloopers and B-roll for the Mike and Jamie show

122

00:06:28.720 --> 00:06:30.800

there'd actually be longer than the Mike and Jamie show.

123

00:06:32.470 --> 00:06:34.840

It's so fair. Yes.

124

00:06:34.900 --> 00:06:38.680

We have about 864 people currently registered for Influence.

125

00:06:38.700 --> 00:06:42.120

And if you are registered and you have not yet made your hotel reservation,

126

00:06:42.740 --> 00:06:46.760

be sure to do so for two reasons. One, the deadline is June 12th,

127

00:06:46.760 --> 00:06:49.520

which is only a few weeks away. And secondly,

128

00:06:49.530 --> 00:06:52.840

there are only a handful of rooms left. So if you haven't booked your room yet,

129

00:06:52.910 --> 00:06:55.840

need to make sure you get your room reservation so that you can stay at our

130

00:06:55.890 --> 00:06:57.360

hotel. This is so fun.

131

00:06:57.360 --> 00:07:01.480

And make sure that you stay until Tuesday so that you can attend the banquet on

132

00:07:01.480 --> 00:07:03.520

Monday night. Mike, you wanna talk about the banquet?

133

00:07:03.980 --> 00:07:05.640

Yes, as always,

134

00:07:06.370 --> 00:07:10.160

we're gonna have a great night of celebration of the incredible accomplishments

135

00:07:10.160 --> 00:07:14.520

of our members who are will getting their CPAs. Five. I don't know who they are.

136

00:07:14.640 --> 00:07:18.360

I assume it's gonna be five. Uh, again, did I make another mistake? Uh,

137

00:07:18.520 --> 00:07:20.920

I don't know. I don't know how many there are. They keep me, they

138

00:07:20.920 --> 00:07:24.760

Don't tell me. And, and the Cabo, but, but in particular this year,

139

00:07:24.860 --> 00:07:27.960

the reason you want to get your very inexpensive tickets, what are they,

140

00:07:27.960 --> 00:07:30.800

$50 or $55 mm-hmm. Or something like that.

141

00:07:31.530 --> 00:07:35.520

50 bucks for a meal. That's about 250 bucks cuz it's at a hotel.

142

00:07:35.520 --> 00:07:36.353

That's expensive.

143

00:07:36.480 --> 00:07:39.600

Yeah. I mean, yeah, it's, it's barely a drop in the bucket.

144

00:07:39.900 --> 00:07:42.800

But we're really excited. We've got an amazing mc,

145

00:07:42.940 --> 00:07:47.360

we are gonna have some surprises for you. This is our 50th anniversary. And,

146

00:07:47.460 --> 00:07:50.480

and uh, I just, again, as I always do, Jamie,

147

00:07:50.510 --> 00:07:54.960

want to acknowledge the staff for the great, great influence we're putting on.

148

00:07:55.260 --> 00:07:57.520

Uh, the breakout sessions are, uh,

149

00:07:57.520 --> 00:07:59.400

we're gonna talk more about those in the n next.

150

00:07:59.400 --> 00:08:03.920

Mike and Jamie show it's going to be an epic celebration of our

151

00:08:03.920 --> 00:08:08.040

50th birthday, uh, and bring in all kinds of things. So please get your tickets.

152

00:08:08.470 --> 00:08:12.160

It's a great night of celebration. Uh, exactly what Jamie said.

153

00:08:12.160 --> 00:08:15.720

Make your hotel reservations to leave Tuesday morning so that you can come

154

00:08:15.720 --> 00:08:19.440

celebrate, uh, with us and our new CPAs and Cabo winner.

155

00:08:20.550 --> 00:08:21.850

Yes. Awesome. I can't wait.

156

00:08:22.890 --> 00:08:24.950

We should probably put them out their misery for today.

157

00:08:26.760 --> 00:08:26.880

I

158

00:08:26.880 --> 00:08:27.713

Was going

159

00:08:27.740 --> 00:08:30.280

Say just a bunch of other stuff that may or may not be true,

160

00:08:30.980 --> 00:08:31.720

but you're not gonna

161

00:08:31.720 --> 00:08:32.800

Let, that's what we're good. Until

162

00:08:32.800 --> 00:08:35.800

Next time, get out there and make a difference. Uh, we appreciate you guys.

163

00:08:35.830 --> 00:08:36.800

Take care. Bye

164

00:08:37.640 --> 00:08:37.860

Bye.