

SWANI Chapter of IAAP

Meeting Minutes

When: April 19, 2011

Where: Country Club of Beloit

Speaker: Dr. Tricia Clasen, Ph.D.

Present: Sally Keena, Aimee Bierman, Mandy Doersam, Roxanne Matteson, Laura Manke, Mary Hesse, Brenda Groninger, Gloria Huschka, Kim Rebarchek and guests

Next meeting: Tuesday, May 17, 2011

I. Welcome and Introductions

President Sally Keena welcomed all members and guests. We went around the room and introduced ourselves.

II. Dinner

We had a great crepe filled with chicken along with rice, asparagus, rolls, and a blueberry tart for dessert prior to the program.

III. Program

We learned some tips for public speaking from Dr. Clasen. She was very entertaining and made us laugh often. Some highlights of her presentation include:

- The biggest payoff comes from spending the most time in the planning phase of your speech (this could be applied to more than just public speaking)
- By covering too broad of a topic, you accomplish less rather than more
- Figure out the audience's expectations so you can cater your language tone so you won't lose them
- Remember Emotion, Credibility, Logic – you need all of them to be successful in public speaking
- Be Simple, Effective and Clear
- 2-5 major points are all people are capable of remembering so keep that in mind when preparing your topic
- Remember the primacy/recency effect (people tend to remember the first and last things discussed only) so put your most important things either first or last
- 90% of the presentation is non-verbal.

IV. Business

Minutes – The March meeting minutes were approved as is. Please see the SWANI website for a copy if needed.

Treasurer's Report – Please see the SWANI website for the monthly treasurer's report.

WDAM – Is May 13-14 and SWANI (Gloria Huschka) will be running the raffle room. We decided tonight to purchase a Tastefully Simple basket to donate. Mary Hesse will help.

V. Announcements/Good of the Order

- Roxanne received new member paperwork from 4 students at tonight's meeting!
- We gave away 15 door prizes tonight.
- There's a band concert May 6 – contact Mandy Doersam for details.
- Mary's dog, Lance, that we all know has been very sick is finally doing much better.

VI. Adjournment

Meeting was adjourned at approximately 9 p.m.