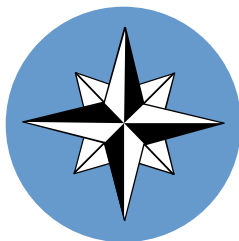


NSA CENTRAL FLORIDA is the organization of choice for NSA professionals, dedicated to igniting a passion for, and excellence in, the professional speaking community.



January, 2003
Volume 2, #1



NSA CENTRAL FLORIDA NEWSLETTER

Fripp Kicks Off 2003 Program Schedule On Saturday, January 18! *(see location change on back page!)*



Patricia Fripp, CSP, CPAE

Programming Notes

Terri Kabachnick, CSP, VP Programs

Our January program is your New Year's resolution fulfilled: how to improve your professional speaking presence and bring your speaking skills to new heights in 2003. You will learn from the ultimate pro. **Patricia Fripp, CSP, CPAE** will present *How to Design and*

(continued on page 5)

2003 Program Line-Up

Here's a brief introduction to our 2003 programs through the end of this programming year. Do make note of the following dates—these are programs you won't want to miss!
Terri Kabachnick, CSP, VP Programs

January 18, 2003

Speaker: Patricia Fripp, CSP, CPAE
www.fripp.com
(see article this page)

February 15, 2003

Speaker: Scott Friedman, CSP
<http://www.FunnyScott.com>

Sometimes, you just have to laugh! Scott Friedman is a humorous speaker who gets audience members laughing and feeling good ... while opening their minds to new ideas. As Scott tickles their funny bones with his quick wit and playful style, he always slips in "how to" techniques and practical ideas. In his programs, Scott skillfully challenges people to take control of their lives ... and offers concrete ways to do so. Specifically, he assists participants in mastering change, relieving stress and burnout, developing their own sense of humor, and creating more value in their careers. His improvisational skills and delightful nature add a refreshing quality to each program.

March 15, 2003

Speaker: Bill Brooks, CSP, CPAE
www.brooksgroup.com

Topic: "How to stay as busy and profitable as you want to be regardless of the ups and downs of the economy."

April 19, 2003

Speaker: Alan Weiss, CMC, CSP
www.summitconsulting.com

Topic: "How to Create Proposals That Close New Business"

Description: We'll focus on:

(continued on page 4)



CAPTAIN'S DESK Ed Peters, NSACF President

I hope you all had a wonderful Holiday and Happy New Year. It seems so long since we talked or have been together. There may be no better way to kick-off your successful year than by attending our meeting on January 18 with **Patricia Fripp**. Since Patricia was with us a couple years ago, I have not begun or ended any speech without asking myself, "How would Patricia do it?" I am a better speaker because of what Patricia taught me and you will be too!

Are you attending NSA's Eastern Winter Workshop in Charlotte? Drop me an email and let me know if you are going (edpeters@4ProfitMarketing.com) The program is very strong and we should have a great turnout. Don't forget to attend Chapter Leadership on Friday morning before the Workshop!

Let's have our best turnout ever for a chapter meeting on January 18th!❖



Photos: Highlights from our November, 2002 meeting: clockwise from top right VP Programs **Terri Kabachnick CSP** thanks presenter **Marjorie Brody, CSP**; Marjorie presents on "21 Proven Techniques to Launch, Build and Leverage Your Speaking Career"; a lively best practices breakout session; **Tom Antion** previews his Butt Camp program.

celebrations!

Marilyn Schott, Member
Recognition Chair

Cindy Krosky was interviewed for an article on Customer service that was published by the Customer Service Group. She was on radio WPSL, an internet radio broadcast, on December 3, discussing dealing with the holidays. Cindy is an active member with the International Critical Incident Stress Foundation, people who respond when crisis occur. She missed our November meeting in order to complete a course on Corporate Crisis (when people take people hostage or kill people in the workplace) and a course in responding to victims of Domestic and International Terrorism. Plus, Cindy has completed level 1 for her American Free Fall certification in skydiving. You go, girl!❖

We encourage members to share your celebrations! Simply email Marilyn at marilyn@marilynschott.com



SPEAKERS ACADEMY Donna Cutting, Dean

Academy Members - You won't want to miss January's Academy meeting. Our speaker will be NSA Board Member **Barbara Glanz, CSP** who will share some tips on content development. Known as the business speaker who speaks to your heart as well as your head, Barbara is the author of six best-selling books, has a masters degree in Adult Education, and was ranked one of the top 10 speakers at the 1997, 1998, and 2001 Society for Human Resource Management National Conference.

As a top speaker on the topic of employee morale, Barbara is one of my heroines! I've had the opportunity to get to know her, and on top of all her professional credits, she is a delightful, enthusiastic person who walks her talk! NSACF is so very fortunate to have her as one of our newest members, so we'll all get to know her..

However, only Academy Members will get to hear her speak in January!

Wow! Talk about a power-packed day. **Patricia Fripp, CSP, CPAE** and **Barbara Glanz, CSP!** Academy Members: If you want to watch Patricia Fripp in action as a coach, be sure to attend Friday's session....because you won't want to miss Barbara on Saturday. ❖

- How to establish the correct environment for proposal consideration
- How to master the art of conceptual agreement
- How to create the proposal quickly and effectively
- How to properly follow-up to enhance acceptance
- What to do if you don't hear "yes"
- What to do if you *do* hear "yes"

May 17, 2003

Speaker: Mark Sanborn, CSP, CPAE

<http://www.marksanborn.com>

Mark Sanborn is known internationally as "the high content speaker who motivates." He presents 90-100 programs every year on leadership, team building, customer service and mastering change. He is president of Sanborn & Associates, Inc., an idea lab dedicated to developing leaders in business and in life.

Presentations magazine featured Mark in 1995 as one of five "Masters of the Microphone." Mark holds the Certified Speaking Professional designation and is one of the youngest speakers ever inducted into the Speaker Hall of Fame. He is also a member of the exclusive Speakers Roundtable, a group of 20 of the top speakers in the world.

June 21, 2003

Speaker: Lou Heckler, CSP, CPAE

www.louheckler.com

Topic: "Making Materials Magical"

Description: This session will help you discover more ways to find great materials as you plan your workshops, seminars and speeches. You'll get some tips on staying current...on ways to make your ideas sound fresh and original...and on the importance of wording and "mental Velcro." Presenter Lou Heckler has more than 23 years of experience as a professional speaker. He has been a college adjunct professor, a training specialist for the Defense Information School and a corporate training director. He has spoken to tens of thousands of people all over the world, delivering workshops and keynote speeches on Peak Performance.

August 16, 2003

Speaker: Bruce Wilkinson, CSP

<http://www.wilkinsonspeaker.com>

Bruce S. Wilkinson, CSP partners with organizations, associations and government agencies nationwide in assisting them with improved management/employee performance through effective leadership, communication, teamwork, customer service and a positive workplace culture based on recognition, respect, integrity and personal responsibility. Bruce is a leadership consultant, professional keynote speaker, trainer, author and implementation specialist who reinforces personalized messages with appropriate humor, stories, passion, enthusiasm and authenticity.

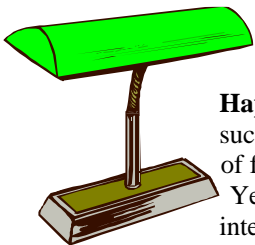
September 20, 2003

Speaker: Rick Jakle, CSP

www.jakle.com

Topic: "How To Break The Broadcast Booking Barrier...Selling Yourself Big Time On A Shoestring Budget!"

Description: Longest tenured station owner/manager in the history of Chicago radio reveals secrets of getting booked on top broadcast talk shows. Join Rick Jakle as he shares with you the actual voices and words of NSA members who have gotten booked on the Today Show and Oprah – AND HOW THEY DID IT!! Information rich and handout heavy this popular presentation at NSA chapters around the country will tell you exactly what producers and talk show hosts really want, what gets their attention and what turns them off and how to get asked back for additional guest shots. You'll learn how to leverage one talk show appearance into multiple guest shots around the country. Complete kit of ready-to-use materials to catapult your speaking business including sample pitch letters that landed the writers on top programs and a complete rundown on the best gimmicks and innovative attention getting devices. Jakle, who owns a group of radio stations from Chicago to Las Vegas will share with you the keys to preparation, how to sell your products and services on the air and how to become a regular guest with a top host. ❖



Editor's Desk

Jennifer Joy Walker

Happy New Year!!! I'm not a big one for the midnight celebrations (any more...) and generally try not to succumb to the cultural norm of creating an impossible list of ways to improve myself, after too many years of feeling less than successful after just a few days of trying! But as the calendar makes the shift to a New Year, I do find myself mindful of concerns and blessings. The concerns range from those we share about international affairs and the economy, among others, but this year also include health issues for several dear to me. Yet, I am also so aware of the blessings — the loving relationships, doing work that is important to me, living somewhere warm and beautiful, and many more.

If I had to come up with one New Year's resolution, I don't think it would be to eat better, exercise more or get my book finished (all important goals!!!) I think it would be simply to fill each day with love, as much as I am able. I wish each of you joy, success, peace, and lots of love in the coming year. ❖

Deliver a Dynamic Keynote Speech or Seminar....Hollywood Style.

Patricia will teach you how to have an 'unfair advantage' over any speaker who has not heard her discuss:

- The three necessary ingredients in every presentation
- How to create totally original material
- Seven Hollywood techniques that electrify your keynote
- The two ways you must connect with every audience
- The three ingredients that make a story 'Hollywood'
- How to customize for any audience
- How to steal the show...every time!

Since Patricia has so much information to share with us, our entire program will be devoted to learning from her. She will begin her presentation promptly at 10:00 a.m.

BONUS...a few lucky attendees will be 'Frippnotized' (coached.) Learn how practical Fripp's advice is as you see it implemented before your very eyes.

You may know Patricia Fripp CSP, CPAE as a dynamic keynote speaker. However, you may not know, she is an in-demand coach for executives and celebrity speakers. Her roll-up-your-sleeves, lets-not-waste-any-time, practical techniques create immediate results and improvement for her clients.

Come and benefit from her over 20 years experience and study. This is a college course presented in a few hours.

This promises to be an informative and fun experience! Put this very important date on your calendar and register now. See you there!❖

Fripp Coaching

If you want to take your performance to a new level, sign up now for Fripp's personalized, one hour intensive coaching session, offered Friday and Saturday after our meeting (a few slots still available). Each session is \$250 per hour. The sessions will be conducted in front of a group. If you would like to be just an *observer* of Fripp's incredible techniques, you will pay \$100 for the entire day on Friday and/or \$50 for the Saturday afternoon.

To sign up for a session as a student or an observer, email carrie@kabachnick.com. Please advise which day you would prefer and whether you want to be coached or will be observing. You will be contacted with your time slot and payment information. ❖

Membership Notes

Cindy Krosky, Membership Chair

Thank you to Dave Timmons and to Nancy Street for leading the way with meeting return guests and introducing our first time visitors. We welcome members to get involved in the meetings and to be a part of this membership committee as we reach out to associations and invite them to a meeting so that they may learn more about us. If you know someone who would benefit from our chapter, invite them to our next meeting. Sharing is what this business is all about! ❖

WELCOME NEW MEMBER!

Karen Anne Teets aka StoreeBrooke
BK Group
1949 60th St. North
St. Petersburg, FL 33710
(Phone) 727-347-2100
(Fax) 727-345-0788
(Email) storeebrooke@sittingpretty.com

PROGRAM SCHEDULES AND REGISTRATION

Mark Your Calendar:

Patricia Fripp, CSP, CPAE – January 18
Scott Friedman, CSP — February 15
Bill Brooks, CSP, CPAE – March 15
Alan Weiss, CMC, CSP – April 19
Lou Heckler, CSP, CPAE – June 21
Bruce Wilkinson, CSP – August 16
Rick Jakle, CSP – September 20

JANUARY 18 EVENTS AT TERRACE HOTEL!

Please note this change to our January meeting location: our January Program, Fripp's Saturday Coaching Sessions and the Speakers Academy will all meet at the Terrace Hotel. Friday's Fripp coaching will be at a separate location — participants will be notified.

Directions are under "Meeting Logistics" on this page.

BOARD OF DIRECTORS & COMMITTEE CHAIRS

President — Ed Peters*

727-898-2004 edpeters@4ProfitMarketing.com

President-Elect — David Glickman*

813-662-0204 david@davidglickman.com

VP/Programs — Terri Kabachnick*

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Joan Brannick* (Past President)

813-672-0500 joan@brannickhr.com

Donna Cutting* (Speakers Academy)

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Barbara Glanz, CSP (Meetings Industry)

941-312-9169 bglanz@barbaraglanz.com

Cindy Krosky* (Membership)

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Rod Jurado* (Librarian)

813-985-5361 rodjurado@aol.com

George Morrisey, CSP, CPAE, Cavett Award

(Senior Chapter Advisor) 321-452-7414 gmorrisey@aol.com

Marilyn Schott* (Member Recognition)

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Joe Sedita (Finance)

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Tom Shay* (PR/Marketing)

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Jennifer Joy Walker (Newsletter)

407-971-1188 jennifer@fullcolorliving.com

Shirley Welch (Chapter Administrator)

407-622-5305 Sswelch123@aol.com

*indicates Board Member

MEETING INVESTMENT

First time guests: \$25; NSA CENTRAL FLORIDA members: \$35 early bird, \$45 at the door ; NSA members: \$45 early bird*, \$55 at the door Guests: \$55 early bird*, \$65 at the door; Staff/Spouses \$10

JANUARY MEETING RSVP

To reserve your place, send your check payable to NSA CENTRAL FLORIDA, c/o Shirley Welch at Executive Administrators, Inc., P. O. Box 941172, Maitland, Florida, 32794-1172. Call 407-622-5305, Fax 407-622-5306 or e-mail at sswelch123@aol.com with your credit card information.

The Early Bird Registration Form, being sent as a separate email, can also be completed and mailed or faxed.

*Please note the Early Bird deadline date, for a discount on the meeting fee, will always be 10 days prior to the meeting date.

Cancellation Policy: Requests for full refunds or credit towards the next month's meeting must be received by noon the Wednesday before the meeting date. That is our deadline for calling in the number of attendees to the hotel and the number they in turn bill us. ❖

If you have paid for the entire year, you must still RSVP! ❖

MEETING LOGISTICS

8:30 am – Registration

9:00 am – 12:30 pm – Program

Directions to Terrace Hotel:

(888-644-8400)

Take I-4 to Lakeland. Take Exit 38 (old exit 19) and head south (right from Tampa, Left from Orlando).

SR 33 turns into Lakeland Hills Blvd, then turns into Massachusetts Avenue. Travel a little more than 4 miles. The hotel is on the corner of Massachusetts Avenue and Main Street, on the right. Parking is free. ❖