

Volume 3, #1

January, 2004



NSA/Central Florida

"Speaking of Speaking"

JANUARY 17TH FEATURED PROGRAM:

Who Wants To Be A Bestseller? (Tips and Tales from a Maniac Author/Speaker)



Greg Godek

At our first meeting of 2004 this January, you will be educated, entertained and motivated by a one-of-a-kind keynote. **Greg Godek** will provide an insider's look at how to create a bestseller. He'll share the guerrilla marketing techniques that he used with such success-and he'll explain how speakers and authors can do the same. Greg will share the strategies and concepts that helped him sell two million copies of "1001 Ways To Be Romantic"-and another million copies of eleven more titles. With honesty, wit and humor, Greg will talk about specifics, strategies and concepts; what worked and what didn't; and he'll tell us at least one thing about Oprah we don't already know.

Gregory J.P. Godek is best known as the author of one of the most successful self-published books of all time: [1001 Ways To Be Romantic](#). As a speaker/author and then publisher/marketer, Greg knows the business of books from every angle: He's an

author, publisher, bookstore owner, promoter, publicist, speaker, consultant and entrepreneur. He has written 12 books, sold three million copies, founded his own publishing firm, Casablanca Press, then got smart and sold the company so he could devote himself full-time to writing, speaking and marketing. Greg has conducted a Romance Class on Oprah, counseled the "Romantically Impaired" on Donahue, and has appeared on The Today Show and Good Morning America. He has been featured in The New York Times, Boston Globe, Los Angeles Times, Cosmo, Redbook, Playboy and People. Greg is known in speaking and publishing circles as a maniac marketer and all-around crazy creative person. ❖

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

Check out our website for more information: www.nsacentralflorida.com.



**David Glickman,
President, NSA/Central Florida**



December is normally our "slow" month for the chapter, but what a whirlwind few weeks it's been! Our special event with **Jack Canfield** on December 14 was the largest special event we've ever done outside of a chapter meeting, and we're looking forward (as I write this) to a great Networking Night on December 30 in Orlando. A special thank you to VP of Programming **Donna Cutting** for working many months to arrange Jack Canfield's appearance.



Jack Canfield demonstrates the "power of our minds" with volunteer Cindy Krosky.

I always find the New Year to be a perfect time for reflection of where we've been....and where we're going. My mastermind group is devoting our January meeting to goal-setting, and I think that's something we should all try to do at this time of year.

January is also the mid-way point of the fiscal & programming year for NSA/Central Florida. Our Board of Directors will meet following our January meeting to also evaluate where we've been.....and where we're going. We've been working very hard to "Think BIG!" and we still have six more months to "Think even BIGGER!"

I hope you and your families had a wonderful holiday season, and here's wishing you a happy, healthy, and prosperous New Year. ❖

NSA WINTER WORKSHOPS COMING SOON!

Western Workshop: Portland, Oregon January 30-February 1
Eastern Workshop: St. Louis, Missouri February 27-29
Sign up at www.NSASpeaker.org

Membership Notes and News

Cindy Krosky, Membership Chair

I was interviewed by Larry Spillman, WFLA Radio, regarding New Year's Resolutions, are they good or bad. My interview was taped and will be sent to 60 Clear Channel radio stations to be replayed. How did they get my name? The NSA-CF web site!

Betsy Barbieux
Professional Development Coach
Image Inside & Out

Weeknight Networking Events



*Some of the NSA-CF members enjoying the Tampa networking event in November were (top row) President-Elect **Terri Kabachnick, CSP**, President **David Glickman**, chapter member **Karen Rose**; (bottom row) Vice President, Programs **Donna Cutting**, and chapter members **Shirley Williams** and **Rich Brown**.*

January Week Night Networking Event

Join us on **Tuesday, January 27, from 6:00 PM to 9:00 PM** at Tio Pepe's Restaurant, 2930 Gulf-to-Bay Restaurant (State Road 60) in Clearwater. Phone (727) 799-3082.

This is our members-only monthly event for networking, mingling, schmoozing, socializing, and business-building outside of the chapter meeting. Separate checks will be available (18% gratuity will be added), and there's no obligation to order anything at all.

Please RSVP to Shirley Welch by Jan. 26.

Welcome New Member:

James A. DeSena, CSP, MBA

Performance Achievement Systems, Inc.
940 Spanish Cay Drive, Merritt Island, FL 32952
(Phone) 917-334-6046
(Email) speaker@salesleaders.com
(Web) www.SalesLeaders.com
(Topic) Sales, Leadership, Customer Service



Speakers Academy

Dave Timmons, Dean

The HITS just keep on coming! November was another FANTASTIC Academy session as our 18 Academy members got to meet **Donna Long, CSP, Sheryl Nicholson, CSP, and Donna Cutting**. Donna and Donna shared their best ideas and suggestions on promotional materials. From creative postcards, unique introductions, speaker kits and one sheets, and give away items, we walked away with tips we can use immediately.

Sheryl presented many grassroots marketing strategies that work and gave everyone some great presentation techniques as a bonus. Although we sometimes joke that Academy is like trying to take a drink from a fire hose, the water always tastes good and our Academy members want more.

We also want to welcome our newest member, **Ilene Gershberg**, to our Academy family. Ilene was first on our waiting list when an opening occurred. Her business is 'Ilene On Health' and she lives in Palm Harbor Florida. Welcome Ilene!

Our next Academy session in January will be a treat! We will hear from NSA Board Member **Barbara Glanz, CSP**, and our current chapter President Elect, **Terri Kabachnick, CSP, CPBA, CPVA, CAIA**. ❖



**Mark Your
Calendar!
2003-2004
Programs:**

- January 17- Greg Godek**
- February 21- Ian Percy, CSP, CPAE**
- March 20- Mark Sharenbroich, CSP, CPAE**
- April 17- Barbara Sanfilippo, CSP, CPAE**
- May 15- Doug Stevenson**
- June 19- Dave Barry**

**BOARD OF DIRECTORS &
COMMITTEE CHAIRS
2003-2004**

PRESIDENT David Glickman*

813-920-8283 david@davidglickman.com

PRESIDENT-ELECT Terri Kabachnick*

727-545-4185 Terri@Kabachnick.com

VP/PROGRAMS Donna Cutting*

727-525-5818 donna@donnacutting.com

VallaDana Fotiades, (Asst. Membership)

863-875-0759 valladana@cs.com

Barbara Glanz, CSP (Meetings Industry)

941-312-9169 bglanz@barbaraglanz.com

Cindy Krosky* (Membership)

772-461-8313 acespeaks@acespeaks.com

Rod Jurado* (Librarian)

813-985-5361 rodjurado@aol.com

**George Morrissey, CSP, CPAE, Cavett Award
(Senior Chapter Advisor)**

321-452-7414 gmorrissey@aol.com

Ed Peters* (Past President)

727-898-2004 edpeters@4ProfitMarketing.com

Marilyn Schott* (Member Recognition)

941-412-3100 marilyn@marilyschott.com

Tom Shay, CSP* (PR/Marketing)

727-823-7205 tomshay@profitsplus.org

Dave Timmons (Speakers Academy)

813-264-4650 dave@davetimmons.com

Jennifer Joy Walker* (Newsletter)

407-971-1188 jennifer@fullcolorliving.com

Shirley Welch (Chapter Administrator)

407-622-5305 NSACentralFL@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 NSACentralFL@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

The Ramada Inn Plantation House

2011 N. Wheeler Street, Plant City, Florida

813-752-3141

Coming from Tampa:

I-4, Exit 21, State Rd. 39 (Buchman Hwy.). At stop sign, go straight (approx. ½ mile), stay to right side (S.R. 39). Ramada Inn is on the right side. Conference Center is a separate building in the very back of the hotel.

Coming from Orlando:

I-4, Exit 21, Follow signs for State Rd. 39 (Buchman Hwy), which will loop around to right. Take S.R. 39 South. At traffic light, make a right. Ramada Inn will be just ahead on the right side. Conference Center is a separate building in the very back of the hotel.

NEED A RIDE? WANT TO CARPOOL & NETWORK?

Contact **Shirley Welch**, 407-622-5305, or by email: NSACentralFL@aol.com ❖