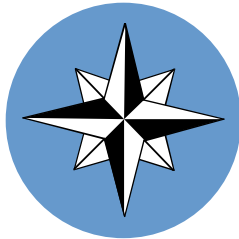


NSA CENTRAL FLORIDA

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

Website: www.nsacentralflorida.com



NSA CENTRAL FLORIDA NEWSLETTER



February, 2003

Volume 2, #2

February 15th Featured Program
Scott Friedman, CSP

***"The Best Way to Predict the Future
is to Create It"***

Our February 15th program features **Scott Friedman, CSP**. Scott will present "**The Best Way to Predict the Future is to Create It**". Scott will show you how to make good choices as we explore what it takes to make it in the ever-changing speaking industry. He will teach you how to play off the audience, develop original material, uncover an organization's humor hot buttons, who not to "poke fun" at in a meeting, and where to find clean, appropriate humor.

Scott Friedman is one of the more unique motivational humorists on the platform today. He teaches audiences to open their minds through laughter, while sharing "how to" techniques and practical ideas. Scott uses humor to remove

(continued on page 4)

February Meeting Location:
Four Points Sheraton Hotel, Lakeland
(Directions on Page 6)



Scott Friedman, CSP

BEST OF THE EASTERN WORKSHOP

After Scott's presentation on February 15th, NSA CF members will share brief commentaries on the "Best of the Best" from the many workshops and sessions that they attended at the NSA Eastern Workshop in Charlotte in January. They'll provide you with practical take-aways that you can begin using to grow your business immediately! ❖



CAPTAIN'S DESK Ed Peters, NSACF President



What a wonderful Eastern Workshop in Charlotte (except for the 8" of snow and 7 degree temperature!)

NSA Central Florida was well represented...21 chapter members and 2 Speaker Academy members! **Terri Kabachnick, CSP, Linda Larsen, Pam Lontos, CSP, George Morrissey, CSP, CPAE**, and I presented at breakout sessions and **David Glickman** and soon-to-be chapter member **Mike Rayburn** entertained us from the main stage!



Patricia Fripp, CSP, CPAE

Miss the Workshop? Don't worry...we have added a bonus session at our meeting Feb. 15th to give you the "best of the best" from the Workshop... it'll be just like being there!

NSA President **Stephen Tweed, CSP**, reminded us in Charlotte that a chapter meeting is a local gathering of national members. Member or non-member, our chapter meetings are THE best way to get value from NSA Central Florida...so make sure to come February 15th!❖

Photos

At our January meeting, **Patricia Fripp CSP, CPAE** taught, through presentation and demonstration, her keys to delivering a dynamic keynote speech or seminar "Hollywood Style."

Above, she explains the drawbacks of hands-in-pockets syndrome and demonstrates her polished storytelling skills. Right, she illustrates by coaching **Elliott Wilcox** on his presentation.





The Microphone Awards

Marilyn Schott, Member
Recognition Chair

The Microphone Awards are another way of raising the bar of excellence in your speaking profession and achieving recognition for what you have already achieved as a professional speaker. Review the criteria below to discover whether you have already earned, or are perhaps close to earning, one of these valuable designations. Our Chapter President, **Ed Peters**, proudly wears his Gold Microphone and says it is a wonderful conversation starter and business builder!

Following is the list of requirements for the three categories of the Microphone Award. If you meet the criteria for one of the levels, simply pull together your materials and send to **Marilyn Schott**, 2110 Tocobaga Lane, Nokomis, FL 34275-5313. Questions? Call or email Marilyn: 941-412-3100, email@MarilynSchott.com. Let NSA-CF recognize you today!

BRONZE

EMERGING SPEAKER

1. Be a member in good standing of NSA-CF for one full year.
2. Attend a minimum of six NSA-CF monthly meetings within a calendar year. *
3. Give ten speeches within one calendar year, paid or unpaid, must be documented.
4. Secure and submit five testimonial letters, within a two year period.
5. Create and submit a one page flyer or brochure.
6. Be an active NSA-CF committee member (submit verification).
7. Produce an audio demo and submit for evaluation.
8. Create and submit audience evaluation form.
9. Develop and deliver a 45 minute presentation with audience evaluations.
10. Create a mission statement.
11. Create a 12-month marketing plan.

**unless verifiable speaking engagements interfere, discussion will follow*

*Numbers 1-3 required
Numbers 4-11, any 5 required*

SILVER

DEVELOPING SPEAKER

1. Attend 7 NSA-CF monthly meetings within a calendar year.
2. Attend 1 NSA National Convention or a NSA Regional Workshop within 1 year.
3. Be an active committee member, verifiable, and work on one key chapter project within a calendar year.
4. Create two 45-minute presentations on different topics.
5. Create and implement a comprehensive marketing plan: 1-5 pages, by year's end.
6. Secure 10 paid presentations and 20 letters of referral by year's end.
7. Circulate audience evaluation forms at presentations where applicable and submit samples.
8. Design, produce, and submit a speaker information kit.
9. Produce and submit a video demo tape.
10. Write and submit 1-3 articles for publication, 250-500 words.
11. Create a book outline or a leader's guide and participants' handouts for a full day workshop.

*Numbers 1-6, required
Numbers 7 through 11, any four required*

GOLD

MASTER SPEAKER

1. Be a full-time speaking professional for a minimum of 5 years.
2. Secure a minimum of 20 paid presentations within a calendar year and submit list of client names and dates.
3. Secure 5 testimonial letters from fee-paid presentations and submit copies on client letterhead.
4. Prepare and release a professionally recorded audio or video presentation for sale.
5. Write and publish a book, submit title and publisher.
6. Appear on a Radio or TV show and specifically mention NSA-CF and submit tape.
7. Make a presentation to another NSA Chapter, outside NSA-CF, or present at an NSA regional or national workshop. Submit group, date, topic information.
8. Recommend another NSA-CF member for a presentation that resulted in a paid booking. Submit members name and date of program.

*Numbers 1-3: required.
Numbers 4-8: any four required*

(Continued from page 1)

negative, non-productive feelings and install a positive, fresh approach towards work, relationships, and life! His improvisational comedy training, quick wit, and thought-provoking material make Scott one of the more popular speakers on the platform today. Scott has twice been President of NSA/Colorado and currently serves as NSA's Vice-President.

Put this important date on your calendar and make sure to register early. I have been told that Scott's sessions at other Chapters have been sell-outs.

David Glickman says, "Scott Friedman is one of my absolute favorite people in NSA. His enthusiasm is infectious and he has a great comic view of the world. I can't wait for his visit to our chapter."❖

Terri Kabachnick, CSP, VP Programs

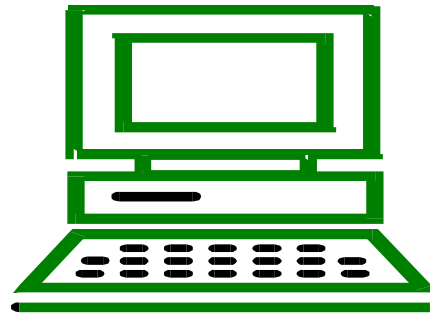


Editor's Desk

"*SpeakEasy?*" "*Squawk Talk?*" or "*Center Stage?*"? These first two are suggestions for a new name for our newsletter (maybe not totally serious...) — the third was our newsletter's original name. If you agree that this newsletter needs a name (other than the placeholder we have today), please email me your suggestions today! Otherwise, who knows what this prestigious publication will be called in the future?

The winning name will be selected by your Board of Directors and the winner will receive a fabulous gift—something even better than last year's "Orange You Glad" visor!

Please send all suggestions to me at jennifer@fullcolorliving.com.❖



Tom Shay

INVALUABLE MARKETING OPPORTUNITY INCLUDED IN YOUR MEMBERSHIP!

www.nsacentralflorida.com

Our new website has been up since October of 2002. Are you letting the world know you are a part of NSA Central Florida, and that you are looking for business?

If you are not on the site, the requirements are easy to meet. Be a current member of NSA Central Florida and a member of NSA. Then take a look at the page of any speaker on our new site to see the format. We will need a jpg photo, the copy for your page, and the categories you want to be listed in.

Within a day of getting your material, you will be on the site. Send your promotional material to tomshay@profitsplus.org.❖

Jennifer Joy Walker



SPEAKERS ACADEMY

Donna Cutting, Dean

A Great Big Thank You to our membership for the support you've given the Academy this past year! The faculty, as you all know, is outstanding. So far, the Academy members have been very pleased and excited about the value they are receiving from you.

In addition, I can't count the number of people who have shared their old VOE tapes, copies of Professional Speakers Magazine, and other books with Academy members! Every single month I walk into the classroom with my arms full of goodies.

Your generosity is inspiring and indicative of my very first impression of NSACF....that it is THE place to be to learn, to grow, and to share in success!❖

celebrations!

Marilyn Schott, Member Recognition Chair

Terri Kabachnick, CSP was recently featured on Phoenix, AZ's highest rated morning show, *Good Morning Arizona*. Terri was also featured on *Today in Central New York* in Syracuse, NY. The interviews were about Terri's & partner **Ken Banks'** newest business venture, A Successful Family, LLC. The goal of A Successful Family, LLC is to improve the quality of family life by providing a tool that helps couples and families understand each other, communicate better and love their differences. Visit www.asuccessfulfamily.com to learn more. Congrats, Terri!❖

Membership Notes

Cindy Krosky, Membership Chair

Many thanks to those who helped the Membership Committee at our January meeting:

Paul Vonder Heide
Sandy Geroux
Guerline Ridore
Ron Knaus
Rebecca Paquette
Dave Timmons
Nancy Street
Isabel Perry
Denise McCabe

You make our Chapter a welcoming place!

WELCOME NEW MEMBER!

Jon Schallert
 The Schallert Group
 P.O. Box 1090
 Sorrento, FL 32776
 Phone: 352-383-9579
 Email: Jon@Retail-USA.com
 Web: www.Marketing-BootCamp.com
 Topic: Competitive Business Strategies,
 "Destination" Marketing, Prime-Time
 Employees, Competing w/Superstores,
 Brand Differentiation

PROGRAM SCHEDULES AND REGISTRATION

Mark Your Calendar:

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

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*

727-545-4185 Terri@Kabachnick.com

Joan Brannick* (Past President)

813-672-0500 joan@brannickhr.com

Donna Cutting* (Speakers Academy)

727-525-5818 donna@donnacutting.com

Barbara Glanz, CSP (Meetings Industry)

941-312-9169 bglanz@barbaraglanz.com

Cindy Krosky* (Membership)

561-461-8313 ACE99CK@aol.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

Marilyn Schott* (Member Recognition)

941-412-3100 marilyn@marilynschott.com

Joe Sedita (Finance)

813-752-4197 Joe@sedita.com

Tom Shay* (PR/Marketing)

727-823-7205 tomshay@profitsplus.org

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

FEBRUARY 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 Four Points Sheraton Hotel,
Lakeland, Florida
(863-644-3375; FourPointsLakeland.net)

Traveling East on I-4: Take Exit #27—Polk Parkway Toll Road. Take Exit #7—South Florida Avenue. Turn right and travel 1/4 mile. Four Points Sheraton Lakeland is on the right.

Traveling West on I-4: Take Exit #41—Polk Parkway Toll Road. Take Exit # 7—South Florida Avenue. Turn left and travel 1/4 mile. Four Points Sheraton Lakeland is on the right.

NEED A RIDE? WANT TO CARPOOL & NETWORK?

Contact: **Shirley Welch**, 407-622-5305, Sswelch123@aol.com ❖