



NSA/Central Florida

“Speaking of Speaking”

FEBRUARY 21TH FEATURED PROGRAM:

“Getting Back to the Big Picture”

Have you noticed that hardly anyone in the speaking biz gives you consistent advice? Some say write, some say don't bother. Some say focus on internet marketing, some say make personal connections. Some say use tools like PowerPoint, some say just stand there and talk. Some say customize, some say get one great speech and beat the heck out of it. Some say learn to speak, some say develop a business.

Who should you be listening to? This edgy presentation has viewer discretion written all over it – so come if you feel up to it.

About Ian Percy: For someone with an international reputation for depth of insight and gentle explorations into the spiritual meaning of work, Ian Percy rattles a lot of cages. Corporate executives



Ian Percy, CSP, CPAE

Continued on page 5

Continued on page 5

Program Notes

Donna Cutting, VP, Programs

Wow! Has it been a fantastic year so far or what? Our last two speakers, **Jack Canfield, CSP** and **Greg Godek** (Author of "1001 Ways To Be Romantic") certainly had us THINKING BIG! Jack started out the new year with the Power of Focus and Greg offered us so many tips on turning our books into bestsellers that my head was spinning!

Thanks also for the always hilarious entertainment of **David**

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**



We had record attendance at our January meeting, thanks to the incredible **Greg Godek**, best-selling author of "1001 Ways To Be Romantic". Greg shared incredible insight into what it takes to sell millions of books. (And with Valentine's Day rapidly approaching, we might also want to grab some insight from his wonderful book!)



Greg Godek shares his best practices!

If you weren't able to be in Portland the last weekend in January for the NSA Western Winter Workshop, I hope you'll be able to attend the NSA Eastern Winter Workshop in St. Louis February 27-

29. If you enjoy our chapter meetings, try to imagine that experience magnified about 100 times (maybe 1000 times?) and you'll start to understand what an NSA convention is like. Information about the event is available on the NSA website, www.NSASpeaker.org.

Personally, I'm excited about the Eastern Workshop for three reasons:

1. The lineup for the weekend is absolutely stellar.



NSA/CF Chapter Member Betsy Barbieux demonstrates platform dressing tips with the assistance of snappy looking Chapter Member Ed Peters.

- It looks like very strong programming.
2. It's Leap Year, and we end the workshop on February 29. It's an extra day we're given every four years---a gift---in addition to the regular 365 days we try to maximize each year. And to spend that extra day at an NSA event is one of the best possible ways to use that gift.
3. The Academy Awards are on February 29 and Billy Crystal is hosting again! Because I'm a comedian, I'm often asked who *my* favorite comedian is. I always answer, without hesitation: Billy Crystal. His versatility, his quick wit, his staying power, and his non-threatening style (not to mention his amazing song parodies at the Oscars) make him a talent and person to be highly admired. I made sure my flight gets me home in time to see him do what he does best.

I hope to see you at the February chapter meeting, the Networking Night at Pebbles in Orlando, and at the Winter Workshop in St. Louis. ❖

Weeknight Networking Events

LET'S GATHER AT PEBBLES IN ORLANDO FEBRUARY 24TH

Our monthly Week Night Networking Event will take place on **Tuesday, February 24**, in Orlando, from 6:00 to 9:00 PM. We will be meeting again at Pebbles Restaurant, off of I-4 at Exit 68, in the Crossroads Mall at Lake Buena Vista. Our first Networking Night of the year was held at Pebbles this past August and was very successful, so we've decided to go back again. If you need further information, Pebbles' phone number is 407-827-1111.

The Week Night Networking Event is a Members-Only event. Spouses are welcome also, although most of the conversation is about our businesses. Separate checks are available, and you don't have to order anything. This is a great opportunity to schmooze, mingle, network, and get to know your fellow chapter members in an informal social setting.

The event is held on the last Tuesday of the month, and alternates between Orlando and Tampa Bay. Hope to see you there! ❖

NSA EASTERNWORKSHOP THIS MONTH!

Eastern Workshop: St. Louis, Missouri February 27-29
Sign up at www.NSASpeaker.org



Speakers Academy

Dave Timmons, Dean

Our Academy family of 18 dynamic professionals continue to invest quality time in their speaking careers. Our January program was exceptional as we got the chance to learn from two brilliant women who are premier speakers in our industry. **Barbara Glanz, CSP**, shared her insights on adult learning and content development while spreading her usual warm and contagious enthusiasm. **Terri Kabachnick, CSP**, created several WOW's as she shared a powerful way to get to decision makers through the use of doing research for them to address problems & hot buttons.

What a great day of learning and building our speaker network with Barbara and Terri! A special thanks to **Sandy Geroux** for leading our Academy in my absence.

February's program will not only be informative but lots of fun as we are privileged to have our President, **David Glickman** share his many humor techniques. He will also convince us why we ARE funny. We will also have a special group exercise that you won't want to miss. ❖

MEMBER NEWS

NSA CF Member Mike Rayburn Rocks Carnegie Hall! By Dave Timmons

How often does a friend or acquaintance get to headline Carnegie Hall? My friend and fellow NSA/ CF member **Mike Rayburn** did just that on Saturday, January 17, and I had to be there. After the coldest day in NYC in over a century, the crowd started rolling in to a warm and inviting Weill Hall, as the doors opened at 8:00pm.

From the very first lick on his Taylor guitar, I knew the sound in this hall was nearly acoustically perfect. I also knew Mike had everyone's attention within 30 seconds. After 90 seconds, the jaws dropped as he demonstrated breakthrough guitar techniques with his amazing 'tapping' style. Next, Mike served up a tray of hilarious parody songs which broke up the audience and caused them to root for him for the rest of the show.

Over the next 70 minutes, Mike weaved humorous, classical, and original compositions into a tapestry of emotional delight that made the weather outside feel like springtime. Every joke worked; every clever lyric connected; and everyone wanted more as they gave him a well deserved standing ovation. During his encore, he delivered a trilogy of creative songs which, again brought the crowd to their feet.

At the reception following his performance, Mike was mobbed by well-wishers and customers who could not leave Carnegie Hall without buying Mike's CDs and book. That's when it hit me. If you have passion for your craft and do it the very best you can every time out, your audience will "feel it" and you'll get to do it often. And maybe, when Carnegie Hall knocks on your door, you will knock it out of the park, just as Mike Rayburn did on January 17, 2004. ❖



Bonus Program March 20th

“Four and Five Figure Product Sales...Every Time You Speak!”

...is for speakers who want large profits from their products...what NSA/CF Past President **Ed Peters** calls educational materials. Ed has discovered the secrets to gigantic product sales. Look at these numbers: With an audience of just 36 people Ed sold \$5,100 worth of his educational materials; with an audience of 90 people, Ed sold \$8,100! Last year Ed sold over \$80,000 in educational materials to just 20 audiences averaging 50 people! Just last week, Ed sold another \$7,000 in manuals at 3 presentations in 24 hours! Ed's system will help you sell more product, double your total revenue for a speaking engagement AND allow you to accept free or less than full engagements but still earn your full fee amount!

Ed is offering a special bonus program after the regular NSA Central Florida meeting on March 20th. Space will be limited for this incredible “behind-the-scenes” look at how to really make money in the speaking business. More information in the next newsletter, but mark your calendar right now for a huge, money-making afternoon!

For more information about the seminar, contact Ed at edpeters4profit@aol.com or at 727-898-2004. More details about location, price, etc. will be forthcoming in next month's newsletter. ❖

IAN PERCY—*continued from page 1*

from Bahrain to Boise have sought his wisdom and inspiration. An organizational psychologist, Ian is one of only three speakers in the world inducted into both the US and Canadian Speaking Halls of Fame. He is a respected author of five books and a regular columnist in a national HR magazine. Ian has delivered some of the most unusual, provocative and mind-stretching programs at NSA in the US, CAPS in Canada and NSAA in Australia. And now he's coming to Plant City! ❖

PROGRAM NOTES—*Continued from page 1*

Glickman, who kicked off the January meeting, and to **Betsy Barbieux** who gave us some expert tips on dressing as our best selves on the platform.

This month we'll be treated to some great entertainment by another funny member of our chapter.....our own Academy Dean himself.....**Dave Timmons**. **Ian Percy, CSP, CPAE** and member of the Canadian Speakers Hall of Fame will help us cut through the many contradictory messages we hear in NSA! And we're sure to have other surprises as well.

And the year is just beginning! We've got **Mark Sharenbroich, CSP, CPAE, Barbara SanFilippo, CSP, CPA, Doug Stevenson, CSP** and finally humor columnist **Dave Barry!**

Like I said earlier — WOW! I wouldn't miss one of those meetings. Would you?❖

VOLUNTEER OPPORTUNITY FOR A “CREATIVE TYPE” COMING THIS SUMMER!

Jennifer Joy Walker, Newsletter Chair

It is hard to believe, but as of this June I will have completed my second year as Newsletter Chair. This fancy title actually means I have had the opportunity to help share with our members and guests all the wonderful activities and achievements of our Chapter by putting this newsletter together each month.

I have found this spot to be a great vantage point from which to learn about our Chapter and the business of public speaking, and to get to know and enjoy our Chapter's dynamic and talented leadership team. The newsletter is created from content provided by the Chapter leaders, and is formatted using Microsoft Publisher (a relatively easy to learn program.).

If you are interested in learning more about this Chapter volunteer opportunity, let's talk! I will be at the February meeting and will be glad to answer any questions. Or please email me at jennifer@fullcolorliving.com. You may find this is exactly the right spot for you next year!❖



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

- 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**

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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

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 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 ❖