

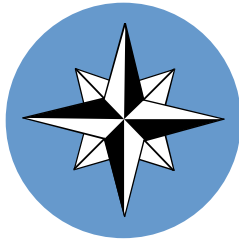
NSA CENTRAL FLORIDA is the organization of choice for NSA professionals, dedicated to igniting a passion for, and excellence in, the professional speaking community.

Website: www.nsacentralflorida.com



March, 2003

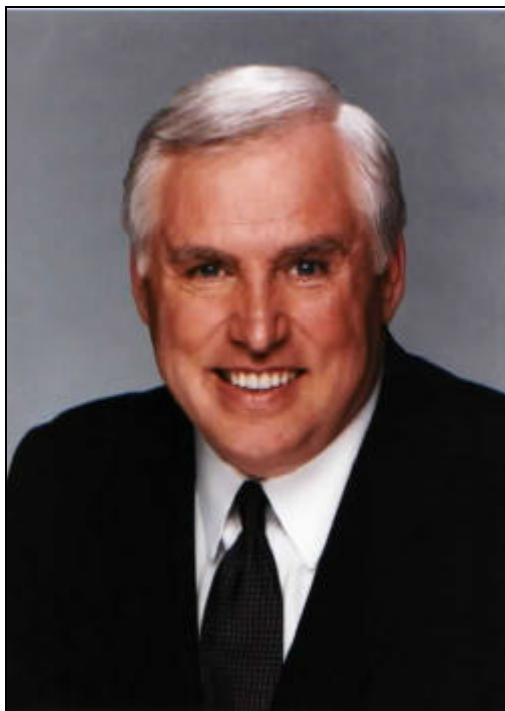
Volume 2, #3



NSA CENTRAL FLORIDA NEWSLETTER

MARCH 15TH FEATURED PROGRAM

"How to Build A Speaking Business That is Solid, Saleable, Scaleable and Fun!"



Bill Brooks, CSP, CPAE

Our March program brings us a masterful speaker and a master in business, **Bill Brooks, CSP, CPAE.**

Bill will present **"How to Build A Speaking Business That is Solid, Saleable, Scaleable and Fun!"**

Bill will provide us with a wealth of information and will cover these critical success factors:

- **How to See Your Way to Speaking Success**
- **The Success Triangle**
- **The Winning Matrix and How to Put it on Your Side**
- **Building Your Focused Marketing Strategy**

(continued on page 3)

NSA-Central Florida (CFSA) Members:

The Board of Directors notifies you that a vote to update the Bylaws will be conducted at the next NSA-Central Florida meeting, March 15th, 2003. This was initiated due to our recent name change and we have taken this opportunity to review all the Bylaws. If you were at the February meeting, you were given a copy of the proposed changes. If not, they were emailed to you. If you are not attending the meeting in March, you can vote yes or no to the proposed changes according to the instructions in the email you were sent. Only NSACF members were emailed the by-laws and only members can vote.



CAPTAIN'S DESK

Ed Peters, NSACF President

It's hard to believe we have only four more months left in our chapter year. Where did the time go? I am happy to report that it's been a wonderful year in all aspects of chapter life. Our meeting attendance has been strong, thanks to **Terri Kabachnick's** excellent programs and the hard work of her team...our membership numbers are strong, despite more stringent requirements (**Cindy Krosky**)...we have strong chapter programs, including the Speakers Academy (**Donna Cutting**), Educational Library (**Rod Jurado**), a beautifully designed and written newsletter (**Jennifer Walker**), revamped and functional website (**Tom Shay**). Finances are

sound...when's the last time you heard anything about fund-raising?

To all of you who have contributed to our success, thank you. We still have a few months left to continue to bring value to you, our members.

This is a good time to ask yourself...what can I still do to contribute? What committee or project would I like to get involved with? Where can the chapter use my talents? Call me when you think of an answer or to ask me where you think we can use YOU? Thank you!❖



CHAPTER ELECTIONS

NSACF will be holding our annual election at our April 19 meeting. This year there will be one officer we will be electing--Vice President of Programming. Any member who is interested in running for this position must contact **David Glickman** by the date of our next meeting, March 15.

The Vice President position is very important to the chapter's leadership track. After serving a year as Vice President, this person then goes onto serve as President-Elect for a year, and then will serve as President the following year. After their term as president, they remain on the board for one more year as Immediate Past President.

Details about the election and voting procedures will be in the April newsletter. If you have any questions, or would like to have your name on the ballot for VicePresident, please contact David Glickman at (813) 662-0204, or e-mail him at David@DavidGlickman.com. Remember, you must contact David by March 15 to be placed on the April ballot.❖

Programming Notes

(Continued from page 1)

• The Big Three: Questions to Drive Your Business

About Bill: Bill speaks from a lifetime of accomplishment and first-hand experience. Besides his award-winning career as a speaker for over two decades, he has a wealth of industry knowledge and skills to draw from after delivering programs in over 350 different industries. During a 25-year career, he has been CEO of a \$300 million corporation, top sales producer in an 8,000 person sales force, business award winner, corporate board member, a winning football coach for fourteen seasons and CEO of an international consulting firm. An inductee of the Professional Speaker Hall of Fame, he is an acclaimed communicator, coaching such top firms as Andersen Consulting, BMW, Hewlett-Packard and hundreds of others. Bill also holds the two highest designations awarded to top management consultants.

ROUND CHAIR PEG SESSIONS

Once again, due to popular demand, we are conducting our “round chair” PEG sessions. Prior to Bill’s presentation, you will break into PEG’s (Professional Emphasis Groups) that represent your area of expertise:

- Consultants
- Technology
- Humor
- Motivational/Keynote
- Seminar/Workshop Leaders
- Writers/Publishers

Please come prepared with questions and ideas to make the most of this very informative session.

Bring a big thick notepad and several pens because you will be taking notes like crazy during Bill’s session. In addition to all that you’ll learn you’ll have fun and really enjoy Bill’s direct sense of humor. **DON’T WAIT - REGISTER NOW!** . See you there!❖

Terri Kabachnick, CSP
Vice President, NSA CF



Special Event:
 May 8th -
 Chapter Fireside
 Chat with
Bob Pike,
CSP, CPAE.

On May 8th at 5:30 p.m. at the Wyndham Hotel on International Drive in Orlando, Bob Pike will host a “fireside chat” with Chapter members. Come prepared with any questions you have regarding the speaking business. More details will follow next month.❖

PROGRAM SCHEDULES AND REGISTRATION

Mark Your Calendar:

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

MARCH 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 #27—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 ❖