



NSA/Central Florida

"Speaking of Speaking"

MARCH 20TH FEATURED PROGRAM:

**"Everything I've learned about speaking,
I've learned in high school."**



Mark Scharenbroich, CSP, CPAE

What does it take to grab an audience of high school students and deliver a powerful message, in a hot gym, with a lousy sound system, on the last hour of a Friday afternoon? It takes a speaker who knows how to do it.

The speaker is **Mark Scharenbroich, CSP, CPAE**. He has presented in 3500 high schools and he knows his stuff. Mark says, "If you can work a gym successfully, then a Marriott ballroom filled with business people is a walk in the park." Mark will share his insights on presentation skills which will help any presenter craft and deliver a memorable speech. Mark is consistently booked and his only marketing is a website. Book more speeches by being a better speaker.

- *How to develop memorable characters.
- *How to work the stage like a pro.
- *How to win over almost any audience.
- *Building a career through referrals.

(continued on page 3...)

PROGRAM NOTES Donna Cutting, VP Programs

It's hard to believe election time is here and we're more than halfway through the chapter year. Attendees at last month's meeting have been raving to me about the value they received from the thought provoking session provided to us by **Ian Percy, CSP, CPAE**. Just another reason why you don't want to miss a chapter meeting if you can help it.

(continued on page 6...)

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**



The NSA Winter Workshops are now behind us and it's time to start thinking about the **NSA Convention July 17-20** in Phoenix, Arizona. Now? In March? Yes, if you're someone who is reading this and uncertain whether you want to go, or are able to go, this **IS** the time to start planning. This **IS** the time to start saving. This **IS** the time to make a commitment to furthering your speaking career.

For those of you who have been to NSA national conventions, I know I'm preaching to the choir. But this newsletter goes out to 500+ individuals, the majority of whom have not been to an NSA convention. If you don't qualify yet for NSA membership--and think the convention is not for you---I think you'll find the situation to be exactly the opposite. I've seen countless people attend their first NSA convention and come out of it fired up, focused, ready to commit, and ready to make whatever changes are needed to get to where they want to be in their speaking business. Yes, many people come out of the convention overwhelmed--but it's a "good" overwhelmed. With a little time to review and reflect on your experiences there, you will have the opportunity to grow in areas where you previously had little or no insight.

So, if it's a financial challenge, start saving **NOW**. If it's a timing challenge, start planning **NOW**. You've got almost five months to make it happen. I've heard countless stories of how speakers begged, borrowed, and stole to get to their first

convention, and have never looked back. (Uh, other than to pay back what they begged, borrowed, and stole.) You can visit the NSA website, www.NSASpeaker.org, to get more information on the national convention. Or contact any of the NSA/Central Florida board members, all of whom have been to NSA national conventions and would be happy to answer any questions for you.

I hope to see you at our March meeting, featuring the incredible **Mark Scharenbroich, CSP, CPAE**. And I hope to see you in Phoenix this July!!!❖



Ian Percy, CSP, CPAE, aka, "The Master" gave a thought-provoking presentation at the February meeting!



CHAPTER ELECTIONS

Elections for NSA/Central Florida will be held at the April meeting. We are accepting nominations for two Board of Directors positions that will be opening, and for the Vice President of Programming. The Board of Directors terms are three years each. The Vice President position is actually a four-year term on the Board of Directors, with the sequence being one year as Vice President, President-Elect, President, and Immediate Past President.

Any member of the chapter in good standing may run for these positions. Please contact **Terri Kabachnick**, President-Elect, if you would like to have your name on the ballot. **Deadline for placing your name on the ballot is by the end of the March 20 chapter meeting.**

Candidates for each position will be asked to deliver a two minute speech at the April meeting before the elections. Those members who can not attend the April meeting may request an Absentee Ballot from our chapter administrator, Shirley Welch. The listing of candidates and further details on the election will be in the April newsletter. ❖

Mark Scharenbroich (continued from page 1)

About Mark....

Mark Scharenbroich has been on the platform for over 25 years speaking to audiences of all ages and backgrounds. He is a writer, director and performer. Mark has spoken in all 50 states, every province of Canada, as well as in Europe. He has presented as far north as the Arctic Circle and as far south as the Panama Canal.

Combine the timing of a stand-up comedian, the warmth of a storyteller and the power of an inspirational speaker and you get Mark Scharenbroich. You will go on a roller coaster ride of laughter one second and tears of joy the next. His material is original, his performance is authentic and his message makes sense.

And Mark has received the following awards: Emmy award: writer/performer in the ABC TV special, "Doing Great." Golden Apple Award and Silver Screen award: writer/performer in the film "The Greatest Days of Your Life...(so far)." Finalist at the International Health & Medical film festival: writer/performer for the video, "Is This Your First?"

You may remember Mark from the 2002 NSA National Convention in Orlando where he was the Opening Keynote Speaker! If you do remember, you know why you want to be at this meeting. If you weren't there, you don't want to miss the opportunity to hear and learn from Mark now.

Join us for Mark's dynamic presentation at our March meeting! ❖



Our own Dave Timmons and his guitar warm up the crowd with a fun and lively intro to our February meeting.

**MONTHLY NETWORKING
NIGHT EVENT—TAMPA**
Tuesday, March 30, 2004
6 pm - 9 pm

Join us this month at *Profusion*, located at the "Bay Street" (restaurant) section of the International Plaza in Tampa (also known as the International Mall). Profusion is across from the Cheesecake Factory. International Plaza is located at the corner of West Shore Blvd. and Boy Scout Blvd., adjacent to the Tampa International Airport. For more information: (813) 353-8400/ www.profusion.us

Separate checks will be available. However, you may want to take advantage of the Tuesday night special: buy one entree, get the second one free, with purchase of appetizer or dessert with each entree. So, "checks for two" may be the way to go that night.

Our monthly networking night is a Members-Only event. Spouses are welcome, but most of the conversation is centered on our businesses.

Please RSVP to **Shirley Welch** by Monday, March 29, if you can attend. ❖

THE NSA CENTRAL FLORIDA CHAPTER
“ADVANCE“ IS COMING IN JUNE!

It's that time again! Our annual Strategic Planning session, where the President-Elect reveals the theme (it's so exciting!), creates projects and outlines goals for the upcoming year. By majority vote, we will be having a 1-1/2 day Advance. (It's not 2 full days, but gives us more time than 1 day allows.)

Please join us **Friday, June 4th and Saturday, June 5th** in St. Petersburg, Florida. The Advance will begin at 2 p.m. on June 4 and will conclude at 3 p.m. on June 5th.

Chapter Officers, Board of Directors members and Committee Chairpersons are asked to make this a priority. Chapter members who are interested in current and future leadership roles or just becoming more active in the chapter are also encouraged to attend. Don't forget, in this meeting we'll be unveiling the theme for the upcoming year. We have some special events planned, but you'll just have to come to the Advance to see what's on the agenda - you don't want to miss it!

Details regarding the exact location and other logistics will be provided as we get closer to the date of the event. Because this is an overnight event, we have a block of rooms at a local historical hotel. Special NSA/CF room rates are \$90 per night. Please let us know if you'd like a room reserved and specify if you'll be sharing a room with another member.

Please contact Crissy McWilliams for reservations and any questions at 727-545-4185 or at crissy@kabachnick.com. So, hurry up and make your reservation!

I'm looking forward to seeing you there! ❖

Terri Kabachnick, CSP
President-Elect

**March 15th Bonus Session:
Manuals 4Profit...**

*How to Develop and Market Educational
Materials to Get 4 and 5 Figure Sales Every
Time You Speak!*

March 20 1:30 - 3:30 PM
(following the chapter program)

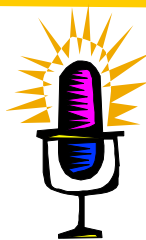
Audiences do not come to hear you make a great speech. They come to become the expert you already are in your subject area! You can't make someone an expert in a 50 minute keynote or even a 2 hour seminar. You can, however, make your audiences experts by writing down everything you know about everything you know about your subject.

Ed Peters' bonus session will show you how to develop, write and sell educational materials in the form of manuals...and show you how to double and triple your income in the process. You will leave this session with all the information you need to be an expert in Manual Marketing.

- Writing system (write a manual in 6 days!)
- How to package the package (and triple your sales)
- Double your sales by selling in the FRONT of the room
- Selling from the platform that your audience will actually enjoy
- Using manuals as marketing materials and get more speeches
- How to get 25% - 40% of your audience to invest in your insight

Ed sold nearly \$100,000 in manuals last year and wrote his first one just three years ago. Six manuals later, this system has transformed his business and have made his audiences the experts they want to be.

This bonus program will be offered following the regular Chapter Meeting. The fee is \$25.00. To register, please contact Chapter Administrator Shirley Welch. ❖



Speakers Academy

Dave Timmons, Dean



Our academy received a real gift on 2/21/04 as professional humorist **David Glickman** (also our President) taught us all how to be MORE funny. It is rare when you get to learn from a 20-year comedy veteran who has opened for stars like Ray Romano, Barbara Mandrell, Carol Channing, Jackie Mason, Ben E. King, Englebert Humperdink, and more.

David shared his *10 Tips for Creating Great Humor* and *6 Ideas for Customizing Humor*. He closed with some great parody songs on his keyboard to demonstrate this crowd-pleasing technique. Our academy session closed with some spontaneous Q & A to get to know our members better. Thanks to **Buck Orr, Cara Gubbins, Bettie Sommer, Mike Avola, Pat Barrie, Gail Hill Smith, and Cheryl Stock** for sharing insights about themselves.

NOTE: Our June Academy session has been moved to June 12 to coincide with the June program featuring humor writer **Dave Barry**. Details of meeting location and lunch will be forthcoming. **Shirley, Jeff, Mike, and John** - We missed you! ❖

Membership Notes and News

Cindy Krosky, Membership Chair

Welcome to our guests who joined us at the **February NSA/CF** meeting February 21, 2004. Hope you went home with 1001 ideas to work on! We also hope you will join us again. Welcome to **Linda Woodend**, Largo; **Sunny Stuart**, Lakeland; **Brianne Schwantes**, Kissimmee; **Douglas Ross**, Miami; **Ken Donaldson**, Seminole; **Bob Acey**, Titusville; **Cathy Martin**, St. Petersburg; **Rich Bowler**, Orlando; and **David Bloodgood**, Winter Park.

Also, special thanks to our guests for joining us at the **January NSA/CF** meeting on January 17, 2004. Welcome to **Wendy Correa**, Tampa; **Tracy R. Ross**, Sanford; **Damon Cox**, Kissimmee; **Victoria S. McVay**, Orlando; **Randy Bailey**, St. Petersburg; **John Shaw**, West Palm Beach; **Krista Brewer**, West Palm Beach; **Caroline McKeon**, Temple Terrace; **Sondra Guffey**, Lutz; **Byron G. Sabol**, Windermere; **Richard Parker**, Melbourne Beach; **Tim Chastain**, Altamonte Springs; **Diana Astorquiza**, Temple Terrace; and **Tina J. Levy**, St. Petersburg. ❖

Welcome New Members:

Mike Rayburn

Way Beyond Entertainment
P.O. Box 341287
Tampa, FL 33694
(Phone) 813-926-2632
(Fax) 813-926-9587
(Email) mike@mikerayburn.com
(Web) www.MikeRayburn.com
(Topic) The World's Funniest Guitar Virtuoso!

Lonnie V. Moore

Education For Life
10008 Colonnade Drive
Tampa, FL 33647
(Phone) 813-215-4941
(Email) LMoore8@tampabay.rr.com
(Web) www.teacherbootcamp.com
(Topic) 7 Habits, Goal Setting, Teen Challenges, Athletics, Time Management, Parenting, Teaching Techniques, Classroom Management, Relationship Building, Marriage

Program Notes (continued from page 1)

It's been a great year, and the next meeting will be no exception. I am personally very excited about bringing **Mark Scharenbroich, CSP, CPAE** to speak to our chapter. He blew me away with his message and incredible speaking skills when he gave the Opening Keynote Speech for the 2002 NSA Convention in Orlando. I'm still using some of his message in my personal and professional life today.

In addition to Mark's presentation, we promise to show you a side of our own **Cavett Award** Winner, **George Morrissey, CSP, CPAE** that you've never seen before. Believe me....you DON'T want to miss this.

And as always, the meeting will be packed with additional value and fun! Take some time for yourself to recharge and recommit to all the goals you set at the beginning of 2004 by attending our March meeting. See you there! ❖



**Mark Your
Calendar!
2003-2004**

March 20- Mark Sharenbroich, CSP, CPAE

April 17- Barbara Sanfilippo, CSP, CPAE

May 15- Doug Stevenson

NOTE DATE CHANGE: June 12*- Dave Barry

**The June Meeting will be held on June 12 (the SECOND Saturday of the Month) instead of the originally scheduled date, at the Lakeland Center. More details will be forthcoming, but set the date aside on your calendar now!*

**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

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 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 ❖