

NSA CENTRAL FLORIDA

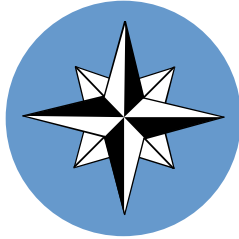
NSA CENTRAL FLORIDA is the organization of choice for NSA professionals, dedicated to igniting a passion for, and excellence in, the professional speaking community.

Website: www.nsacentralflorida.com



April, 2003

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NSA CENTRAL FLORIDA NEWSLETTER

APRIL 19TH FEATURED PROGRAM

"How to Create Proposals That Close New Business."



Alan Weiss, CMC, CSP

Our April program brings us a true master. Recognized by both the business community and our speaking family – NSA - **Alan Weiss, CMC, CSP** is an accomplished speaker, a million dollar consultant, and best selling author. Alan will present "**How to Create Proposals That Close New Business.**" In this "critical to your success" program, Alan will cover:

- How to establish the correct environment for proposal consideration
- How to master the art of conceptual agreement
- How to create the proposal quickly and effectively
- How to properly follow-up to enhance acceptance
- What to do if you *don't* hear "yes"
- What to do if you do hear "yes"

About Alan: Alan Weiss is one of those rare people who can say he is a consultant, speaker and author and mean it. His consulting firm, Summit Consulting Group, Inc. has attracted clients such as Merck, Hewlett-Packard, GE, Mercedes-Benz, State Street Corporation, Times

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CAPTAIN'S DESK

Ed Peters, NSACF President

April brings two themes...leadership and recognition...deciding who our future chapter leaders will be and who to recognize for chapter service.

At the April meeting, you will vote for Vice President, Programs. This is an extremely important position: 1) the most visible benefit of chapter membership is our educational programs and the VP, Programs will be asked to continue our tradition of high quality meetings; 2) the VP, Programs is in line for succession to chapter president. So when you cast your vote think, "Who is best qualified to bring high-quality educational programs to our meetings and who will best lead our chapter in a couple of years?"

We are blessed to have three outstanding candidates: (in alpha order) **Donna Cutting**, **Cindy Krosky** and **Marilyn Schott**. You will hear from each candidate at the April meeting prior to voting. If you are a member and aren't attending the meeting (**Alan Weiss** is speaking), please request an absentee ballot.

You are also being asked to choose our Member of the Year, the person who you consider has made the greatest contribution to chapter service. The Board of Directors nominated: (alpha order) **Donna Cutting**, **Terri Kabachnick**, **Cindy Krosky** and **Jennifer Walker**. Members will soon receive a ballot via email and are asked to return it prior to the April meeting. The winner will be announced at our annual meeting in June and recognized at a general session at the national convention in July.

This is an excellent time to think about how YOU will contribute to your chapter next year. Please let incoming president **David Glickman** know which of the following committees you'd like to head or serve on: Finance, Membership, Programs, Recognition, Library, Speakers Academy, PR. Then plan to attend the chapter leadership retreat Friday, May 30th.

It's an exciting time in our chapter...see you April 19th! ❖



*Chapter Administrator **Shirley Welch** greets arriving attendees at our March monthly meeting.*



*Above, **George Morrissey, CSP, CPAE**, Cavett Award, eulogizes **Trudy Robert**, widow of NSA founder **Cavett Robert**.*



*Above, March's featured presenter **Bill Brooks** chats with **Bob Moore**; right, VP/Programs **Terri Kabachnick** previews upcoming programs; below, the popular PEG (Professional Emphasis Group) sessions at March's meeting.*



Programming Notes

(Continued from page 1)

Mirror Group, The Federal Reserve, The New York Times, Avon, and over 300 other leading organizations. This body of work has earned him the Certified Management Consultant (CMC) designation from the Institute of Management Consultants. He serves on the national board of directors of that organization. He is one of fewer than 15 people in the world holding both the CMC and CSP designations.

Once again, due to popular demand, we are conducting our “round chair” PEG sessions. Prior to Alan’s presentation, you will break into PEGs (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. ❖

My very best,
Terri Kabachnick, CSP
Vice President, NSA CF

CHAPTER ELECTIONS

David Glickman, President-Elect



Chapter elections will be held at our April 19 meeting. We will be voting for one position, the Vice President of Programming. The winner of this position is actually making a four-year commitment to the leadership of the chapter and to being on the Board of Directors. The first year he or she will serve as VP of Programming, the next year as President-Elect, the following year as President, and the fourth year as Immediate Past-President.

The following nominations for Vice President of Programming have been received by the Nominating Committee:

Donna Cutting
Cindy Krosky
Marilyn Schott

Each of these candidates will give a two-minute speech at the April meeting, to be followed by the election. Only Chapter members may vote.

Anyone who will not be attending the April meeting and would like to vote should contact chapter administrator Shirley Welch who will e-mail you an absentee ballot. Absentee ballots must be returned to Shirley by Friday, April 18, at noon. Shirley’s contact information is listed on the last page of this newsletter. ❖

BOB PIKE Special Event May 8th -

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

If you plan on attending, please RSVP to Carrie at carrie@kabachnick.com or call 727-545-4185. ❖

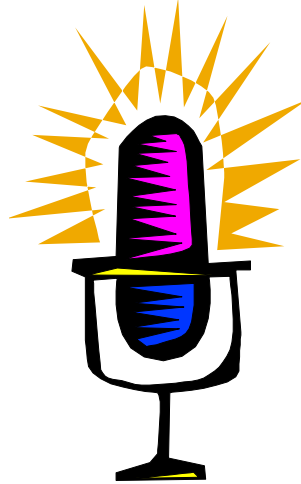
SPEAKERS ACADEMY
Donna Cutting

MENTORS NEEDED

Dear NSA Central Florida Members:

The graduation of our Speaker Academy cadets is almost upon on us, and you have all been quite generous with your time and talents. Thank you!

We made a promise to each "cadet" as they signed on for the program: Upon graduation, we would help them find mentors so they may continue to develop their skills and career on a more one-on-one level. To that end, I am trying to put together a list of NSA Central Florida members open to mentoring an Academy graduate. Beside your name, I would like to list the competencies in which you are especially proficient (marketing, presentation skills, content, etc.), as well as the qualities you would like to see in a mentee (initiative, self motivation, etc.) This list will then be presented to the Academy graduates in June, and they will be encouraged to approach someone to be a mentor.



How many mentees you work with, the way you work with them and the amount of time you spend will be decided between you and the mentee. Our goal is to offer our graduates a list of options and some encouragement.

We have an extremely motivated group of graduates this year, and you should be very proud of them and of our Academy. If you are willing to serve in this way, and pass some of your experience on to up-and-coming professional speakers, please send me an email at donna@donnacutting.com with the following:

- Your name
- Your topic area
- Expertise you'd be willing to share
- Guidelines on the amount of time you'd be willing to give
- The number of mentees you'd be willing to take on
- The qualities you'd like your mentee to possess.

Membership Notes

WELCOME NEW MEMBER!

Ron Feingold, M.S.E.

Fine Gold Productions
 6521 Hidden Beach Circle
 Orlando, Florida 32819
 (Phone) 407-301-4333
 (Fax) 407-298-3202
 (Email) ron@ronfeingold.com
 (Web) www.ronfeingold.com
 Topic: Humor, Relationships, Creativity & the Joy of Being Different

Thank you again, for the generous contributions you've already made to our cadets! I'm so proud to be a member of this organization whose members so freely give of their time, talent and expertise.❖



CHAPTER STRATEGIC PLANNING MEETING (aka “The One-Day Retreat”)

David Glickman, President-Elect

Each year the President-Elect convenes a Strategic Planning session to craft the upcoming year’s projects and goals. (Our year goes from July 1 to June 30.) This year’s chapter retreat will have a different format and different location than in years past.

On Friday, May 30, NSACF will hold its “One-Day Retreat” at Tropicana Field (“Home of the Tampa Bay Devil Rays”) in St. Petersburg. (Note: This is the weekend *after* Memorial Day.) The meeting will start at 10:15 am sharp and will conclude at 6:15 pm.

The chapter’s Officers, Board of Directors, and Committee Chairpersons are enthusiastically encouraged to attend. The “One-Day Retreat” is also open to any chapter members who are interested in current and future leadership roles in the organization.

The cost of the “One-Day Retreat” is \$35 per person, which covers lunch, snacks, parking, and our meeting room costs.

When the retreat ends at 6:15 pm, attendees are invited to stay for the baseball game which follows at 7:15 pm. (Tampa Bay vs. Anaheim). Free tickets will be provided for anyone attending the retreat who wants to stay for the game.

If you’d like to invite family members or friends to join you for the game at 7:15 pm, additional tickets will be available for \$8 each. (Chapter members who are not attending the “One-Day Retreat” and non-members and friends may also purchase tickets for \$8 and sit with the group—the more, the merrier!)

For those coming to the “One-Day Retreat,” please RSVP and arrange payment with Shirley Welch by Friday, May 9 (contact information is on page 6). If you are planning on coming, please RSVP ASAP so everything will be AOK. For those who are not attending the retreat, but would like tickets for the baseball game, the deadline for tickets to sit in the group block is also Friday, May 9, by arranging your payment with Shirley. (You can still get tickets later, but may have difficulty sitting with the group.)

For those of you attending the “One-Day Retreat” from the “Orlando side” (as opposed to the “Tampa side”), information on moderately-priced hotel rooms will be available in the next newsletter. Also, if there is anyone attending from the “Tampa side” who would be willing to offer a guest room at their home for folks from the “Orlando side,” please contact me. The event has been scheduled so that most folks from the “Orlando side” could comfortably get to Tropicana Field by 10am and return home the same evening (albeit late if staying for the ballgame), if they didn’t choose to stay over.

Please contact me with any questions you have at (813) 662-0204 or David@DavidGlickman.com. I look forward to a GREAT event with the chapter’s leadership team!❖



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

COMMITTEE CHAIR APPOINTMENT

President **Ed Peters** appointed **Peter Sprague** Treasurer and Chairperson, Finance Committee. The chapter appreciates the many years of service and expertise provided by past member **Joe Sedita**. ❖

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 Morrisey, CSP, CPAE, Cavett Award

(Senior Chapter Advisor) 321-452-7414 gmorrisey@aol.com

Marilyn Schott* (Member Recognition)

941-412-3100 marilyn@marilynschott.com

Tom Shay* (PR/Marketing)

727-823-7205 tomshay@profitsplus.org

Peter Sprague (Finance)

727-381-5077 getpeter@aol.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

APRIL 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 right 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, NSACentralFL@aol.com ❖