

Volume 3, #4

April, 2004



NSA/Central Florida

"Speaking of Speaking"

APRIL 17TH FEATURED PROGRAM:

Give a Speech, Build a Business, Get a Life!

Let's face it, as soon as we finish a speech we are basically out of a job and looking for the next gig. In today's challenging environment it's much smarter to use speaking as a vehicle to create long-term relationships to even out our cash flow and leverage each speaking opportunity. Not only is this good for us, but it provides significantly more value for our clients.

Many successful speakers think like a CEO and seek to build a business and diversify their income streams with a variety of services such as consulting, coaching, e-products and more.

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PROGRAM NOTES Donna Cutting, VP Programs

Once again, a fantastic meeting in March! **Cavett** Recipient **George Morrisey, CSP, CPAE** wow'ed us with skills we didn't know he had. **Traci Bild** gave us practical, user-friendly ways to make those dreaded prospecting phone calls. And **Mark Scharenbroich, CSP, CPAE** blew us away with his

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Barbara SanFillipo, CSP, CPAE

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**



Most of you who read this newsletter on a monthly basis know that I make my living by getting audiences to laugh. I've had a wonderful career and have enjoyed the thousands and thousands of laughs I've gotten along the way. However, the one thing that NSA has done for me is to open my eyes to the possibilities of what else I might do instead of just getting laughs. It has opened my eyes to the ways that we, as speakers, can make a difference in the lives of our audiences.

To that end, I have made the difficult decision to abandon my comedy career, and begin to present programs that are strictly motivational and serious in nature. I've discovered that audiences need more than just laughs, and, frankly, deserve more than just laughs, if they are going to be investing their precious and valuable time listening to me.

Those of you who know me well, know I have a very serious side.

Therefore, I don't perceive this to be a very difficult journey on which I'm about to embark. I think it will be easy for me to put the humor aside and concentrate now on the things that are really important.

Those of you who know me well also know that I usually am very strategic in everything I do. For example, I know that this newsletter will land in most of your e-mail boxes on April 1. I also know that April 1 is the humorist's most important day of the entire year. So I know that most of you who have read this far will now realize that I have made the entire thing up and am just having fun once again on my favorite day of the year. Of *course* I am not giving up humor--do you think I'm out of my *mind*? For me, there is nothing more important than getting laughs from an audience. No, it's just my way of saying enjoy your April Fool's Day, your month of April, and I look forward to seeing you at the April meeting.



George Morrisey, CSP, CPAE, kicks off the entertainment portion of the March meeting.



Traci Bild and guest gave us strategies for lessening our fear of phone sales.



DAVE BARRY IS COMING JUNE 12

Remember to mark your calendars for June 12 at the Lakeland Center for our very special end-of-the-year meeting, featuring Pulitzer Prize winning humorist Dave Barry.

The "Advance" ... is advancing! June 4-5

The Central Florida Chapter "Advance" — our annual strategic planning meeting — is being held in June! 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 end at noon on June 5.

All members are invited to attend. Chapter Officers, Board of Directors, Committee Chairperson's are strongly encouraged to make this a priority. Chapter members who are interested in current and future leadership roles or being active in the chapter are also invited. I look forward to seeing all of you there.

Because this is an overnight event, we have blocked rooms for those who are planning on staying over night. Room rates are \$90 per night, if you would like to share a room, please specify.

We must know, as soon as possible, if you are interested in attending the "Advance." Please contact Crissy McWilliams at 727-545-4185 or at crissy@kabachnick.com.

Hurry up and make your reservations with us today! More details to come next month.

My Very Best,

Terri Kabachnick, CSP
President-Elect ❖



Program Vice President Donna Cutting thanks Mark Scharenbroich, CSP, CPAE for a fantastic program at our March meeting.

DRUMMER WANTED

If you play drums, and would be interested in getting involved in a fun project for the chapter, please contact David Glickman at 813-920-8283 or David@DavidGlickman. Thanks!

Barbara SanFillipo, CSP, CPAE (continued from page 1)

In this idea-packed, energizing and interactive program this NSA dynamo will share powerful ideas to help you create business, think strategically and accelerate your business.

You will also learn:

- How to maximize each booking
- How to plant the seed for continuing services from the very first phone call
- How to tactfully drop hints in your speech to attract interest in your full line of services
- How to use a quiz to create a sense of urgency and desire for your services
- How to add on an executive debrief after a speech and get an assignment
- Why it's smart to turn a request for a motivational speech into a retreat format
- How to package your services and create consistent monthly income
- How to travel less and deliver value-added consulting by phone in your jammies
- And much more!

Based in San Diego, CA, Barbara Sanfilippo, CSP, CPAE, is a popular and enthusiastic national and international keynote speaker, author, coach and consultant at corporate and association meetings. She specializes in the area of sales, customer service, motivation and purposeful living. Together with her husband Bob, Romano & Sanfilippo provides long-term consulting and training services.

Barbara is the author of **Dream Big! What's the Best That Can Happen?** and contributing author in **“The Service Path: Your Roadmap for Building Strong Customer Loyalty”**. She's a highly rated speaker at many NSA conventions and is known for delivering the meat and potatoes content we all appreciate in an energetic, entertaining and genuine style. In fact, her NSA convention audiotapes are consistently best sellers. As a CSP and CPAE ~ Speaker Hall of Fame member, she is one of only 85 speakers worldwide to have both prestigious designations. Mark your calendar and be sure to attend this idea-packed and valuable session by one of NSA's dynamos. Visit Barbara at www.Barbara-Sanfilippo.com. ❖

LOST AND FOUND

Missing a pair of red-rimmed glasses from the March meeting? Contact our Lost and Found Executive, **Donna Cutting**.



Speakers Academy

Dave Timmons, Dean

Our March Academy joined in on a chapter-wide event featuring the one and only

Ed Peters. Ed taught us the economic and service benefits of selling our expertise to our audiences through 'Manuals'. Not only did we learn that our expertise in the form of manuals command higher prices, but we are giving our audiences what they really want: Our Expertise!

Our April Academy will focus entirely on Presentation Skills as we learn some powerful and fun audience engagement / participation techniques from **Melinda Brody.** We will also learn how we can

always look our best and be our best when **Betsy Barbieux** shares her expertise on: Image Inside and Out!

Finally, many of our guests in recent months have asked about the Academy for next year (beginning in August 2004) and want to sign up. Please let me know if you are interested and we will add you to our 'early bird list'.

Stay tuned for more on the 2004 - 2005 Academy in future newsletters. ❖

Chapter Elections

Chapter elections will be held at the April 17 meeting. There are two openings on the Board of Directors. We have three candidates for those two positions: **Ken Banks, Rod Jurado,** and **Dave Timmons.** **Cindy Krosky** is running unopposed for the position of Vice President of Programming.

Each of the candidates will present a two-minute speech at the April meeting, followed by the voting. Chapter members who can not attend the meeting are encouraged to contact Shirley Welch (407-622-5305, NSACentralFL@aol.com) for an absentee ballot. ❖

Chapter Member of the Year

The Board of Directors has nominated two persons for the annual chapter Member of the Year award. They are **Dave Timmons** and **Jennifer Walker.** Electronic ballots will be e-mailed to all members this month. Congratulations, Dave and Jennifer, on your nominations! ❖

Opportunity for Authors

Toni Gitles, who attends our monthly meetings, is the chairperson of a book signing event for authors on June 11, 2004 at the Florida Federation of Business & Professional Women convention in Orlando. There is no charge for you to attend and sell your books at this event. You will also have an opportunity to promote your book at this event. Contact Toni at 407-321-7299 or e-mail her at tgitles@cfl.rr.com for more information. ❖

Cindy Krosky, Membership Chair

Welcome to our newest NSACF Member
Traci Bild.

Thank you to all of our first time guests at NSACF.

Pedro Carrion - Orlando
Michael Dodson - Merritt Island
Adrienne White - Altamonte Springs
Betty Martin-Lewis - Brandon
Stacey Craft - Tampa
Linda Routhier - Orlando
Louie Gravance - Orlando
Kathy Hamilton - Brandon
Colin Forde - Tampa
Alan and Jeanne Hays - Umatilla
Ellen Schuster - Tampa

If you should have any questions regarding membership or the chapter please feel free to contact me..

Welcome New Member:

Traci Bild

Dynamic Performance
8413 Stillbrook Avenue, Tampa, FL 33615
(Phone) 813-884-4074
(Email) flygirl@TraciBild.com
(Web) www.TraciBild.com
(Topic) Sales; Customer Service

presentation tips and techniques. Every time I hear him speak, my expectation of my own skill development gets higher. **Ed Peters** had a full house for his presentation on writing and marketing manuals. All in all, a value-packed day!

You won't want to miss **Barbara SanFillipo, CSP, CPAE** in April. Barbara's presentation at the NSA Convention last year changed the way I approached my business. The actions I've taken as a result of her advice are proving profitable....so I'm thrilled to bring her in to speak for you this month. Additional surprises are being planned even now.

In May, you'll have two opportunities to learn from Story-Theater guru, **Doug Stevenson**. Doug will be keynoting our morning meeting, and offering an additional session in the afternoon. Save the date if you want to be coached by Doug, or be in the audience of his afternoon coaching sessions.

The year is flying by! Attendance at NSA Chapter Meetings are a great way to keep your momentum going so that you reach your professional and financial goals for the year. I look forward to seeing you at the next meeting. ❖

NETWORKING DINNER APRIL 27 IN ORLANDO

Our monthly weeknight networking dinner will be **Tuesday, April 27** at Pebbles Restaurant in Orlando. Pebbles is located off I-4 at the Lake Buena Vista exit, in the CrossRoads Shopping Center. (12551 SR 535). Their phone number is 407-827-1111, if you need more information.

The Networking Night is from 6 pm to 9 pm. It is open to Chapter Members (and spouses) only. Separate checks will be available, and there is no obligation to order anything. We have used the Pebbles location twice for our Orlando events twice before, and everyone has been very happy with the location, food, and service. We hope to see you there! ❖



**Mark Your
Calendar!
2003-2004**

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 Morrisey, CSP, CPAE, Cavett Award
(Senior Chapter Advisor)**

321-452-7414 gmorrisey@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

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 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 ❖