

# Sound Waves

Newsletter of the NSA  
Central Florida Chapter

Volume 1, Issue 9

April 2008



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## Meet the Pros and kick-start your business this April!

This month in a special "Meet the Pro's Session" we have a great line-up of professional speakers to share their wisdom and success tips.

If you have never attended a Meet the Pros, you are in for a fast-paced, high-energy morning! You will have the chance to meet with a minimum of two pros during this session, so come prepared to take notes!



People like our 'professor of confidence' and fabulous juggler, **Dave Finnegan**

...best-selling author, entrepreneur and television personality **Dela-torrio McNeal**,



...master storyteller **Jennifer Samuel-Chance** who will share genuine, common-sense wisdom with a Caribbean flair,



...past Chapter president and the always fascinating - **Ed Peters**,

...new author and our resident fitness pro— **Ilene Gershberg** and many more!



We will also have a **mystery** chapter speaker...so the meeting promises to be great.

**See you in April!**

If you have anything you would like to share or request for future editions, please let me know at:

[Fiona@fionapotter.com](mailto:Fiona@fionapotter.com)



**Fiona Potter**  
Editor, Sound Waves

## Mark your calendars for the following NSA-CF meeting dates:

**April, 19, 2008— Meet the Pros!**

**April 25-26, 2008—** ★ **Florida Speakers Lab with the fabulous Terri Langhans and Scott McKain (go to [www.nsacentralflorida.com](http://www.nsacentralflorida.com) to register)**

**May 17, 2008—Frank Furness, CSP**

**June 21, 2008—Special Year End Celebration, Marc Leblanc**



## Presidential Notes • Dave Timmons

**W**asn't **Ford Saeks** AWESOME! If you missed this genius of marketing on 3/15, you missed something special. Therefore, DO NOT miss our April 19th meeting where you can be up close and personal with some of the real Pros in our industry. (See article later in this newsletter.)

Hey, I missed some of you at our last meeting (you know who you are :-).

I hope to see all of you next month as we elect key future leaders of this dynamic chapter AND get to Meet the Pros.

Best!

P.s. Please wear something **"RED"**.



**Dave Timmons,**  
**President**

## March Meeting Recap • by Fiona Potter



**W**hen **Ford Saeks** kicked off his mega-session, he commented, "your head will ex-

plode; it will feel like you are drinking from a fire hose..." and he was right!

Ford explained that being a speaker is about taking control, "there are ideas everywhere.... people don't do what they need, they do what they want, so the key is to find a want and fill it!"

He treated participants to an impromptu marketing class by asking for volunteers to review their marketing materials (hand outs, websites, etc.) to provide

some insightful feedback for the whole group. Here are just a few gems...

### PRICING

Ford suggested speakers position their products at different levels thereby allowing the client more choice (with the tip that prices that end in 7's get better conversions). Contrary to popular thinking, pricing does not have to be consecutive but, he suggested, based on priority of solution. He noted that price points have a lot to do with perceived value.

### COPY

Ask yourself "what problem do I solve that people will pay me to go away?"

When writing copy, use emotion, incorporate head-

lines (people *will* read headlines!), lead with benefits, include a unique message and have action steps. Ford stressed, "write like you speak... but be wary,

people do not need *more* information (everyone has that stack of books/magazines 'to get to'), what people need are *solutions*". Your copy should meet the information needs of people who "scan" and people who "read".

### DESIGN

When considering design, the key is readability. Graphics attract attention and text sells. Always have action steps on your website...i.e. "to book her/him" do NOT use the dated "for more information"... tag. People don't want more information, they want solu-

tions! Make it easy for the potential client to make the decision so make as many things clickable as possible. Use audio/video to enhance your message, incorporate a "squeeze page" to get contact information from the reader (so that you can build your audience base). Use graphics to draw attention to buying opportunities/registrations.

Fords' messages were right on. He certainly left me with lots to think about (and change!). *Built Ford Tough* – you betcha, but I would add *Built Ford Smart* as well!

**Fiona Potter**  
**Newsletter Editor**

## Academy Website Winner!!!

**C**ongratulations to **LaFern Batie** whose website

[www.thebatiengroup.com](http://www.thebatiengroup.com) has been selected as best website among members of NSACF's Speaker's Academy. Academy member Leslie Graham wrote: "Her site is professional, complete, eye pleasing, easy to navigate, and current. All links work, she has great graphics, and a very good flow.

A visitor to her site can know everything they need to know about LaFern, her company, what they offer and how to reach them". Selection of LaFern's site was part of the Academy's Website Challenge which 12 members completed. Prize for completing the challenge: Evaluation and consultation on websites with **Sandy Geroux**

**A**t last month's NSA-CF Chapter meeting, one of our members approached me during a break with a request, "Kathy, would you be willing to write more about the Academy members in next month's newsletter? I would like to learn more about each of them and their businesses."

Glad to oblige!

Imagine being asked month, after month, after month, "So, who are you and what do you do?". This is the position our Academy members find themselves in as they continue learning the names and faces of the NSA Professional Members during our Chapter meetings. By now, the 30-Second Elevator Speeches have been taken to the 25<sup>th</sup> floor and back! But just in case you haven't had the opportunity to meet some of our Academy Members, this month's newsletter shines light on 6 of our bright stars!

**Who are you, and what do you do?**

**Eric Papp**

"Maximize company profits through the development and retention of Generation Y employees and customers." Eric M. Papp (Persistence Always Pays Prosperity) [www.ericpapp.com](http://www.ericpapp.com)

**Susan Patricia Golden** specializes in transitions and has a wonderful program to assist employees with leaving corporations during retirement and cutbacks, while singing the praises of their employers. She is also the founder of [Universal-MusicDay.org](http://Universal-MusicDay.org). Just as Hospice does for the "Actively Dying" UMD strives to create a world of compassion and caring for the "Actively Living".

**LaFern Batie**

( [www.TheBatieGroup.com](http://www.TheBatieGroup.com) ) is a Leadership and Business Development coach, professional speaker and author who With the ATINIAH Principle™ as a coaching foundation, inspires and connects with others through speaking, coaching workshops, and professional development seminars such as "Marketing Brand You™".

**Hardy Smith** ( [www.hardysmith.com](http://www.hardysmith.com) ) is a speaker, trainer, and consultant who connects people and profit to nonprofit organizations.

Coach and Speaker **Bridget Balthrop Morton** encourages clients to get honest about who they are and give life to their dreams. Through her high-impact coaching program, *Becoming Your Own Sweet Self™*, clients build focus, maximize creativity, and increase productivity at home and at work. Join Bridget at [BridgetMorton.com](http://BridgetMorton.com) for a Global Tea Party, webinar series, beginning in April.

**Karen Card** is a personal trainer for your love life. As a certified relationship coach, Karen shows individuals and couples the techniques for communicating with the opposite sex, helping her clients experience immediate results of more love, more understanding, more respect and more passion. Karen holds a degree from Colorado State University, a certification from Dr. John Gray's Mars/Venus Institute, and is the author of the book, "How to Get More Love – 40 Tips to Make Love Work." To learn more and to sign up for FREE weekly relationship tips at: [www.CoachingForLove.net](http://www.CoachingForLove.net)



**Kathy Potts**  
Dean

The 2008-2009 class of NSACF's highly acclaimed Speaker's Academy will begin in August.

Watch website [www.nsacentralflorida.com](http://www.nsacentralflorida.com) for information and registration

**The Roadmap to Great in 2008...and Beyond—Register Now**



**A**s your President this year, I wanted to "Turn It Up" by offering new learning and networking opportunities for you.

Our fantastic programs (thanks **Monica Wofford** & team) and our auction (thanks **Richard Parker** & team) have delivered! However, the icing on the cake would be to have phenomenal attendance at our "Roadmap to Great..." Speaker's Lab on April 25 & 26 in Naples.

The early-bird rate expires on April 1st so please go to our web site: [www.nsacentralflorida.com/](http://www.nsacentralflorida.com/) and click on the link in the pop-up ad to register. Our room block at the Inn on Fifth is almost full so please act now.

By the way, my personal goal is to have at least 21 people from our chapter attend. My peer, President Rebecca from South Florida, says she will bring more than I will. Help me prove her wrong (and win the dinner bet we made :-).

Thanks my friends.

**Dave Timmons – President**

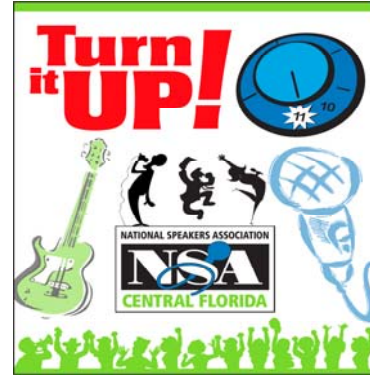
# Welcome New Professional Members!

## Marcey Walsh

Professional Member  
Reconnecting Teens With Reality  
[marcey@reconnectingteens.com](mailto:marcey@reconnectingteens.com)

## Bill Dehlinger

Professional Member  
Applied Concepts Institute  
[speaker@billdehlinger.com](mailto:speaker@billdehlinger.com)



## URGENT! Call for Nominations - NSA-CF 2008-2009



Dear NSA-CF Professional Members,

You chapter is having one of it's strongest years ever and continues to reaffirm why it is known as one of the BEST chapters within NSA. The reason is because of the strong leadership that steps up to serve year-in and year-out.

This is the official 'call for nominations' for three key leadership positions that will be voted on by the membership at our April 19th chapter meeting.

Two at-large Board of Directors positions are open. Board terms are for three years (maximum of two terms) and board members work together to carry out the mission of the chapter and to make major decisions in guiding the chapter toward that mission. Board members may also lead or participate in special projects or committees.

Vice President of Programs is open. The VP of Programs will work directly with 2008-09 President **Sandy Geroux** to plan and implement chapter programs each month. This is a 4-year commitment which automatically leads to President-elect in year 2, President in year 3, and Immediate Past President in year 4. (All four positions are board positions.)

If you are interested in serving this dynamic chapter as a Leader in these positions, please contact me by phone (813-948-6709), or e-mail ([Dave@DaveTimmons.com](mailto:Dave@DaveTimmons.com)) NO LATER THAN April 8th, to get your name on the ballot.

If you have questions, please contact me or President-elect **Sandy Geroux** (407-856-1188 or [sandyg@sandygeroux.com](mailto:sandyg@sandygeroux.com)).

Help keep on Turning it up!

**Dave Timmons**

## “Lunch with Betsy”

Because we have the most Turned Up! programs, sometimes we just don't get enough time to meet and greet. In an attempt to resolve that issue, we have extended our time together with an opportunity to have lunch right after the meeting.

All guests and members are welcome to join us at the **Portafino Café** (next to our meeting room) for an informal networking time. Lunch is on your own and you may pre-order. There is no formal agenda, so sit with someone you don't know and find out why they came to the meeting and where they are in their speaking career.

Don't hesitate. You won't be sorry you spent another hour with us. You'll make friends for life and gather terrific insights for your speaking business.

See you at lunch!

**Betsy Barbieux**



## 2007-2008 NSACF LEADERSHIP

### PRESIDENT

DAVE TIMMONS

[president@NSACentralFlorida.com](mailto:president@NSACentralFlorida.com)

### IMMEDIATE PAST PRESIDENT

CINDY KROSKY, CSP

[nsacf@yahoo.com](mailto:nsacf@yahoo.com)

### PRESIDENT-ELECT

SANDY GEROUX

[president-elect@NSACentralFlorida.com](mailto:president-elect@NSACentralFlorida.com)

### VP/PROGRAMS

MONICA WOFFORD

[vp-programs@NSACentralFlorida.com](mailto:vp-programs@NSACentralFlorida.com)

### Board Members

BETSY BARBIEUX

[Betsy@ImageInsideOut.com](mailto:Betsy@ImageInsideOut.com)

RICHARD PARKER

[richard@esanow.com](mailto:richard@esanow.com)

LENN MILLBOWER

[lennmillbower@offbeattraining.com](mailto:lennmillbower@offbeattraining.com)

ROBYN WINTERS

[info@robynwinters.com](mailto:info@robynwinters.com)

DENISE MCCABE

[info@floridanotarytraining.com](mailto:info@floridanotarytraining.com)

### Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE

Cavett Award

[gmorrisey@aol.com](mailto:gmorrisey@aol.com)

## MEETING LOGISTICS

### Crowne Plaza, Tampa

Meeting 8:30 a.m. - 12:30 p.m.

8:30-9:00 a.m. Networking

9:00 a.m. Meeting Begins

### MEETING REGISTRATION PROCEDURES

To register, simply log onto

[www.nsacentralflorida.com](http://www.nsacentralflorida.com), click on

meetings, and register right online. You may pay by credit card or if you prefer to pay by check, you indicate the check number then MAIL the check to Nancy Montgomery.

If you are a pre-paid member, or an Academy member who has paid in advance, simply send Nancy an email at

[Administrator@nsacentralflorida.com](mailto:Administrator@nsacentralflorida.com)

letting her know you'll be in attendance. It's important that you RSVP even if you have pre-paid for the meeting.

In order to pay the advance registration amount, we MUST receive your credit card or your check BEFORE the day of the meeting. If you come to the meeting, and have not paid in advance, you will be charged the AT THE DOOR

### ADVANCE REGISTRATION

NSA/CF Members:	\$47.00
Non-Members:	\$62.00
First Time Guests:	\$37.00

### AT THE DOOR

NSA/CF Members:	\$57.00
Non-Members:	\$72.00
First Time Guests:	\$37.00

Note: Spouse, Partner and Staff will be considered first time guests or non-members.

## 2007-2008 COMMITTEE CHAIRS

### SPEAKERS ACADEMY

KATHY POTTS

[dean@NSACentralFlorida.com](mailto:dean@NSACentralFlorida.com)

### SPC CHAIR

ROBYN WINTERS

[info@robynwinters.com](mailto:info@robynwinters.com)

### NETWORKING NIGHTS CHAIR

DENISE MCCABE

[info@floridanotarytraining.com](mailto:info@floridanotarytraining.com)

### MEMBERSHIP

BETSY BARBIEUX

[Betsy@ImageInsideOut.com](mailto:Betsy@ImageInsideOut.com)

### FINANCE

SANDY GEROUX

[sandyg@sandygeroux.com](mailto:sandyg@sandygeroux.com)

### FUNDRAISING

RICHARD PARKER

[richard@esanow.com](mailto:richard@esanow.com)

### LIBRARIAN

ROD JURADO

[rodjurado@aol.com](mailto:rodjurado@aol.com)

### HISTORIAN

KAREN ROSE

[blossomingrose112@hotmail.com](mailto:blossomingrose112@hotmail.com)

### CSP LIAISON

Tom Shay, CSP

[tomshay@profitsplus.org](mailto:tomshay@profitsplus.org)

### WEBSITE

SANDY GEROUX/BRUCE GEROUX

[sandyg@sandygeroux.com](mailto:sandyg@sandygeroux.com)

### NEWSLETTER

FIONA POTTER

[Fiona@FionaPotter.com](mailto:Fiona@FionaPotter.com)

## Meeting Location



Crowne Plaza Hotel Tampa East  
10221 Princess Palm Avenue  
Tampa, FL 33610  
(located off I-75 at MLK Blvd.)

From I-75 N, exit 260B, over bridge, hotel on left inside business park.

From I-75 S, exit 260, bear right, immediate left into business park and hotel.

