

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



May, 2003

Volume 2, #5



NSA CENTRAL FLORIDA NEWSLETTER

MAY 17TH FEATURED PROGRAM

"The End of the World as We Know It: Finding Our Way into the Future Together."

Our May program brings us our next NSA President -

Mark Sanborn, CSP, CPAE. Mark, known for motivating and captivating audiences everywhere will present "**The End of the World as We Know It: Finding Our Way into the Future Together.**"

In this provocative presentation, Mark will share his observations and research on the changes in our speaking profession (post 9/11), and what we need to do individually and as an association to prevail. You'll learn the 12 most powerful trends in the speaking profession and the implications. Mark will also share 20+ new business models you can incorporate into



your speaking practice, the results of the NSA/IASB (International Association of Bureaus and Agents) Task Force and his vision for NSA as an association for experts who speak professionally. Then he'll conclude by visiting the timeless principles that still apply despite all the changes.

About Mark: Mark is the president of Sanborn & Associates, Inc., an idea studio for leadership

development. He is the author of five books, coauthor of seven, and numerous audio and video training programs. He is President-Elect of the National Speakers Association and lives in Denver, CO with his wife Darla and sons Hunter and Jack.

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CAPTAIN'S DESK **Ed Peters, NSACF President**

What a wonderful meeting we had in April. **Alan Weiss** drew a big crowd and gave us advice on winning business that we can all use.

In a very close election, **Donna Cutting** was elected Vice President, Programs. We'll look forward to another great year of quality programs under Donna's leadership. Congratulations, Donna! We also held the election for chapter Member of the Year, but you'll have to come to the annual meeting in June to find out who won!

The board of directors has named **Jennifer Walker** to fill Donna



April's featured speaker Alan Weiss, CMC, CSP, makes a point!

Cutting's unexpired term on the Board. Jennifer transformed our chapter newsletter this year into something we can all be proud of...and has generously agreed to edit the newsletter one more year. Jennifer, welcome to the Board!

With just 2 months left in my term as your president, I recently asked my Board if there was anything left undone, anything we can still do to bring more value to your membership. I ask you the same thing...what can we still do to make your experience with NSA Central Florida more valuable, more rewarding, more profitable? I'd like to hear from you... edpeters@4ProfitMarketing.com.

We have two great programs left this year...and then on to the national convention! Don't miss any of it! ❖



Incoming VP, Programs Donna Cutting.



Four generations of NSACF leaders — President Ed Peters, Vice President, Programs-Elect Donna Cutting, Vice President, Programs Terri Kabachnick, President-Elect David Glickman.

Programming Notes

(Continued from page 1)

Prior to Mark's session we will have an exciting new program activity. **"The Best From The Best"** will highlight NSA CF members and their best practices.

Here's how it will work: Each participating member will have 2 minutes – exactly – to showcase his or her best practice—something that each member believes to be a successful activity they have engaged in that has grown business. A panel of judges will select the best ideas and the speaker will be asked to return for another 2 minutes – either to expand on the best practice or to present a new one. We will continue to do this until our allotted time is up.

We want you to share your best practices.

If you are interested please email carrie@kabachnick.com and simply say "I will share." That's all we need to know and we will respond with an e-mail to you stating some simple reminders.

This will be a session filled with incredible tips from our very own incredible speakers. Bring lots of paper – and most important – bring your best practices.

Special Fast Approaching Event:

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.

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

See you on the 17th! ❖

TERRI KABACHNICK – Vice President



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

David Glickman, President-Elect

On Friday, May 30, NSACF will hold its "One-Day Retreat" from 10:15 AM—6:15 PM at Tropicana Field in St. Petersburg. (This is the weekend *after* Memorial Day.) 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, which covers lunch, snacks, parking, and our meeting room costs. After the retreat, attendees are invited to stay for the baseball game (Tampa Bay vs. Anaheim). Free tickets will be provided for anyone who wants to stay for the game. If you or a family member or friend would simply like to join the group for the game at 7:15 pm, additional tickets are available for \$8 each.

For those coming to the "One-Day Retreat," please RSVP and arrange payment with Shirley Welch by the date of our May meeting, May 17. Please also arrange payment by May 17 if you are not attending the retreat but want to sit with the group for the game.

If you would like to stay overnight before and/or after the event, please contact me for information on accommodations at members' homes or moderately-priced hotel rooms.

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

WEBSITE NEWS

ARE YOU MISSING SOME ACTION? Tom Shay, CSP

Is your name on the list below? If so, then people who are looking for a professional speaker can easily find you on either of our chapter websites. If you are a member of our chapter and are not listed below, how are people going to find you to give you their business?

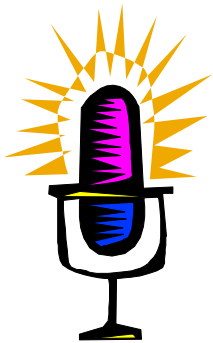
If you are one of the missing, we can easily and quickly solve that for you. Visit the chapter website to see how each speaker's page is built. Write your own copy, send a jpeg or gif photo, and select the topics of expertise that you want to be listed in. ❖

Alan Alcon
Barry Banther
Betsy Barbieux
Bobbe Lyon
Carole Gill
Cindy Krosky
Dave Finnigan
Dave Timmons
David Glickman
Deb Haggerty

Donna Cutting
Donna Long
Doug Bench
Duane Dabrowski
Felicia Ferrara
Frank Candy
George Morrissey
Guerline Ridore
Isabel Perry
Jennifer Walker

Joan Brannick
John Creighton
Ken Banks
Linda Bailey
Lowell Teal
Mary Hessler Key
Melinda Brody
Michael Aun
Michael Stahl
Mr. Rick

Pam Lontos
Rod Jurado
Ron Knaus
Sarah Layton
Sharon Spano
Sheryl Nicholson
Terri Kabachnick
Tom Shay
Wendy Warman
William Mapother



SPEAKERS ACADEMY

Donna Cutting, Dean

Attention New and Emerging Speakers!
We are now accepting applications for
Speakers Academy 2003-2004. The Dean

of our Academy will be none other than our own **Dave Timmons** of Extreme Leadership and Chicken Soup fame! It promises to be an extremely effective program geared toward accelerating your career. To download an application, log onto www.nsacentralflorida.com and click on Speakers Academy. For further information, email Dave@DaveTimmons.com or Donna@DonnaCutting.com. Get your application in fast! Seats are limited and the door will only be open for a couple of months. Your opportunity is now!

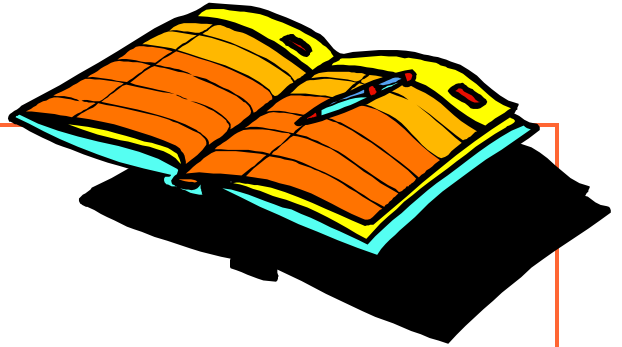
Membership Notes

Cindy Krosky, Membership Chair

Thank you to the membership committee members **Isabel Perry** and **Sandy Geroux** who helped with getting 20 guests registered at this last meeting. WOW! Thank you to everyone who helped the first time guests feel welcomed. Our guests came from as far north as Minnesota and as far south as Miami. With great speakers it is no wonder we have such interest. Thank you to all the first time guests for sharing your Saturday at NSACF. Thank you also our returning guests. Please let me know if I can answer any questions regarding membership. Cindy Krosky email: acespeaks@acespeaks.com ❖

NSA CHAPTER BUSINESS PLAN REPORT DUE

Betsy Barbieux



Hello Chapter Members!

It is time to evaluate our chapter by completing the **NSA Chapter Business Plan**. I need information from you--members only--ASAP. All information requested is for the period June 1, 2002, to present.

- Did you attend a chapter leadership session at Convention in July or Eastern (January) or Western (February) Workshop? Are you a current officer or board member?
- Have you spoken at other NSA chapters from June 1, 2002 - present? If so, state dates and chapters.
- Have you submitted articles to Professional Speaker from June 1, 2002 - present (whether or not actually used). State subject matter of article.
- Do you serve on a NSA national committee or are you in a national leadership position? If so, state position.
- Do you use the NSA logo on your promotional material (letterhead, brochures, business cards, etc.) or website?
- Do you mention NSA affiliation in your biographical materials?
- Do you mention NSA affiliation in your platform introductions?
- Do you promote your CSP designation in your directory or written materials?
- Have you spoken to university, college or high school speech classes about NSA? Please state dates and schools.
- Have you conducted an outreach/relationship building program or public relations efforts with the business community such as chambers of commerce? If so, state date, type of effort/program, and organization.
- Have you publicly promoted NSA on TV/radio/newspaper? State date, medium (radio, TV, newspaper), form (interview, tape aired, commercial, news release).
- Have you made at least 2 presentations on the benefits of NSA to speaking related organizations? State dates and organizations.

Please respond to me at Betsy@ImageInsideOut.com.

Thank you!❖

PROGRAM SCHEDULES AND REGISTRATION

Mark Your Calendar:

Lou Heckler, CSP, CPAE – June 21
NSA Annual Convention, New Orleans, July 26-29
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 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

MAY 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

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 ❖