

Volume 3, #5

May, 2004



NSA/Central Florida

"Speaking of Speaking"

MAY 15TH FEATURED PROGRAM:

Story Theater: Making Content Come Alive

Are you ready to have stories that are so good that people hire you so that they can hear them again? You already have the stories. They're waiting for you to give them the time they deserve to make them great. Remember that storytelling is an art and the storyteller the artist. Think of that block of marble that Michelangelo chipped away at. He said that he was just releasing the sculpture hidden inside. There's a work of art hidden in your stories waiting for the artist in you to find it. Give your audiences what they really want - Story Theater.

Story Theater combines acting, comedy and storytelling techniques in the context of business presentations. Learn how to be more entertaining while teaching strategic learning points. Move from good speaking to amazing storytelling now.

(continued on page 4...)

PROGRAM NOTES Donna Cutting, VP Programs

Make your reservations now for the June 12 Meeting!!! Our June meeting is always a lot of fun and this year is certainly no exception! We'll wrap up the end of our NSA Chapter year with awards, hoopla and plenty of surprises!!

(continued on page 3...)



Doug Stevenson

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 Chapter's Board of Directors met following our April meeting and made a very important decision: The chapter's logo will be updated to mirror NSA's new logo.

NSA has recommended that chapter logos look like NSA's logo, but with an identifying line underneath listing the chapter's locale. Newly-elected Board Member **Ken Banks**, a noted branding expert, sat in on the board meeting and weighed in on the issue. He said that by adopting the new logo, the chapter "gains the credibility as being part of something bigger", as opposed to being perceived as a totally separate local organization that lacks the clout of the national affiliation. While there was discussion on the pros and cons of doing so, the Board voted overwhelmingly to adopt a new logo. The new logo will be unveiled at the June meeting as incoming President **Terri Kabachnick, CSP** is sworn in and announces her theme and her platform.

What does the chapter's new logo mean to you? It means that the chapter continues to strengthen its image as "a local gathering of national speakers" (a definition coined by NSA President **Mark Sanborn**)---and that our efforts to be recognized as a resource for meeting planners in Central Florida continues to grow.

Our other newly-elected Board Member, **Dave Timmons**, stated that one of his goals was to learn more about the meetings industry and how the chapter can benefit from this knowledge. With Orlando being the #1 meetings destination (or #2 if you ask Las Vegas) in the country, our members should have many more opportunities for local speaking engagements. But we as a chapter have not made a concerted effort to introduce ourselves to the meetings industry and nurture a relationship with them. Other chapters have had great success with this, and our chapter should make this more of a priority than it has been.

Adopting our new logo is a great first step! It's exciting to think where we might go from here!

Congratulations to our newly-elected Vice President of Programs, **Cindy Krosky**, and to our newly-elected board members Ken and Dave. I know that even after my term is over, the chapter will continue to "Think BIG!" with the new officers who will be stepping up to the plate in June. ❖

Chapter Leadership "Advance" June 4/5 in St. Petersburg

Our annual strategic planning meeting, the Central Florida Chapter "Advance" is coming soon! 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.

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!

My Very Best,
Terri Kabachnick, CSP
President-Elect

At the NSA Central Florida meeting on April 17, 2004 the members elected **Cindy Krosky** as the VP - Program Chair. **Ken Banks** and **Dave Timmons** were also elected to the Board of Directors.

Congratulations to Cindy, Ken and Dave.
We look forward to a wonderful 2005 Chapter Year! ❖

Program Notes (continued from page 1)

Find out who you voted in as Member of the Year! Meet Past Presidents of our chapter! Renew friendships and make new ones.



And you won't want to miss our keynote speaker for June...Humor Columnist **Dave Barry**, who will speak on "*Everything You Wanted To Know About Dave Barry But Were Afraid To Ask.*"

Dave will share with us about his journey from writer to speaker to Pulitzer Prize winner. He'll tell us what he's learned along the way, and things he knows now that he wishes he knew when he was starting out. He'll enlighten us on his political platform, as he runs once again for President. And, most valuable to our attendees, he will conduct an extended Question & Answer session. It will give you a chance to find out how a household name in the writing and speaking world conducts his business and has achieved his success.

This meeting WILL fill up...so make your reservations today! In fact, invite your friends, your family, your writers group, your toastmasters club, even your dog! (OK...not your dog).

A couple of things to remember about the June meeting:
Date: **June 12, 2004.** (This is different from our usual date so be sure to keep it free.)

Time: 8:30 am Registration, 9:00 am Meeting

Location: The Lakeland Center, 701 West Lime Street - The Parker Room

Parking: Gate 6 off Lime Street, Enter in North Side of the Building, Entrance #2

Overnight Accommodations: Available at Amerisuites next to the Lakeland Center. NSA/Central Florida call-in rate is \$99.00. Ph: 863-413-1122.

This is one of the meetings EVERYONE will be talking about. You don't want to miss it.....and seating is limited, so make your reservations today! ❖

Doug Stevenson (continued from page 1)

Doug Stevenson, a professional actor, speaker and master storyteller, will show you how to use storytelling to teach, and improve your connection and results with your audiences. He is author of the book, *Never Be Boring Again – Make Your Business Presentations Capture Attention, Inspire Action and Produce Results*, and creator of five Story Theater Method audio learning sets. Doug has presented breakout sessions at NSA six times, including a Mega-Monday session and presentation to the Youth group. The audiotapes of all of his breakout sessions have become best sellers.

Here's what you can expect:

- Doug will perform his hilarious signature story
- Then he'll analyze that story for structure and humor techniques
- Learn how to craft a story using the eight steps of story structure
- Learn why you must show and tell rather than just tell
- See how to make your stories more visual
- Learn specific humor techniques that work for everyone
- Learn the role authenticity and congruence play in storytelling
- Discover subtle acting tips that make a story come alive
- Learn how to rehearse and craft your story
- Coaching

Doug will coach two people on stories that they have told many times. Witness how subtle changes improve impact immediately. You will see a transformation occur before your eyes.

Doug Stevenson always PACKS the house, so don't delay! Make your reservation for our May meeting right now!! ❖

AFTERNOON BONUS SESSION!!!!

1:30 pm - 3:30 pm

Up to three speakers will be coached by Doug on their stories. You can put your name in the hat for a drawing for these 20 minute coaching sessions, and if your name is drawn, the cost will be an additional \$50.00 for the coaching. Everyone will learn by watching!

You'll see how simple acting techniques increase the humor, drama and power of a story. Learn more advanced storytelling and performance tricks that weren't covered in the morning session. You'll be amazed at how slight changes make a huge difference. This is an opportunity you won't want to miss! ❖

LOST AND FOUND

Missing a pair of red-rimmed glasses from the March meeting? Contact our Lost and Found Executive, **Donna Cutting** who is faithfully waiting for you to call. ❖



Speakers Academy

Dave Timmons, Dean

Our April Academy was once again, filled with exceptional take away value focused on Presenting and

Performing Skills. **Melinda Brody** started us off with Interactive Audience Techniques that were not only creative and different, they immediately raised the energy level in the room. Every academy member took at least one technique away that they will implement during their next presentation.

Betsy Barbieux was her usual terrific self by teaching us how to dress for the platform to gain the most attention and respect possible. She also shared her journey in building her business over the past 10 years and the various income streams she has created. Thanks a million Melinda and Betsy!

Next month, we are in for two more dynamic programs. First, our Academy members will attend **Doug Stevenson's** fabulous Story Theater Workshop, followed by **Traci Bild**, who will share her incredible sales techniques for marketing yourselves. Don't miss this Academy! ❖

2004-2005 Academy Now Accepting Applicants

ARE YOU READY to take your speaking career to a new level? Do you want to better understand the various marketing secrets to promote your expertise? Interested in developing a network of speaking friends who can support you as you grow your business? Whether you are a brand new speaker looking for the 'fast track' or an emerging speaker looking for new ideas and resources, the NSA Central Florida's Speakers Academy is for you!

We are now accepting names of interested persons who want to be part of next years class of champions. Please contact **Dave Timmons** at: Dave@DaveTimmons.com to place your name on this prestigious list. More details to follow. ❖

OPPORTUNITY FOR AUTHORS

The Mental Health Care Foundation of Tampa is hosting the Artists & Writers Ball, May 22, 2004 at the Italian Club in Ybor City. In keeping with the spirit of the original Artists & Writers Ball, it will be a fun and creative night of music, dancing and food, literature and art. Artists and writers are invited to participate in the Silent Auction by exhibiting and selling their work. This will be a consignment arrangement with everyone benefiting from the sales (artists and authors will earn 60% and the foundation will get 40%). A great opportunity for publicity and exposure!

If you are interested in selling your books, please contact Denise Chavez, MHC, 813-673-4633, ext. 355 or dchavez@mhcinc.org. by Friday, May 7th. Your donation will help support a very worthwhile cause--- helping to make sure that each child and adult receives the care they need regardless of their ability to pay for services. ❖

Membership Notes and News

Cindy Krosky, Membership Chair

Thank you to our special guests at NSA/CF's April meeting: **Alexandra Harris** from HOPE Training, **Scott Hansen**, **Tony Schwalm** from The Guerrilla (NSA Member), and **Adam Brown** from "The Safety Doctor."

Member News

NSA/CF Board Member **Barbara Glanz** and her daughter, Gretchen Gawlik from Portland, Oregon, will leave May 6 to speak and travel in South Africa. This will be the sixth continent Barbara has spoken on since 1995! They will spend May 7-11 sightseeing in the Johannesburg area, and then Barbara will be speaking May 11-13 to an International Nurse Leaders Conference at the Sandton Sun Resort in Joburg. The next three days Barbara and Gretchen will go on safari in the Londolozi Game Preserve (you can view it at www.londolozi.com) in the province of Mpumalanga. May 17-19 they will spend touring in the Capetown area and then will leave for home May 20. ❖

April Meeting Highlights



Barbara SanFillipo, CSP, CPAE tells us how to "Give a Speech, Build a Business, and Get a Life" at the April meeting.



Chapter President **David Glickman** awarded the Bronze Microphone pin to Chapter Member **Karen Rose**, (left) and the Silver Microphone pin to Vice-President of Programming-Elect **Cindy Krosky**. Congratulations!

NETWORKING NIGHT TUESDAY, MAY 25TH

Don't miss the last "west coast" Networking Night of the Year on Tuesday, May 25th from 6:00 pm-9:00 pm. This will be a SPECIAL networking opportunity at past president **Ed Peters'** motor yacht and adjacent floating "party barge" at the beautiful Vinoy Hotel Marina. (we'll stay docked).

Evening includes our NSA members-only monthly event for networking, mingling, schmoozing, socializing, and business-building. Spouses are welcome, although most of our conversation is about business.

And this month, bring a hearty appetite. Captain Eddie Peters is grilling BBQ chicken... the menu also includes salads, Key Lime pie, beer, wine & soft drinks.

Cost is \$10/person to cover food and beverage expenses. Reservations will be required by Friday, May 21st. Please RSVP to **Shirley Welch** at nsacentralfl@aol.com or at 407-622-5305. ❖



**Mark Your
Calendar!
2003-2004**

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.*

**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

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

The Ramada Inn Plantation House (May)

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 ❖