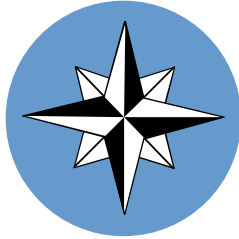


NSA CENTRAL FLORIDA is the organization of choice for NSA professionals, dedicated to igniting a passion for, and excellence in, the professional speaking community.

Website: www.nsacentralflorida.com



June, 2003
Volume 2, #6



NSA CENTRAL FLORIDA NEWSLETTER

JUNE 21ST FEATURED PROGRAM

"Making Materials Magical"



Lou Heckler, CSP, CPAE

Our June program is the last of our Chapter year. Don't miss Central Florida's own **Lou Heckler, CSP, CPAE** present "Making Materials Magical."

In this magical presentation, Lou will help you discover more ways to find great materials as you plan your workshops, seminars and speeches. You'll get tips on staying current...on ways to make your ideas sound fresh and original...and on the importance of wording and "mental Velcro."

About Lou: Lou Heckler has more than 23 years of experience as a professional speaker. He has been a college adjunct professor, a training specialist for the Defense Information School and a corporate training director. He has spoken to tens of thousands of people all over the world, delivering workshops and keynote speeches on Peak Performance. He also coaches many NSA stars on their presence, presentations, and performance.

This is an incredible opportunity to learn from one of NSA's finest—see you there!❖

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There's even more happening at the June meeting — see page 4!



CAPTAIN'S DESK

Ed Peters, NSACF President

It seems like only yesterday when **Joan Brannick** passed her gavel to me after her wonderful presidency and in a couple weeks I'll pass it to **David Glickman's** capable hands.

Was it a good year? YOU tell me! I mean that with all due respect. The definition of a "good year" is whether YOU think it was. Not all that different from our speeches is it? What makes your speech great is not how polished your presentation, how solid your content or how beautiful your a/v looked. Your AUDIENCE determines whether or not it was a great speech.

And so it is with my presidency. So I decided to turn the tables and ask, "Was it a good year for YOU? Did your membership in NSA Central Florida help make you a better speaker and a better businessperson?" I hope you can answer, "yes."



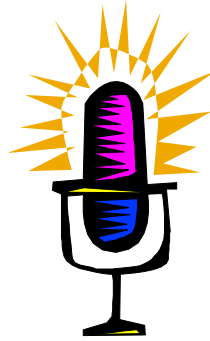
I can tell you your chapter leadership—board members, committee chairs and lots of volunteers—worked very hard to make your experience a valuable and profitable one. I wonder how many thousands of hours were spent by volunteers trying to achieve that goal? Sometimes we really ought to keep track.

So, I hope you'll join me June 21st and help me thank the leaders and volunteers who have given so much to NSA Central Florida this year. I'd consider it a personal favor if you come and your attendance will speak volumes.

So, how'd we do? You tell US and we'll keep listening! ❖

Photos from May Meeting: Above, V.P. Programs Terri Kabachnick, CSP thanks presenter and incoming NSA President Mark Sanborn, CSP, CPAE. Right, chapter member Michael Aun, CSP, CPAE, was one of dozens of participants who enthusiastically shared wonderful ideas and suggestions in the "Best Practices" segment of the program. ❖





SPEAKERS ACADEMY

Donna Cutting, Dean 2002-2003

2003 - 2004 SPEAKERS ACADEMY KICKS OFF AUGUST 16th

Dave Timmons, Dean, 2003-2004

Where would you be today if that special teacher had not taught you how to make your letters and write your name? What if that special someone wasn't there to teach you how to ride your bicycle for the first time? Don't miss the opportunity of having great teachers and mentors fast-track your speaking career, by enrolling in the NSA Central Florida Speakers Academy!

Charlie 'Tremendous' Jones said, "You will be the same person in five years that you are today except for the people you meet and the books you read." The Speakers Academy will introduce you to today's experts in the speaking profession and you'll receive access to great books and other resources to help you succeed.

More specific information about the Speakers Academy, including an application, can be found on our chapter web site: nsacentralflorida.com. Or, you can contact me at 813-792-9829 or by e-mail: Dave@DaveTimmons.com. ❖



Mentors needed for Academy Alumni

Seasoned NSA CF members are needed to mentor upcoming Academy graduates. We have an extraordinarily committed group of people soon to be Academy Alumni who will be looking for the more personalized guidance our chapter has promised them upon graduation.

Please consider mentoring an Academy graduate this year. Email Donna at Donna@DonnaCutting.com and let her know of your availability! Thanks! ❖

Programming Notes

(Continued from page 1)

Terri Kabachnick, CSP
Vice President, Programs

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Special Events at June's Meeting!!!

In addition to Lou's session, we will have our Chapter's "Year in Review," our award ceremony, induction of our new officers, and surprise guests!

You definitely do not want to miss this dynamic event. So please join us as we close our year with laughter – and even some tears! This will be a fun time for all! ❖

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Celebrations

NSA CF member **Ken Banks** was featured in the National Retail Federation's newsletter for his expertise in developing a series of "webinars" developed for the Retail Advertising and Marketing Association. Ken, together with Steve Wishnow, has developed a series of 90-minute webinars for small to midsize retailers that focus on delivering critical information and insights on how to develop attention-getting advertising and improve the success of their advertising efforts. Congratulations, Ken! ❖

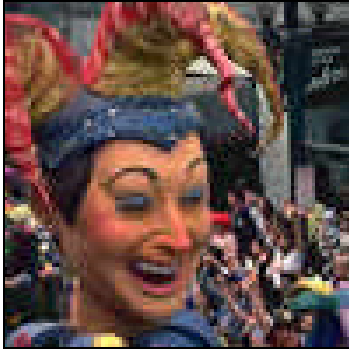
Membership Notes

Cindy Krosky, Membership Chair

We were honored again to have more NSA members visit us when they were in town — some came from as far away as Minnesota. **Randall Munson, John Reddish, James Desena, Julie Johnson, Leah Miller and Matt Weber** joined us for the May meeting. Our visitor list continues to grow and we welcome the people who want to learn more about NSACF. Thank you to **Sandy Geroux, Paul Von Heide and Guerline Ridore** for assisting with registration and meeting guests as they arrived. If you are interested in being a part of the membership committee, please let me know at acespeaks@acespeaks.com. ❖

Lost but Found: A Shawl

If you lost your shawl at the last meeting, send me an email and let me know if you want it returned at the next meeting or mailed: acespeaks@acespeaks.com



Get Ready to Jazz It Up in New Orleans! July 26 - 29, 2003

<https://www.nsaspeaker.org/meetings/index.xpl>

Our NSA National Convention is just around the corner. It is an experience not to be missed, with inspiring presentations, a great opportunity to get to know others in our industry, and a chance to fill your briefcase up with more great ideas than you can possibly implement in a single year.

General Session Presenters:

Chris Clarke-Epstein, CSP
Jeffrey Gitomer, CSP
Janet Lapp, PhD, CSP, CPAE
Greg Risberg, CSP, MSW
Steven Rizzo
Alan Weiss, CMC, CSP
Dave Yoho, CPAE

The Classics:

- The NSA Village Exhibits and Gathering Place
- Meet the Pros
- Special programming for Staff/Partners
Youth Program for kids age 10-16

New Notes:

- Five "Mega-Morning" sessions each day - Sunday, Monday and Tuesday
- Festivities to celebrate NSA's 30th anniversary
- A special Foundation event featuring Aaron Neville in honor of the NSA Foundation's 20th anniversary
- A Youth Program reunion celebrating 20 years of the NSA Youth Program. ❖

Chapter Dinner Monday Night

If you are attending the NSA National Convention in New Orleans, you will not want to miss out on the chapter's annual Monday night dinner. (Monday night is the "free night" at the convention.)

This year's dinner will be held at the Orleans Cafe, a short two-block walk from the hotel. The Orleans Cafe is a great restaurant, with a lot of local flavor, and offers moderate prices for its location. (Salads are \$7.95. Entrees are \$12.95 and up.)

We will meet in the lobby of the Marriott hotel at

6:20 pm, and walk over for a 6:30 pm reservation. The restaurant also offers live jazz music starting at 6:30 pm.

Thanks to **Donna Cutting** for scouting this location while on a recent speaking engagement in New Orleans. Please contact **David Glickman** before or at the convention if you plan to join us for the Monday night (July 28) dinner. (Our chapter dinner is very popular, and we typically get folks from other chapters joining us!)

We hope to see you in the NSA-CF Dinner in New Orleans! ❖

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

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727-525-5818 donna@donnacutting.com

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941-312-9169 bglanz@barbaraglanz.com

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561-461-8313 ACE99CK@aol.com

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813-985-5361 rodjurado@aol.com

George Morrisey, CSP, CPAE, Cavett Award

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

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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

JUNE 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 ❖