

Volume 3, #6

June, 2004



NSA/Central Florida

“Speaking of Speaking”

JUNE 12TH FEATURED PROGRAM:

“Everything You Wanted To Know About Dave Barry But Were Afraid To Ask”

In our final meeting of the program year, humor columnist, Pulitzer Prize Winning Author and Presidential Candidate **Dave Barry** will briefly 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. Please join us for what promises to be a BIG wrap-up to a wonderful program year!
(continued on page 6)



Dave Barry

PROGRAM NOTES Donna Cutting, VP Programs

It's hard to believe it's already time for the June meeting - my last meeting as VP of Programs. I hope the past 11 chapter meetings have been valuable for you. Holding this office certainly has been a learning experience for me. Congratulations to **Cindy Krosky**, who will take over the reins at the next meeting. You
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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**



When **Dave Barry** speaks to our chapter on June 12, I'm all set with my first question during the Q & A period: "What's the longest amount of time you've stared at a piece of paper (or computer screen) without coming up with something to write on it?" Every month when I write this article for the newsletter, I sit and stare at the screen for what seems like an eternity until I come up with something to write.

Usually it's no more than just a few minutes, but there have been times when it's been close to half an hour. That's a l-o-n-g time to be doing nothing other than "just thinking". But we desperately need those periods of "just thinking"---without distraction or interruption or 'thinking about something else'---to help propel our businesses (and our lives) to its highest possible level.

If you're not being forced by a project or deadline to "just think", carve out some "just think" time on a regular basis anyway. It might be for setting your annual goals. It might be to create an exciting title for a new program. It might be to figure out a new niche market for you. And as long as you're going to take some time to "just think" anyway, why not "**Think BIG!**" That's been my theme for the chapter this year and I think we've done an outstanding job in doing so. When one person thinks big, great things can happen. When an *entire organization* thinks big, well, the results are amazing.

The chapter has grown both its membership and its bank balance. Even with a challenging economy, NSA Central Florida has continued to thrive and create new opportunities and build new relationships for its members and guests. We are considered to be one of the strongest chapters in all of NSA.

As my year as President comes to a close, I look forward to passing the baton, the torch, the gavel (or whatever symbolic thing I'm supposed to pass) to **Terri Kabachnick, CSP**. Terri has an amazing vision and enthusiasm for the chapter and I know we are in good hands with her leadership. I thank every one of you who has played a part in making this past year so successful... and so much fun.

I hope to see you at the June 12 meeting---where we will "Think BIG!" until the very last moment, with America's premier humorist **Dave Barry**. ❖

Tampa Crowd Enjoys Tuesday Networking Night



Our Past President provided a special location for the Tampa area May Networking Event at the Vinoy Marina, home of Ed Peters' boat.

Volunteer Opportunities for June 12 Meeting

VP of Programs **Donna Cutting** is searching for 7-8 people who would act as volunteers for the June 12th meeting.

Volunteer opportunities include acting as Ambassador to the Past Presidents, room set-up, decorations, assisting Shirley with registration, assisting at the book signing table. If you are willing to volunteer your time for this very special meeting, please drop Donna an email at donna@donnacutting.com. ❖

Chapter Night at National Convention

The NSA National Convention is here once again! **Cindy Krosky** is taking reservations for the *Chapter Dinner* on Friday, July 16, 2004. It will start at 7:00 p.m. in the hotel restaurant. Make your reservations with Cindy today! ❖

WELCOME NEW MEMBER!

Bob Brown

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Program Notes *(continued from page 1)*

will do a fabulous job!

I'm sure you know it takes many people to make our meetings successful. I'd list everyone who helped out in the past year, but I would surely forget someone. Let me instead just give a big thank you to:

Our phenomenal keynote speakers who have each added to our expertise as speakers.

To the wonderful entertainers who kicked each meeting off with a bang.

To our member speakers who added such value to our meeting by sharing their expertise.

To everyone who took photos, hung banners, passed out flyers, sent press releases, helped out at a product table, transported the keynote speaker, manned the tape library, lent the chapter your equipment.....I could go on and on. If you helped out in any way, I thank you.

To **Shirley Welch**, who is efficient, on top of things, accommodating and just plain terrific.

And especially to **David Glickman**, our outgoing President. David, it's always a pleasure to work with you! Congratulations on an excellent year.

Finally, don't miss THE event of the year.....the June 12th meeting starring Dave Barry! I'll see YOU there. ❖

May Program Highlights...



*Filomena the Fairy Godmother (aka **Donna Cutting**) and **Dave Finnegan** as "the King." at our May meeting.*



***Doug Stevenson** (right) coaches NSA/CF member **Dave Timmons**. Doug presented at the May meeting and worked with the Academy members.*



*NSA/CF Chapter Member and VP/Programs-Elect **Cindy Krosky** receives guidance from **Doug Stevenson**.*



Speakers Academy

Dave Timmons, Dean

Our May Academy was OUTSTANDING! Our Academy members were treated to the wonderful expertise and mastery of **Doug Stevenson**. Doug shared his 'Story Theater' techniques during a 2-hour workshop after our chapter meeting.

He not only did hands-on coaching with three volunteers, Doug convinced all of us of three things:

1. A great story is a piece of fine art
2. All of us have many stories within us worth telling
3. Brilliance is within reach of all of us if we know what to do and have the discipline to practice

Our second session of the afternoon was on Sales and Marketing and presented by the wonderfully talented **Traci Bild**. Traci's Sales Success System was a hit and as an added bonus, she shared her tips for being successful in our businesses. We thank you Traci and Doug, for widening our comfort zones and sharing your best stuff!

Next month: Don't miss the June meeting as we will introduce you to the newest graduates of the NSA Central Florida's Speakers Academy. Look Out World! ❖

2004-2005 Speakers' Academy is Filling Up Fast

How much would you pay, and how long would you be willing to wait, to have 15-20 high-powered, highly paid and extremely knowledgeable experts teach you everything you need to know about the speaking business, from planning and running your business like a business, to marketing your services and getting your foot in the door with decision-makers, to back-of-the-room sales and product development, to adding humor to your programs and connecting with your audiences – and MUCH MORE? That is exactly what you'll get at the 2004-2005 NSA-CF Speakers' Academy, for a fraction of the time and cost you would need to do it on your own. And the best part is that we do all the legwork for you, bringing the information right to you after every Chapter meeting.

Whether you're just starting out, switching gears within the speaking industry, or want to "kick your speaking business up a notch" (as Emeril would say), the Speaker's Academy is a great opportunity to cut your learning curve, network with other speakers, and hobnob with the best! Join us as new Academy Dean **Sandy Geroux** brings the latest version of the Speakers' Academy to NSA/CF, with a repeat of some of the fantastic programs from last year, as well as a few surprises of her own...

Invest in your future today. Last year the Academy sold out, and we begin this year with one-third of the available positions already filled. Please contact Sandy at sandyg@sandygeroux.com or 407-856-1188 with any questions, or to obtain an application and secure your place in the Speakers' Academy. ❖

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COMMITTEE CHAIRS
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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.

DAVE BARRY—continued from page 1

Time:

Networking at 8:30 a.m.
Meeting begins at 9:00 a.m.
Dave’s presentation at 10:45 a.m.
Meeting ends at 12:30 p.m.

Meeting Location:

Lakeland Center, 701 West Lime Street, Lakeland
Youkey Theater Lobby

Directions:

Take I-4 to Exit 31 (Kathleen Road). If coming from Orlando, at the traffic light at the end of the off ramp, turn left on Kathleen Road. If coming from Tampa, turn right on Kathleen Road. Continue on Kathleen Road to Sikes Boulevard. Bear right at the yield sign and turn right at the second traffic light (Lime Street). The Lakeland Center will be on your right.

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

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

NEED A RIDE? WANT TO CARPOOL & NETWORK?

Contact **Shirley Welch**, 407-622-5305, or by email: NSACentralFL@aol.com.

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.

If you have paid for the entire year, you must still RSVP! ❖