

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

August, 2002

Volume 1, Issue 2002-8



## NSA CENTRAL FLORIDA NEWSLETTER

### Jana Stanfield Featured August Speaker



As a motivational performer, Jana Stanfield combines music with a message that entertains, inspires and encourages. Her mission is to give organizations a “faith-lift,” delivering music, humor and a message that makes people feel better about who they are, what they do and why they’re doing it.

Jana Stanfield teaches half-day life-skills workshops and often delivers the motivational close at conferences and conventions with her unforgettable “Keynote Concerts,” sending attendees out with a message that is empowering and uplifting. She has been featured on 20/20, Entertainment Tonight, Oprah, and radio stations nationwide. Her compositions are sung by Reba McEntire. She has shared stages with celebrities ranging from Deepak Chopra to Kenny Loggins.

Join us for a musical, motivational morning as Jana Stanfield helps NSA Central Florida kick off our new programming year on August 17th. ❖

### SPEAKERS ACADEMY KICKS OFF IN AUGUST Donna Cutting

Time is marching on and we will soon arrive at August 17, 2002, the start date for our new Speakers Academy! This year, our Speakers Academy (formerly the MAGIC program) will be better than ever, with a mission to produce top-notch, professional, money-making speakers. When you become a member of the Academy you will be taught by the best experts NSA Central Florida has to offer, you will have the opportunity to have your marketing materials and presentation skills evaluated, and you will leave each meeting with a set of ACTION STEPS that will propel you on your way to speaking success!

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### *Programming Notes* Terri Kabachnick

In addition to Jana’s program, Dave Timmons [Speaker, Author, Songwriter *Extreme Leadership Solutions*] will share an experience that was initiated by the September 11<sup>th</sup> attacks and ultimately provided an excellent demonstration of how the networking and partnering at NSA can work. Dave explains, “At 3am on September 19th, after a rough night of grieving for the victims of September 11, I wrote a poem for

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## CAPTAIN'S DESK

### Ed Peters, NSACF President

*Orange You Glad* the convention was in Orlando? NSA sure was, as we have received so many kudos for the incredible hospitality job we did. From the amazing "beach" in the lobby, to the steel drum band, to the thousands of tubes of sunscreen, to the grand finale standing on chairs on the last day...NSA Central Florida was unbelievable. I thanked people at the BBQ and I will do it again at the chapter meeting. But, to all those who showed conventioners so much hospitality, thank you, thank you, thank you!

Don't miss the August meeting. I asked Jana Stanfield almost a year ago to kick-off my first meeting as president with her incredible program of music and inspiration. Wanna know what a songwriter for Reba McEntyre looks and sounds like? You will be moved by Jana's spirit and you will jump-start your speaking business with her story. You'll want to hear what people learned at the convention that will help us all in our businesses. And, we have all the convention tapes you can take home!❖

## Programming

*continued from page 1*

the victims and their families. I shared it that morning, via email, with my friends and family. I had been a member of NSA and NSACF for only two months when NSA sent an email to all members asking us where we were on 9/11 and how it was affecting our business. I responded and attached my poem, which NSA elected to post on their web site.

A few weeks later, I received an email from NSA member Tom Lagana (Delaware) who saw my poem and was inspired to submit it to Jack Canfield and Mark Victor Hansen of Chicken Soup. On January 6, I received a congratulatory letter from Canfield and Hansen informing me that my poem would be published in *Chicken Soup for the Soul of America*.

Dave says: "I want to share this story for two reasons:

1. To show the power of NSA and the wonderful, giving people you meet by being a member
2. To share my poem (verbally) with our members, to aid in our healing process as we approach the anniversary of this tragic event."

In addition to Jana's presentation and Dave's words, NSACF members will share brief commentaries on the "very best" from the numerous workshops and sessions at our convention and what each of them got as a "take-away" to be immediately put into practice.❖

**SPEAKERS ACADEMY** (continued)

I can't even tell you how proud and excited I am about the faculty we have put together to instruct our academy students. Our dynamite academy faculty includes experts such as Cavett Award Winner **George Morrisey**, CSP, CPAE, **Barbara Glanz**, CSP, **Pam Lontos**, CSP, **Judith Dacey**, **Donna Long**, CSP, **David Glickman**, **Joan Brannick**, **Ed Peters**, **Daina Gold**, **Steve Hart**, and more. AND....for the first time EVER, we are bringing in an expert from out of state as part of the faculty: Internet GURU **Tom Antion** will teach the Internet Marketing part of our curriculum.

Most of our Academy classes will ONLY be open to Academy Students (with one exception, highlighted below!) So, don't delay! For more information and an application for the Speakers Academy, contact Donna Cutting at whimsy118@yahoo.com or 727-525-5818. If you have an application and you are ready to grow your speaking business to the next level, fill it out and send it, with payment, to NSA Central Florida, c/o Shirley Welch, Executive Administrators, PO Box 941172, Maitland, FL 32794-1172. ❖

**SPECIAL OPPORTUNITY ON AUGUST 17, 2002 -- 2:00 – 4:30 PM**

**CREATING YOUR FUTURE:  
PERSONAL STRATEGIC PLANNING FOR SPEAKERS, TRAINERS AND  
CONSULTANTS**

*Presented by Cavett Award Winner George L. Morrisey, CSP, CPAE*

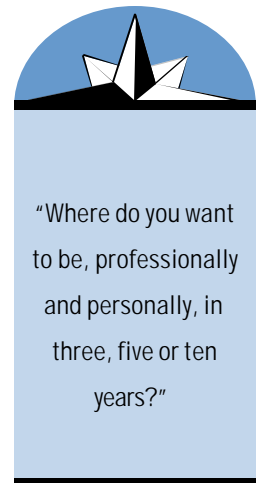
Where are you going with your business, your career, your life? Do you have a clear sense of direction that enables you to make sound decisions that will benefit both the organizations that you serve and your own goals? Where do you want to be, professionally and personally, in three, five or ten years? Do you want to play an active role in creating your future or are you satisfied to let the future "just happen"?

Whether you are a mature speaker/trainer/consultant or one who is relatively new in the profession, this session will help you develop your future focus in achieving a balanced life that will provide a "win win" experience for you and the organizations you are now and will be serving in the future. It will include specific tools, techniques and worksheets that will get you started with your own personal strategic plan

and keep it on track while still encouraging you to be alert to and take advantage of worthwhile opportunities as they arise.

George Morrisey has been a full time speaker, trainer and consultant since 1972, specializing in strategic and tactical planning for organizations in private and public sectors. Author and coauthor of 19 books on business, management and personal development, this presentation is based on his book, "Creating Your Future: Personal Strategic Planning for Professionals."

This is the first Speakers Academy program of the year. NSA Central Florida members and guests are invited to attend for a fee of \$35.00. Non-Academy attendees can register for this special session by calling Shirley Welch at 407-622-5305. ❖





**Jennifer Joy Walker**

### **Convention Highlights**

Like many of you, I am still processing the engaging, educational, entertaining, exciting and at times exhausting experience that was this year's annual NSA convention! To keep it fresh in our minds, I asked several people to share some highlights of our four days at the World Center Marriott in Orlando:

“My highlights: Zig Ziglar—‘Passion is born when you understand your goals.’; Michelle Neujahr—‘Done is better than perfect.’; Lou Heckler—‘You need someone in your life who believes more in you than you do.’” (Nancy Street)

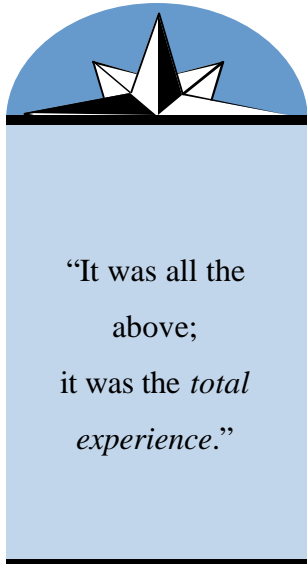
“Be willing to share instead of compare -- our lesson from opening keynoter Mark Scharenbroich as we learn not to count our crayons.” (Cindy Krosky)

“Gee, what was the most powerful thing about the convention? Maybe it was the common sense advice I got from Mike McKinley and Lou Heckler, or the inspiration from Zig Ziglar's classic keynote style, or the gut-wrenching, heart-warming signature story by Jackie Pflug? No. It was all the above; it was the total experience.” (Ralph C. Bormet)

“I lost my briefcase at one point during the convention (found it later) and the staff at the Marriott were so concerned and attentive I commented on it. The Marriott lady in charge said she was glad to help because we were one of the nicest bunches of people they've had in recent memory and she loved working for us. Then she added, ‘The other group I love is the Veterinarians,’ so we're right up there with the Animal Doctors. It gave me a nice tension-reducing-laugh.” (Bobbe Lyon)

“My highlight – the special tribute to our chapter member, retiring Rosita Perez, namesake of NSA Central Florida's *Rosita Perez Spirit Award*. It was so clear that evening how much she meant to so many people.” (Jennifer Joy Walker)

By the way, this is the first issue in which we are introducing a new graphic format. I hope you like it! Please send me any feedback or suggestions — [jennifer@fullcolorliving.com](mailto:jennifer@fullcolorliving.com). Thanks. ❖



# Membership Notes

**Cindy Krosky**

The membership committee welcomes all members to become involved in membership. There are several ways we reach out to our guest: a breakfast with a return guest, introduction of first-timers and introduction of new members at the meetings, as well as out reach to prospective guest and members. We all know that NSA was founded on the spirit of sharing and giving. The membership committee offers the opportunity to share that spirit. Please contact me regarding the membership committee. We want to spread the word of our great organization and the more people to spread the word and to share on this committee, the better.

Cindy Krosky [acespeaks@acespeaks.com](mailto:acespeaks@acespeaks.com) (772) 461-8313. ❖

## **SPOTLIGHT ON A NEW MEMBER...**

**Tara Tuck, CAGS** - Foundations of Excellence (E-mail [tjtuck@att.net](mailto:tjtuck@att.net))

Tara comes to NSA Central Florida with a background in education, and she currently teaches graduate school nationally on the topics of language and literacy development.

*Tell us about your business.*

I do keynotes and seminars on building corporate culture to reflect the foundation of trust, honesty, respect, and commitment to values. This is targeted to businesses, non profits and school systems. The other side of my business, Foundations of Literacy, is targeted specifically to school systems.

*What is a personal dream you've achieved, and how can NSACF help you achieve your dream in the future?*

My work with educators, motivating them to know how important they are and how much they are doing for kids, is very rewarding to me. I teach teachers, and help them make a difference with their students. Now, I want to hone my skills as a speaker and to work on the professional competencies in order to reach a more diverse population.

*Welcome, Tara!* ❖

## **Celebrations!**

Some of **Donna Cutting's** stories and ideas for boosting employee morale are featured in **Barbara Glanz's** new book "Handle With Care; Motivating and Retaining Employees", published by McGraw-Hill in June, 2002. ❖

*If you have a celebration to share, please submit by email to Jennifer Walker: [jennifer@fullcolorliving.com](mailto:jennifer@fullcolorliving.com).*

# PROGRAM SCHEDULES AND REGISTRATION

## 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

## AUGUST 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 sswelch123@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 Effective 7/1/02:** 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.

## LOOKING AHEAD:

### SEPTEMBER 21:

Stephen Tweed, CSP & Elizabeth Jeffries, CSP, CPAE

## MEETING LOGISTICS

**8:30 am – Registration**

**9:00 am – 12:30 pm – Program**

Directions to Four Points Sheraton Hotel, Lakeland:  
(863-644-3375; FourPointsLakeland.net)

Traveling West on I-4, take 15A-Polk Parkway Toll Road to Exit 7- South Florida Avenue and turn right.

Traveling East on I-4, take exit 20A-Polk Parkway Toll Road to Exit 7- South Florida Avenue and turn left.

Four Points Sheraton is 1/4 mile on the right.

NEED A RIDE? WANT TO CARPOOL & NETWORK?

Contact: Shirley Welch, 407-622-5305, Sswelch123@aol.com

## CHAPTER CONTACT INFORMATION

President	Ed Peters	727-898-2004	edpeters@4Profitmarketing.com
President-Elect	David Glickman	813-662-0204	david@davidlickman.com
Vice President	Terri Kabachnick	727-545-4185	Terri@Kabachnick.com

### BOARD MEMBERS

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### SENIOR CHAPTER ADVISORS

George Morrissey, CSP, CPAE, Cavett Award      Rosita Perez, CPAE, Cavett Award

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