

Volume 2, #8

August, 2003

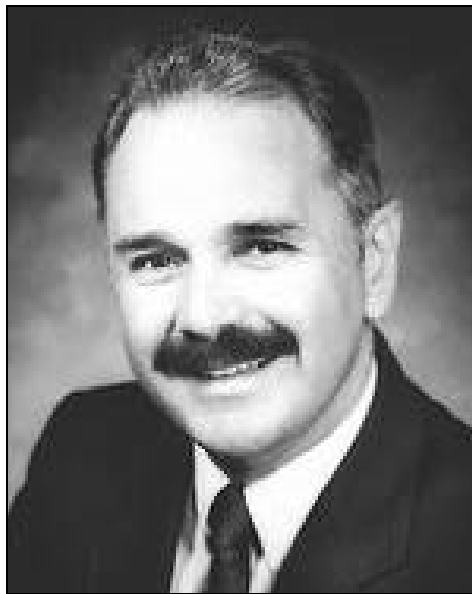


NSA Central Florida

"Speaking of Speaking"

AUGUST 16TH FEATURED PROGRAM

*How to Develop and Deliver Multiple Topics
for Multiple Markets*

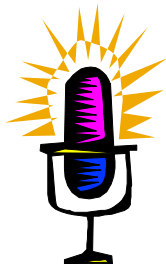


Bruce S. Wilkinson, CSP

Many speakers/trainers today look for a single topic that they can sell to a specific market or audience; however, many speaking/training professionals are developing multiple topics that they can sell to multiple markets and audiences.

In this program, **Bruce Wilkinson, CSP** will enthusiastically demonstrate how to develop and present the types of programs and topics that can be utilized as a convention keynote, concurrent session, lunch/dinner

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It's Not Too Late to Fast-Track Your Speaking Career with the Speakers Academy

Our 2003 - 2004 Speakers Academy is filling up fast and you won't want to be left out. It's not too late to sign up for this year's class, which begins on August 16 and runs for 10 months through June 2004. (No meetings in December or July.) This intense and

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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**



I'm writing this article from the most popular place at this year's NSA convention! This year, attendees were given free internet access from any one of six computers on a long table in the hallway of the New Orleans Marriott, compliments of one of the convention sponsors, Atek. What a wonderful treat to be able to check e-mail without using the hotel business center or paying for daily access! This was just one of the many great aspects of this year's NSA convention. I wish all of you could have been here to experience the excitement, the networking, and the learning that goes on at this event.



Pictured—just a few of the revelers at the NSA Convention chapter dinner!



On the Monday night of the convention, NSA/Central Florida held its annual Chapter Dinner. Over 30 of us made the short walk to the Orleans Cafe for a wonderful evening of fellowship and friendship. And like good speakers, we adapted to several challenges that the restaurant presented. (The Aha! lesson: The next time a waiter says, "So, does an appetizer sound good to everyone?" be aware that no definitive response from the crowd translates to a bill of \$300.)

order anything --come just to network and socialize, if you'd like.) If you plan on attending, **please RSVP** by phone or email to Shirley Welch (407-622-5305/ NSACentralFL@aol.com) by **August 25th**. This is a great opportunity for those of you who aren't able to attend chapter meetings on weekends to attend chapter functions.

In keeping with the spirit of fellowship, NSA/Central Florida will begin its new "**Week Night Networking Event**" this month. We will alternate these monthly events between the Orlando area and the Tampa Bay area. Our first event will be in Orlando on **Wednesday, August 27**. It will be held at Pebbles Restaurant, which is right off Exit 68 (I-4), in the Crossroads Mall at Lake Buena Vista. The event will take place from 6:30 pm - 9:00 pm, and is open to members (and spouses) only. We will also be inviting NSA members who live locally, but are not members (yet) of the chapter. You will be able to order whatever you want off the menu--and we **WILL** be able to do separate checks. (There is no obligation to

I also look forward to seeing you at our first regular Saturday meeting at our new location. We've got a great speaker, a great new location, and a great new slate of officers who are excited to serve you for a great year. ❖

For directions to our new chapter meeting location see page 6!

Program Notes

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program, manager/supervisory training or employee education program. This program will assist speakers and trainers of all levels to audiences, meeting planners and existing clients to enthusiastically refer you in order to finally get the types of fees and referral work that you deserve.

Some of the additional elements that will be covered in Bruce's program are:

- How to specialize in topics that can be used for both corporations and associations.
- How to develop a speaker's image or identity in order to make audiences remember you.
- How to maximize client/audience referrals.
- How to develop the type of style or uniqueness that gets audiences to remember your points.
- How to personalize your program at the last minute in order to make the meeting planner, client or speakers' bureau look good.
- How to utilize the client's goals, mission, and value statements from the platform to get more work.
- How to promote to "secondary audiences" without leaving the platform.

Bruce S. Wilkinson, CSP, "The Speaker with a Point" is a motivational keynoter, management consultant and workplace trainer-tainer, specializing in personalized messages that are reinforced with passion, enthusiasm and humor, but it is humor with a purpose! His unique style, family humor and authenticity create *rememberability* within the audience. As the owner of Workplace Consultants, Inc. and Wilkinson Seminars and Presentations, he has presented in 49 states, delivering his enthusiastic messages to clients such as Sara Lee, Six Flags Theme Parks, Kellogg's, Hershey's Chocolate, Steak'n Ale, the Dept. Of Defense, A T & T, Domino's Pizza, Broyhill Furniture, Elvis' Graceland and Jack Daniel Distillery.

Bruce is past president of the National Speakers Association/New Orleans Chapter and proudly serves as a second term elected member of NSA's National Board of Directors. ❖

Bruce's unique style, family humor and authenticity create *rememberability* within the audience

Plus... "Best of the Best" Convention Highlights!

In addition to Bruce's program, our August meeting will feature the "Best of the Best" from the NSA Convention held last month in New Orleans. You will hear short summaries of some of the convention's best sessions. The "Best of the Best" offers an incredible opportunity for those who couldn't attend the convention---and for those who *did* attend, but simply couldn't get to everything -- to hear the highlights of the convention's most popular sessions. You'll get great information and advice you can start using in your business immediately. See you August 16th! ❖



Past Chapter Presidents attended the June meeting and were inducted into the NSA Central Florida Past Presidents Alumni Association.

Standing (from left to right) Gordon Hill, Jim Harris, Michael Stahl, Sheryl Nicholson, CSP, Gordie Allen, Joan Brannick. Seated (left to right) Becky Nickol, Sandy Campbell, Ed Peters, Wendy Warman.

Membership Notes

Cindy Krosky, Membership Chair

Welcome new members!

Carol L. Ritz, CSP

7745 Brandonway Drive

Dublin, OH 43017

(Phone) 614-880-1749

(Email) RitzCSP@aol.com

(Topic) The Times They Are Changing Are You; Empowering Leadership;

World Class Customer Service

Robyn Winters, M.A.

Take Charge.....Now!

5532 Avenue Du Soleil

Lutz, FL 33558

(Phone) 813-949-0623

(Email) info@robynwinters.com

(Topic) Motivation; Time & Priority Management; Stress Reduction; Change;

Communication



SPEAKERS ACADEMY

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thorough program will expose you to experts who will share their best practices and ideas for being successful in the speaking business. Among other high-powered topics, you'll learn about:

- strategic planning
- managing the business
- promotional materials
- marketing
- presenting & performing
- and humor and technology

If you are a new or emerging speaker who is ready to fast-track your speaking career and build a network of good friends in the process, you'll find an application in the Speakers Academy section of our web site: www.nsacentralflorida.com or contact me at (813) 792-9829. ❖

Dave Timmons - Speakers Academy Dean

Free Website Listings for Chapter Members

*Chapter Webmaster
Tom Shay, CSP*

Would you stop to pick up a \$50 bill laying on the sidewalk? Would you stop to pick up a contract for an engagement?

Your answer is most likely, "Yes!" This example relates to our chapter website. For many years, members were charged \$50 to have their material included on the chapter website. Today, inclusion on the chapter website is free to members of NSA/Central Florida.

Several chapter members have already obtained speaking engagements as a result of their listing on the chapter website - just ask our president, David Glickman, who has had this experience more than once.

Yet today, there are over 30 members who have not taken the time to provide their material to be listed on the site. This represents a \$50 savings as well as opportunities for business that you have been missing.

To be on the site, we need the following from you: 72 dpi photograph, your promotional material (take a look at the page of any other chapter member for guidance), and your listing of topics of expertise.

Just that easy, and just that quick, you will be added to the chapter site when you send that material to TomShay@profitsplus.org. If you are a chapter member and haven't yet set up your listing, I hope to hear from you soon! ❖

Mark Your Calendar:

Bruce Wilkinson, CSP –
August 16

Rick Jakle, CSP –
September 20

More information to come!

**BOARD OF DIRECTORS &
COMMITTEE CHAIRS
2003-2004**

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813-792-9829 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

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 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

NEW meeting location starting in August:

The Ramada Inn Plantation House
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.

(Note: While this location is a little further west on I-4, it actually one mile shorter distance for those coming from Orlando than the distance you've been driving this year to the Four Points Sheraton. It is right off of I-4 and there are no tolls!)

NEED A RIDE? WANT TO CARPOOL & NETWORK?

Contact: **Shirley Welch**, 407-622-5305, NSACentralFL@aol.com ❖