

# Master Your Message

NATIONAL SPEAKERS ASSOCIATION



CENTRAL FLORIDA

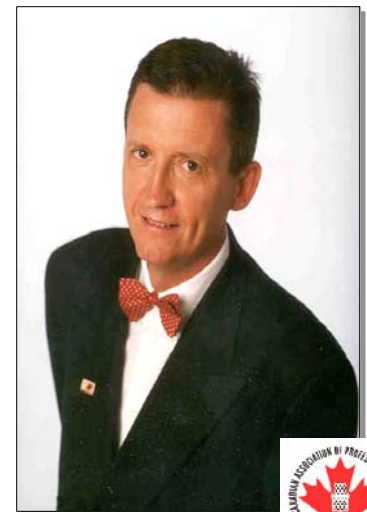
*Our August 21st Master....*

*Brian Lee, CSP*

Canadian Association of Professional Speakers

**Topic:**

***Totally Organized Professional Speaker***



**Benefits:**

- Learn from a master how to better leverage yourself
- Learn how to clone or franchise yourself AND
- Learn it in such a way that you walk away from the program ready to use what you have learned.

Brian walks his talk and this has led to his many successes. Be ready to learn from this master, who shares what he has learned from his 20 years as a professional speaker, having spoken over 3,500 times in all 50 states, Canadian provinces, and in 12 different countries.

This year we will learn from the masters, so that we too can master our message and our career.

Make your reservations now for the August 21<sup>st</sup> Meeting!!!

**Cindy Krosky, LCSW  
VP Programs**



## From the President

What a convention! What a crowd! What a fabulous Chapter Dinner on Monday night! Many, many thanks to **Cindy Krosky** for organizing this exciting event and to **Donna Cutting** for her help as well. Thanks also go to all the Chapter members who contributed to the laughter and good time we had. During our August meeting we will be sharing recaps of the many sessions and our “recappers” will focus on the best take-aways from this convention.

“*Enjoy The Journey*” is our new NSA President’s theme. Scott Friedman, CSP said we all work very hard but what good does all the dedication do if we cannot find enjoyment in the process.

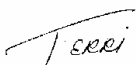
How can we **enjoy our journey** and **master our message** at the same time?

Maybe we can learn a lesson from some masters. Henri Rousseau began painting at the age of 40. After many years as a customs inspector Rousseau decided to realize his dream and become a full-time artist. He took a huge chance. While waiting for his art to support him he supplemented his meager income by giving painting and violin lessons. He later wrote: “Nothing makes me happier than to contemplate nature and to paint it. Would you believe it that when I go out in the country and see all that sun, all that greenery and all those flowers, I sometimes say to myself: ‘All that belongs to me... it does.’”

Rousseau obviously enjoyed his journey while mastering his art.

Consider a more contemporary “Master”, Brian Lee, CSP – our featured speaker at the NSA/CF August 21<sup>st</sup> meeting. Brian has not only mastered – and continues to master his art of speaking, but also has mastered the art of building a 3 million dollar business. Brian will share with us his journey of 20 years, lessons learned, and how you can leverage yourself, make more money, and...*enjoy the journey!* From personal experience in spending time with Brian I guarantee you will walk away with more ideas than you can implement. Most important, Brian will teach us *how* to make his lessons immediately applicable. Brian will now *enjoy his journey* as he readies a succession plan in his company so he can be prepared for a 6 month sabbatical by January 2006.

Get ready for your year to *Master Your Message* and *Enjoy The Journey!*



Terri Kabachnick, CSP  
NSA/CF President



Master  
Your  
Message



NATIONAL SPEAKERS ASSOCIATION  
NSA  
CENTRAL FLORIDA

*Master Your Message*



# Masters Learn from Each Other and Help Each Other Grow

Look at our fantastic programming for this year.

**2004**

September 18<sup>th</sup> Dr. Alan Zimmerman, CSP, CPAE

October 16<sup>th</sup> Bette Price, CMC

November 20<sup>th</sup> Awaiting Confirmation

December No meeting

January 15<sup>th</sup> Emory Austin, CSP, CPAE *(Tentative)*

February 19<sup>th</sup> Open

**2005**

March 19<sup>th</sup> Sam Horn

April 16<sup>th</sup> Eileen McDargh, CSP, CPAE

May 21<sup>st</sup> Open

June 18<sup>th</sup> Open

August 20<sup>th</sup> Patricia Fripp, CSP, CPAE



## Volunteer Opportunities

VP of Programs **Cindy Krosky** is searching for 4-5 people to serve on the Programming Committee to act as ambassadors to our guest speaker, be available to set up the room, and help with other behind the scenes responsibilities. If you are willing to serve on this committee, please send Cindy an e-mail at [cindy@acespeaks.com](mailto:cindy@acespeaks.com).

## Welcome New Member!

Sandy Geroux  
Geroux Performance Group  
3760 Manteo Circle, Orlando FL 32837  
Phone: 407-856-1188  
Fax: 407-857-3318  
E-mail: [sandyg@sandygeroux.com](mailto:sandyg@sandygeroux.com)  
Web: [Sandygeroux.com](http://Sandygeroux.com)  
TOPICS: Risk-taking, Sales,  
Customer Service



# The Speakers Academy

Stepping into the shoes of past Academy Deans is a little daunting, to say the least. I wondered how best to live up to the wonderful job performed by these leaders and continue to serve Academy attendees by compiling a program bursting with world-class content to help them grow their businesses.

I listened to their advice, as well as feedback from previous attendees, picked the brains of everyone I could find and then put together a program to be presented by some of the best speakers in the entire NSA organization. We are blessed to have an abundance of incredible speakers right here in the Central Florida chapter! Their willingness to share their knowledge is surpassed only by their expertise.

From one end of the spectrum to the other, we'll be covering topics critical to the success of your business, such as:

- Business planning and management (strategic planning and business management skills)
- Business-building (contact strategies, marketing systems and finding local & national work)
- Platform techniques (technology, adding humor, adult learning and audience interaction techniques)
- Developing alternative streams of income (consulting contracts, alternative programs and services, and back of the room sales)
- Getting the word out (maximizing public relations and the media, as well as writing articles)
- Practicing your skills (up to 10 presentations will be conducted by Academy attendees)

Fantastic content aside, the incredible networking, camaraderie and brainstorming that occur as a natural result of attending the Academy and Chapter meetings, offering your assistance and expertise to others and just "showing up" all conspire to create an unbeatable win-win situation.

If you're not sure whether or not the Academy is worth your time and investment, just ask some of the past Academy attendees about the benefits they received from attending its sessions. If you don't know who they are, please call me. Many have offered to share their experiences.

Also, a couple of people have mentioned that they are unsure about attending if they cannot attend all (or almost all) of the sessions, worried that they'd be wasting their money. I understood that concern at the time, but after giving it some thought I realized something important: no matter how many sessions you attend, **the NSA-CF Speakers Academy is a steal!** The cost of the Academy program for 10 sessions is only \$550 if you're not a member of NSA-CF; it's only \$300 if you are a member. If you have ever checked out other speaker training courses, boot camps, and even many basic one-hour tele-seminars, it's tough to find any that cost just **\$30-\$55 per ½-day of training**. Many cost up to \$6,000 for just 2 days of training – for just one topic! While no one wants to miss any of the great sessions being offered at the Academy, this concern should not prevent you from gaining the information you will receive at the sessions you *can* attend; in fact, you won't miss out on any information because you will always receive the written materials presented at any sessions you may miss. Financially speaking, missing one meeting adds only \$3-\$5.50 to the cost of each of your other days of training, a negligible amount of money for the value you will receive.

There is still space for you in our Academy – and we would love to see you there. Please contact me at [sandyg@sandygeroux.com](mailto:sandyg@sandygeroux.com) or 407-856-1188 for more information or to obtain your application form - TODAY! You'll be glad you did.



**OFFICERS, BOARD OF DIRECTORS  
AND COMMITTEE CHAIRS  
2004-2005**

**PRESIDENT** Terri Kabachnick, CSP \*  
727-545-4185 Terri@Kabachnick.com

**PRESIDENT-ELECT** Donna Cutting \*  
727-525-5818 Donna@donnacutting.com

**VP/PROGRAMS** Cindy Krosky \*  
772-461-8313 acespeaks@acespeaks.com

**PAST PRESIDENT** David Glickman \*  
813-920-8283 david@davidglickman.com

**Board Members \***

Ken Banks  
727-515-1932 kenbanks@prodigy.net

Dave Timmons  
813-264-4650 dave@davetimmons.com

Ed Peters  
727-898-2004 ed@edpeters4profit.com

Betsy Barbieux  
888-331-8359 Betsy@ImageInsideOut.com

**PR/Marketing** Tom Shay, CSP \*  
727-823-7205 tomshay@profitsplus.org

**Speakers Academy** Sandy Geroux  
407-856-1188 sandyg@sandygeroux.com

**Newsletter** Shari Bowden  
352-527-1496 shari@ldesigntraining.com

**Membership** Dr. Isabel Perry  
407-291-1209 Isabel@TheSafetyDoctor.com

**Librarian** Rod Jurado  
813-985-5361 rodjurado@aol.com

**Senior Chapter Advisor**  
George Morrissey, CSP, CPAE, Cavett Award  
321-452-7414 gmorrissey@aol.com

**Chapter Administrator** Shirley Welch  
407-622-5305 NSACentralFL@aol.com

*\* indicates Board Member*

**NSA/CF Newsletter  
Treasure Hunt**

Can you find the answers to these questions? They can be found in the newsletter or below.

**Q1: What is a Re-capper?**

**Q2: What is our theme for this year?**

**Q3: What is our chapter website address?**

**Q4: Who is our Speakers Academy Dean?**

**Q5: Who is our September speaker?**

Q1: Sharers of the best take-aways from the convention.  
Q2: Master Your Message.  
Q3: www.nscentralfloida.com  
Q4: Sandy Geroux  
Q5: Dr. Alan Zimmerman, CSP, CPAE





## Calendar



August 21st 8:30 a.m.—12:30 p.m.

Chapter meeting @ Ramada Inn Plantation House  
Plant City, FL

8:30—9:00 a.m. Networking

9:00 a.m. Meeting Begins

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### AUGUST MEETING RSVP

To reserve your place, send your check payable to NSA/Central Florida, c/o Shirley Welch at Executive Administrators, Inc., PO Box 941172, Maitland, FL 32794-1172. Phone 407-622-5305 Fax 407-622-5306 OR E-mail: NSACentralFL@aol.com with your credit card information.

**Marginal Note:**  
Even if you have paid for entire year, you still need to RSVP!

### MEETING INVESTMENT

First time guests:	\$25		
NSA/Central Florida members:	Early bird \$35	At the Door \$45	
NSA Members:	Early bird \$45	At the Door \$55	
Guests:	Early bird \$55	At the Door \$65	
Staff / Spouses:	\$10		

The early bird registration form is sent separately. Deadline for early bird registration is 10 days prior to meeting.

### 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 corresponds to our deadline for hotel billing.

### LOGISTICS

The Ramada Inn Plantation House is located at 2011 N. Wheeler Street, Plant City, FL (813) 752-3141

From Tampa: I-4 Exit 21, State Road 39 (Buchman Highway). At stop sign, go straight approximately 1/2 mile, stay to right side. Ramada Inn is on the right. Conference center is a separate building in the very back of the hotel.

From Orlando: I-4 Exit 21, Follow signs for State Road 39 (Buchman Highway) which will loop around to right. Take SR39 south. At traffic light, make a right. Ramada Inn will be just ahead on the right. Conference Center is a separate building in the very back of the hotel.

From the North: Take I-75 south to SR 50. Go east on 50 to 301. Head south on 301; it becomes SR 39. It will pass under I-4 and the hotel will be on the right.

**NEED A RIDE? WANT TO CARPOOL AND NETWORK?**  
Contact Shirley Welch 407-622-5305 or email: NSACentralFL@aol.com