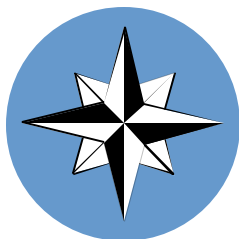


NSA CENTRAL FLORIDA is the organization of choice for NSA professionals, dedicated to igniting a passion for, and excellence in, the professional speaking community.



September, 2002
Volume 1, #9



NSA CENTRAL FLORIDA NEWSLETTER



Stephen C. Tweed, CSP
NSA National President



Elizabeth Jeffries, CSP, CPAE

September 21st Featured Program

NSA ... Lighting The Way:

Five Principles to Grow Your Business and Get Ready for the Future.

The National Speakers Association is dedicated to advancing the art and value of experts who speak professionally. As the recognized voice of the speaking profession, NSA sets the benchmark for platform excellence, worldwide, impacting how people work and live.

In this dynamic presentation, two of NSA's seasoned leaders will share with you five principles by which to grow your business and get ready for the future. Stephen Tweed and Elizabeth Jeffries will demonstrate how to build your business on a firm foundation, how to focus your resources and energy, how to communicate your uniqueness, and how to increase value to your audiences and your clients. They will give you practical examples of what has worked for them in over 20 years as full time speakers and authors, and as leaders of the National Speakers Association.

If you are serious about growing your business and increasing your involvement in your profession, you won't want to miss this exciting meeting.... "NSA... *Lighting the Way.*" (see bios next page)

Program registration details are on page 6!

Programming Notes

Terri Kabachnick, CSP

Our September program is a "can't miss". We are hosting the 2002 NSA President Stephen Tweed, CSP and his First Lady Elizabeth Jeffries, CSP, CPAE. Join Stephen & Elizabeth as they present *NSA...Lighting The Way: Five Principles to Grow Your Business and Get Ready for the Future*. This promises to be an outstanding presentation and a great learning opportunity.

One of the key points of Stephen's theme and initiative this year is "tap into the experiences of your seasoned pros". To support this challenge, we want to provide you and all chapter members the opportunity to gain insight and provide solutions to your most important business issues and challenges. One of the ways we will do this is by holding roundtable

(continued on page 4...)



CAPTAIN'S DESK

Ed Peters, NSACF President

Incredible Meetings

We had an incredible talent, performance, motivation, information and humor with Jana Stanfield last month. If the 10-deep throng at her product table was any indication, I think every one agreed Jana was incredible!

We have a special opportunity in September with a visit from our NSA National president Stephen Tweed, CSP AND his wife, Elizabeth Jeffries, CSP, CPAE. This is NOT just another presidential visit "showing the flag," but two of NSA's seasoned leaders who will share with you five principles by which to grow your business and get ready for the future. Stephen and Elizabeth will demonstrate how to build your business on a firm foundation, how to focus your resources and energy, how to communicate your uniqueness, and how to increase value to your audiences and your clients. They will give you practical examples of what has worked for them in over 20 years as full time speakers and authors, and as leaders of the National Speakers Association.

If you are serious about growing your business and increasing your involvement in your profession, you won't want to miss this exciting seminar.

Educational Opportunities Abound

There's still time to join the Speakers Academy which will fast-track your career. I have been to almost half of NSA's chapters and I can tell you, no other chapter has our faculty or curriculum!

Be sure to contact Rod Jurado to get a library card and have access to four years of NSA National Convention educational programs on audio tape! What a resource for less than a dime a day!

Chapter Leadership

Ever wonder what it takes to be involved in chapter leadership? It's easy...you just say "I want to get involved!" Contact me at edpeters@4ProfitMarketing.com and I will help you find a place where you can use your skills to make our chapter more effective! ❖

NSA ... Lighting The Way (Continued from page 1)

About your Presenters:

Stephen C. Tweed, CSP, is President of the National Speakers Association for the year 2002-2003. He has been a full-time speaker, author and consultant since 1979. He received the Certified Speaking Professional designation from NSA in 1993, and has served on the NSA board since 1997.

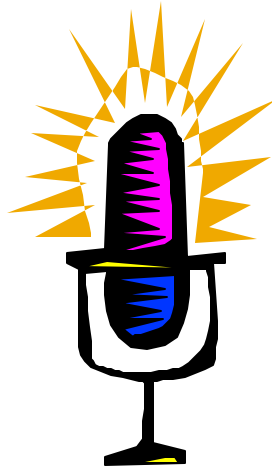
Elizabeth Jeffries, CSP, CPAE is a past board member of the National Speakers Association, and founder and past president of NSA/Kentucky. She served on the NSA board from 1990 to 1996, and received the CSP in 1990. Elizabeth was inducted into the CPAE Speaker Hall of Fame in 1997. She has served as the chair of the International Center for Professional Speaking, and the NSA National Center for Professional Development. Elizabeth has been a full-time speaker and author since 1981. ❖

SPEAKERS ACADEMY

Donna Cutting

The first meeting of the 2002-2003 Speakers Academy term was held after the August chapter meeting, and we kicked the year off with a bang! Our Academy members are a fantastic group and all have a wealth of knowledge and experience to share with each other. Past CFSA Joan Brannick spoke to the Academy members about the 3 C's of Chapter membership. She provided the "cadets" with actions they can take immediately to start getting the most out of the chapter, whether or not they are currently members. Kudos to the Academy students who have already taken action on Joan's great advice! Thank you, Joan for an excellent presentation.

George Morrissey, CSP, CPAE gave an exceptional presentation on strategic planning that gave the guests concrete actions to careers in the direction we George! Feedback on both positive, and all agree that to a great start!



Academy members and take immediately to point our want to go. Thank you presentations was very the Speakers Academy is off

The only thing missing is Academy members, but Don't delay a minute listening to a tape in Patricia Fripp, CSP, gave me great advice, I I just took it." By joining that you have the tools to Career in the butt right away! If you want more information about joining the Academy, call or email me at 727-525-5818 or whimsy118@yahoo.com.

YOU! We've got 12 still have a few slots open. longer. I just finished which Cavett Award Winner CPAE said, "When someone didn't ask how much it cost... our Academy you will ensure start kicking your Speaking

Next month the Speakers Academy cadets will be treated to workshops by Judith Dacey, MBA, CPA, CMA and Sheryl Nicholson, CSP on Managing the Business. Both Judith and Sheryl have gotten rave reviews for their high content presentations in the past. If you want to hear what they have to share, you must join the Academy prior to the September meeting.

And a note to my cadets: You're off to a great start. Remember your action steps, call me if you need encouragement, and see you in September. ❖



By joining our Academy you will have the tools to start kicking your Speaking Career in the butt right away!



The new website of NSA Central Florida will soon be on the Internet, and we want to have everyone included. To make sure you are on the new website with all of the information you want, please do the following:

1. Have your dues current for the 2002/2003 year. Members are added to the new site as the chapter's administrative assistant, Shirley Welch confirms your NSA membership and receives your payment for dues.

2. Visit the current site (www.florida-speakers.com) to verify your photo, address, e-mail, website, information, and the categories you are listed in. If there are any changes, send them to TomShay@profitsplus.org

3. If you are not on the current site, visit the site and view the page of another speaker to see the format for a speaker's page. You are responsible for writing your own material.

If you are a committee chair, and would like to have information about your committee's efforts and plans on the new website, please contact **Tom Shay** at the e-mail address given above or at 727-823-7205. ❖

Programming Notes

(continued from page 1)

discussions in a PEG [Professional Emphasis Groups] format. During our September meeting, before we hear Stephen and Elizabeth, we will break out into PEG groups that represent areas of expertise. For instance, members who are consultants will group together as will humorists, technology experts, and so on. Each group will have a leader and will focus on best practices.

Please come prepared with ideas and suggestions that work for you and that you would like to share with others. Also be prepared to listen and learn from your peers' expertise.

So put this important date on your calendar and register now because this promises to be one of our top-rated programs. See you there! ❖

Editor's Desk

Jennifer Joy Walker

Last month's meeting was a knockout. Plus, I had the opportunity to hear George Morrissey speak to the Speakers Academy and if his presentation is any indication of programs to come, this class will have a tremendous opportunity to hit the ground running with their speaking businesses.

On another note, in the interest of learning more about each other, I plan to include a regular *Celebrations!* Section in this newsletter. If you have an exciting speaking engagement, a newly -published article or book, or other accomplishments to share, don't be shy! Please email them to me — jennifer@fullcolorliving.com. Be sure to put NSACF on the headline so I will know it's from you and not scam mail!! To get you thinking, here's an example. Our president **Ed Peters** has been selected to present on a panel on speaker marketing at the NSA Eastern Workshop in Charlotte in January, 2003 and will be heard on the Voices of Experience CD on the October issue. Well done, Ed! Now, let me hear from the rest of you!!!! ❖

Membership Notes

Cindy Krosky

It was a pleasure to have over 11 guests with us at our last new members meeting. Thank you for your time and commitment to learning.

Cavett Robert founder of NSA helped to establish the caring and sharing of this profession. As a result of this approach NSA has grown and now there is an opportunity for each of us to grow in our chapter. So, if you are interested in accelerating your learning curve in the speaking profession then share some of your time by getting involved in the chapter. The membership committee offers many ways for people to get involved without taking up a great deal of your time.:

1. We need two meeters and greeters per month to assist with registration at the door.
2. A visitor and new member announcer during the meeting.

3. Welcome Aboard Ambassadors to meet and mingle VIP and 2nd time VIPs to help them meet other members.

4. Coffee or Tea Pre-meeting greeting 8:00 AM at the Hotel. We offer return guest to meet with the membership chair and another member of membership to just meet, answer specific questions. We need one person each month for this activity.

5. Area contacts outreach. If you are willing to be a contact person for new members or visitors from your area, please join the membership committee. This simply involves sending an email or making a call to the people in your geographic area who have joined or who are interested in joining. Cindy will email you contact information.

To get onboard the membership committee send Cindy Krosky acespeaks@acespeaks.com an email with your name, email address, and telephone number and area that your based from. Identify the task you are willing to do and the month you wish to be assigned to do this. So lets get cruising and come on aboard the most active committee in NSACF. ❖

Welcome New Members!

Valla Dana Fotiades, M.Ed.

"Energize Your Life!"

P.O. Box 8004

Cypress Gardens, FL 33884-0009

(Phone) 863-258-1397

(Email) Valladana@cs.com

Change/Resiliency Training, Balance, Energizing, Nurturing
Optimism & Joy!

Barbara Glanz, CSP

Barbara Glanz Communications, Inc.

4047 Howard Avenue (currently)

Western Springs, IL 60558

(Phone) 708-246-8594

(Fax) 708-246-5123

(Email) bglanz@barbaraglanz.com

(Web) www.barbaraglanz.com

Regenerating Spirit - Creating Cultures Where People Matter - in the workplace, in the home, with your customers, within yourself.

6140 Midnight Pass Road #802 (after November)

Sarasota, FL 34242

(Phone) 941-312-9169

Dr. Ron Knaus

Chi Whiz Productions

9911 Seminole Blvd. Suite A

Seminole, FL 33772

(Phone) 727-391-7104

(Fax) 727-392-7914

(Email) rknkaus@tampabay.rr.com

(Web) www.ABChi.net

(Topic) Energy, Health & Wellness, Tai Chi, Psychology

Denise McCabe

American Society of Notaries

8733 Merrimoor Blvd. East

Largo, FL 33777

(Phone) 727-398-4663

(Fax) 727-397-0709

(Email) edu-train@ij.net

(Topic) Training Notaries

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

SEPTEMBER 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.

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:
(863-644-3375; FourPointsLakeland.net)

Take I-4 to Lakeland. Take exit 15-A onto Polk Parkway, a toll road. Continue until you reach exit 7. Take exit 7 and turn right onto South Florida Avenue. The hotel is 1/4 mile on the right.

NEED A RIDE? WANT TO CARPOOL & NETWORK?
Contact: Shirley Welch, 407-622-5305, Sswelch123@aol.com

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Vice President	Terri Kabachnick	727-545-4185	Terri@Kabachnick.com

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Cindy Krosky	561-461-8313	ACE99CK@aol.com
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Marilyn Schott	941-412-3100	marilyn@marilynschott.com
Tom Shay	727-823-7205	tomshay@profitsplus.org

SENIOR CHAPTER ADVISOR

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

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