



CAPTAIN'S DESK

Ed Peters, NSACF President

Lighting the Way...As We Build our Chapter and Our Businesses!

Welcome Aboard! We were truly blessed to have had our NSA National President, **Stephen Tweed, CSP** and his wife, **Elizabeth Jeffries, CSP, CPAE** at our meeting in September. Both are accomplished speakers and business people and they showed us how to approach our businesses AS a business. Stephen shared his vision for NSA...Lighting the Way...and used the lighthouse as a symbol for hope and direction. We gave Stephen and Elizabeth a couple lighthouses as gifts...both comical and beautiful.

Terri Kabachnick, your VP of Programs, introduced a new program element, *Professional Emphasis Groups* in the areas of consulting, authorship, new speakers, experienced speakers. Everyone I talked to said these were extremely valuable discussions and as a result, we'll have these discussions every other meeting. Thanks to **Rebecca Paquette** who did a GREAT job as Saturday Program Chair!



Stephen Tweed, CSP and Elizabeth Jeffries, CSP, CPAE at NSACF



A lively discussion during the PEG best practices session.

Marilyn Schott volunteered to head our *Member Recognition program*. The program has 2 aspects – 1) our microphone achievement program where you can earn a bronze, silver or gold microphone pin by accomplishing certain levels in our business. Details at our October meeting and next newsletter. 2) Recognizing member accomplishments at our meetings and in our newsletter. Send Marilyn your new booking achievements, press mentions, any achievement...and we'll let your colleagues know what you are doing.

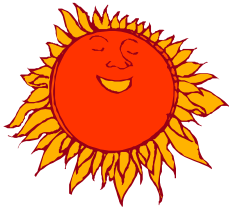
Tom Shay has our new website online and operating. It's beautiful! If you are a member, you are entitled to your own page on our site

with a link to your site. Go to www.nsacentralflorida.com and you'll see the format in which to design your page. Don't miss this wonderful marketing opportunity.

It's not too late to enroll in our **Speakers Academy**. If you are a new or experienced speaker, the Academy will help you fast track your career, saving you many years and lots of dollars.

It was nice seeing so many accomplished guests at our meeting and we invite them to join us each month.

I mailed all members a postcard asking what we can do to make your membership in NSA Central Florida more valuable. I'd love to hear from you!❖



TWO HOT BUSINESS BUILDING OPPORTUNITIES

2002 Professional Speaking Industry Partnerships Lab

October 25-27, 2002

NSA Headquarters, Tempe, AZ

Learn the KEYS to succeeding in the professional speaking industry by unlocking the door to solid business partnerships. Co-Chairs Dan Maddux, 2001 NSA Meeting Partner of the Year and Nancy Lauterbach of FIVE STAR Speakers and Trainers bring you the keys to nurturing your network and thriving in the speaking business.

Featuring 4 CPAEs and numerous meetings industry leaders, the Professional Speaking Industry Partnerships Lab will discuss ideas, trends and tricks of the trade to succeed in this increasingly competitive industry.

Learn how to build lasting relationships with bureaus, meeting planners and suppliers and define a targeted marketing plan that reaches the individuals that hire you. You'll gain fresh perspectives straight from the bureaus and meeting planners.

NSA's single focus Labs offer a chance to learn in a small group environment. Registration is limited to 85 people, so you get individual attention and information targeted to your unique needs. For more information and to register, visit the NSA website at <https://www.nsaspeaker.org/meetings/index.xpl> or call NSA Headquarters at (480) 968-2552.



Tom Antion's Electronic Marketing BUTT Camp

Sunday, November 17, 2002 9:00am-5:30pm

Four Points Sheraton, Lakeland, Florida

If you want to learn how to market and sell products and services while sitting on your rear end at home, attend Tom Antion's Electronic Marketing BUTT Camp. Tom is no techie, but he has discovered the way to use his computer to keep money and speaking engagements rolling in while he sits at home with his feet up.

You will learn about websites, ezines, teleseminars, electronic books, CD production, electronic books, associate programs, and more. You will leave with immediately applicable information, including having your own Ezine before you leave the seminar! Check out Tom's website (see URL below) for helpful, detailed information on all the topics that will be covered in the BUTT camp.

Tom has spent thousands of hours developing

comprehensive material on each of these topics and boiling it down so you can use it immediately.

In case you are technologically challenged, each paid admission gets one free admission for your teenager. (Please let Tom know if you plan on bringing your teenager.)

This is a fundraiser for NSA Central Florida AND you will have the opportunity to attend at the group discount rate:

| | |
|----------------------|----------|
| Early Bird by Nov. 3 | \$220.00 |
| Pre-Registration | \$262.50 |
| At the door | \$296.00 |

To register and for further details:

<http://www.antion.com/buttcampNSACentralFL.htm>.
Or email tom@antion.com, phone (800) 448-6280 or (301) 459-0738. ❖

- ❖ How to use colleagues to get smarter
- ❖ How to create mailbox money

Prior to Lisa's presentation, we will have a *Mastermind Group Panel* that will provide answers to your most pressing business questions.

Members of the panel will provide answers to your challenges and share expert advice. **If you would like to have your questions and challenges considered for submission to the panel, please send your questions before Oct. 14 to carrie@kabachnick.com.** We will present them by topic area to the panel in order to maximize our time with our NSACF experts. This part of our program will be a perfect tie in with Lisa's presentation on "how to use colleagues to get smarter." So, come prepared to learn and build your skills and your business.

Put this important date on your calendar and register now. Two great parts to what promises to be a great program – expert panel – expert speaker! See you on the 19th! ❖



Jennifer Joy Walker

Every month I come away from our NSACF meetings with pages of notes and ideas. Last month was no exception — not only did Stephen Tweed and Elizabeth Jeffries provide us with a wealth of useful information about how to grow our businesses, but the Professional Emphasis (PEG) group I sat with was populated with EXPERTS who shared valuable information I needed to know! For example, I know I saved over \$2500 by learning exactly where to go to self-publish my manuscript. I consider that time well spent!

Even when not in Lakeland, I can keep learning as long as I have access to a cassette player. Our chapter's library has four years worth of convention tapes, overseen by chapter librarian Rod Jurado. With my library card (\$30 for a year), I can take out three cassettes every month. In this way, I am filling in the sessions I wasn't able to get to at the convention, and listening to some masterful performances from past conventions. On the way home from Lakeland after the September meeting I listened to Jeannie Robertson's Washington National Convention keynote — fabulous.

Most of us spend plenty of time in the car. This is time you can recapture to gain invaluable tips and knowledge about our business. Why not get your library card at the next meeting—Rod will be glad to help you out. ❖



SPEAKERS ACADEMY
Donna Cutting

Session III - October 19, 2002

1:30-4:30pm

Marketing I with Tom Shay

- * Advertising
- * Direct Mail
- * Networking
- * Follow-Up
- * Best use of marketing materials
 - * Sales strategies
 - * To niche or not to niche
 - * Niche effectively

If you haven't signed up for Speakers Academy yet, there is still time! Contact Donna Cutting at: whimsy118@yahoo.com ❖

Membership Notes

Cindy Krosky, Membership Chair

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If you are a guest who is returning in October, please join me before our meeting in the Four Points Sheraton restaurant. This informal gathering over coffee or tea allows us to get to know one another better and learn more about your business and goals as you learn more about our chapter. We meet from 8AM to 8:30 AM, so please join us October 19th.

Thank you to **Dave Timmons** for meeting our guests at the September meeting. So many people told noted how welcome Dave made them feel. Thanks also to **Sandy Geroux** for greeting visitors and helping with registration, and to **Denise McCabe** for her help and attendance at the pre-meeting session.

Looking for a way to get involved in NSACF? Join the membership committee! We meet and greet new guests, as well as introduce them at the meeting plus much more! The membership committee is very

rewarding. It allows us to do what we do naturally as we network and share with others. Those of you working on your Chapter recognition program, take note that working on a chapter committee is one of the requirements to earn your bronze, silver or gold awards! For more information contact me at acespeaks@acespeaks.com ❖

WELCOME NEW MEMBER!

Guerline Ridore

Success Strategies Unlimited

2900 Woodbridge Lane, Orlando, FL 32808

(Phone) 407-718-4884 (Fax) 407-254-5494

(Email) gridore@csths.com

(Topic) Leadership, Motivation, Education, Success & Networking

HEALTH AND WELLNESS PEG

F. Felicia Ferrara, Ph. D.

Health and Wellness PEG Chair

The 2002-2003 year, is the year to join the Health and Wellness Professional Emphasis Group (PEG). We have a great line up of speakers at our meetings, including **Sam Horn** for the Eastern Workshop PEG meeting and **Jack Canfield** for the National Convention in New Orleans. We plan to get exciting programs going unique to health and wellness speakers such directories of special bureaus. We also hope to gather material packets to give out to speakers in the event they must speak at a meeting when a negative event occurs in our country. Join for the great information, resources and excellent company! See you at the regionals!❖

Celebrations!

Marilyn Schott recently achieved Professional Member status with NSA. She is also celebrating the fact that one of her healthcare/insurance industry clients has booked her for 15 days to complete this year's work plus *90 days* next year...**Ed Peters** was featured in an article on "Marketing with Postcards" in *Business Week's* August 30 online issue... In a new venture for her, **Joan Brannick** reports that she and fellow NSACF member **Linda Bailey** were presenters for a day-long public seminar in Tampa, "HR Basics and Beyond." The audience included participants from small, medium and large organizations such as Capital One, Ferman Chevrolet, and Tampa Electric Company...Congratulations, all!❖

Don't be shy! Share your celebrations! Email jennifer@fullcolorliving.com. Please put NSACF Celebration in the subject line. Thanks!

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

OCTOBER 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. ❖

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. The next step depends on your direction of travel. From I-4 West take Exit 41, From I-4 East take Exit 27 .

Now you're on 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

SPEAKER CARE CORNER

Melinda Vilas

As professional speakers we offer our audience all the positive energy we can muster. Therefore it is imperative that we keep our energy level up by nurturing ourselves on a daily, sometimes moment-by-moment basis. To help us all remain conscious of this effort, a Speaker Care suggestion will be included from time to time in this newsletter. If you have an idea to share, please email me at **Melinda@melindavilas.com** adding "Nurture" in the subject line so I can save all your gems in the proper file! Enjoy!

Take a One Minute Vacation

This nurturing technique can be used anytime and can give you needed centering during the middle of a workshop while attendees are busy with assignments and exercises, etc. Sit with your eyes closed...if there is no private spot in your workshop, take your vacation in the restroom (seriously)! Pretend you are at an old-fashioned drive-in movie, you are the only person and car in the "audience." For one full minute sit comfortably in your car, staring through your windshield at the drive-in movie screen which is blank. If you notice "pictures" or chatter, invite the thoughts to come back in a minute. The 60-second blank space is a true vacation for our overactive minds. Longer "vacations" are even more beneficial! ❖

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SENIOR CHAPTER ADVISOR

George Morrisey, CSP, CPAE, Cavett Award