

Volume 2, #10

October, 2003



NSA/Central Florida

## "Speaking of Speaking"

OCTOBER 18TH FEATURED PROGRAM

### The Speaking Business is Show Business



*Scott McKain, CSP, CPAE*

It time to "re-position" your speaking career? Perhaps you need to make certain that you are focusing your efforts in the right direction. **Scott McKain, CSP, CPAE** can help.

Author of the #1 bestseller (Amazon.com), "ALL Business is Show Business" and a frequent contributor on FOX News Network, Scott re-positioned his successful speaking business a few years ago --

and has achieved greater results because of his new approach.

At our upcoming meeting, Scott will explore why "Speaking is Show Business" and examine how to make emotional connections with audiences and meeting planners. However, Scott says, that's

*Continued on page 4—"Scott McKain"*

### 2003-2004: A BIG PROGRAMMING YEAR!

**Donna Cutting, VP Programs**

What a BIG year we have planned for you! BIG name speakers, with BIG ideas and solutions to help you grow a BIG Business! Check out the schedule on page 4 for the exciting chapter programs we'll be hosting this year. Additionally, we plan to kick off each meeting with a few minutes of entertainment- Wasn't **Mike Rayburn** phenomenal!?

You'll have the chance to learn from your peers as we incorporate "Best Practices", "Meet the Pros", "PEGS", and panel sessions into the meetings.

And there's more to come. Right

*Continued on page 3—"Program Notes"*

*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](http://www.nsacentralflorida.com).



**David Glickman,  
President, NSA/Central Florida**



**I**t's officially Fall and it's glorious to watch the leaves changing color and feel the temperature starting to drop. No, wait, this is Central Florida. We don't get any of that here! But we also don't have to shovel snow or pay state income tax, so it's a pretty good trade off.

We also get the opportunity to be involved with one of NSA's strongest and most vibrant chapters. Last month's speaker, NSA Vice President **Rick Jakle, CSP** (who has spoken at almost every chapter in the nation) enthusiastically decreed that ours was one of the best chapters he had ever visited. We are fortunate to have a very talented group of members and a passionate leadership team who work hard to keep the chapter healthy.

At September's meeting, Rick presented a valuable program on getting booked on radio stations. New chapter member **Mike Rayburn** kicked off the meeting with a presentation that was unlike anything the chapter had experienced. VP of Programming **Donna Cutting** announced the schedule of speakers for the year and you could feel the excitement in the room. We are off to a great start this year, and I thank you all for making that happen.

Our **second Week Night Networking event** will take place **September 30** in **Clearwater**-- right about the time you will be receiving this newsletter. The feedback on the Week Night Networking night has been very positive. Our October event will be back in **Orlando**, on **Wednesday, October 29**. The location will be announced soon, but you can mark your calendars now for the event. We will alternate each month between the Orlando and Tampa Bay areas.

I look forward to seeing you at our October 18 chapter meeting. **Scott McKain, CSP, CPAE** is certain to present an unforgettable program. ❖

**David has Moved! Please make a note:**

David Glickman Comedy Services  
7853 Gunn Highway, #393  
Tampa, FL 33626  
(813) 920-8283  
Fax: (813) 920-9211

## Program Notes

*(Continued from page 1)*

now I'm working on a couple of extra programs that will go right along with our chapter theme of THINK BIG! Stay tuned.....

### Here's Our Program Line-Up for 2003-2004:

**November 15 - Laura Stack, CSP-** Tired of Travel? Laura will show us how to book more LOCAL business. A popular presentation at NSA National.

**January 17 - Greg Godek-** The best selling author of "1001 Ways to Be Romantic" and the owner of Best Seller Management will show you how YOU can sell over One Million Books too!

**February 21- Ian Percy, CSP, CPAE -** A good friend of our own **George Morrissey**, Ian was just awarded the CPAE at National.

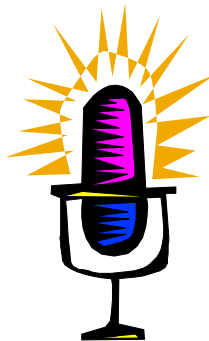
**March 20- Mark Sharenbroich, CSP, CPAE -** If you saw Mark keynote the Orlando conference you know you don't want to miss this meeting. If you didn't see his keynote...you don't want to miss this meeting.

**April 17- Barbara Sanfilippo, CSP, CPAE -** Barbara's workshop at National changed the way I do business forever.

**May 15- Doug Stevenson -** Expert Speaker Coach and owner of "Story Theater" is so in demand I could barely get near his booth at the national conference.

**June 19- Dave Barry** (and I'm not making that up!)

And don't miss **Scott McKain CSP, CPAE** at this month's meeting, as he teaches us to reposition our speaking business for MORE business! See you there! ❖



## Speakers Academy

**Dave Timmons, Dean**

Our Speakers Academy was **WOWED** on September 20 when we had the opportunity to hear from **Terry Brock, CSP** and **Cindy Krosky, CSP Candidate**. Terry shared incredible information on "Success in Today's Speaking Industry: What the Best Are Doing". His knowledge of marketing, technology, and life coupled with his gift for communicating kept everyone excitedly taking notes and asking questions.

Cindy Krosky gave a phenomenal presentation on "Managing the Business of Speaking" which was timely and packed with lots of actionable resources, phone numbers, and websites. Thanks to Cindy and Terry for making us better!

Special thanks to **Cheryl Stock** for taking care of lunch, **Mike Russell** for initiating our Speaking Calendar, and **Dina Peterson** for managing our CD and magazine library.

Our sessions for October 18: "The 4Profit Speaking System -- Getting 100% of the Business From 100% of Your Customers" by **Ed Peters**, and "Everything You Always Wanted to Know About Your Speaker Video" by **Sandy Geroux** and **Laurie Santulli**. ❖

# Membership Notes

Cindy Krosky, Membership Chair

**T**hank you to chapter volunteers who are helping us welcome guests and bring them into the fold as members. Thanks to **VallaDana Fotiades** for helping with introductions of guests, to **Sandy Geroux** and **Rebecca Pacquette** for helping with registration, and to **Paul VonderHeide** and **Isabel Perry** for welcoming new guests. **Ron Knaus** did a great job with the swivel sticks. Thank you again for all you do! ❖

## Scott McKain—continued from page 1

just the beginning -- a speaker MUST decide what he or she is about...position to create "mindshare" before "marketshare"...and develop the compelling communication needed to take your career to the next level.

Scott McKain, CSP, CPAE is a highly successful business professional, author, platform personality and broadcaster. He has proven that the concepts he presents actually work! He is a co-owner and Vice Chairman of Obsidian Enterprises, Incorporated - a company he helped found just a few years ago that is now publicly traded and generates over \$100 million in annual revenue.

He is the author of the new business best-seller, "ALL Business is Show Business!" published by

Rutledge Hill Press. For eight years, two million people watched him every week on eighty television stations across the country as he presented his comments on the entertainment scene. Arnold Schwarzenegger personally selected Scott to be the speaker and emcee of the "Great American Workout" held on the White House lawn and telecast live on NBC's "Today" show. He has also been a television news anchor for a CBS affiliate.

Scott has appeared on platforms in all fifty states and fourteen countries. He is a member of the "Professional Speakers Hall of Fame" -- and of "Speakers Roundtable" an elite group of twenty business speakers considered by many to be among the best in the world. ❖



## HOLIDAY BOOK SALE AT NOVEMBER MEETING

Do you have any business books you don't want any more? Start looking through your book shelves for business-related books that you might be willing to donate to the chapter. Our November chapter meeting will feature a "Holiday Book Sale", featuring donated books from chapter members and guests. To keep things simple, all books will be priced at \$10. It will be a great opportunity for you to expand your personal library and help raise money for the chapter. ❖

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



## NSA/CF Microphone Awards

All requirements cover s 12-month period.

*Our Chapter's Microphone Awards Program recognizes the achievements of members who have reached key milestones in their careers. If you qualify for one or more of these awards, please speak with **Marilyn Schott** or **Ed Peters**. (contact information is listed on page 6.)*

### **Bronze— Emerging Speaker**

1. Be a member in good standing of NSA/CF for one full year.
2. Attend a minimum of six NSA/CF events per year.
3. Give 20 paid speeches per year or earn \$25,000 in speaking income, which must be documented.
4. Secure and submit five client testimonial letters.
5. Create and submit a one-page flyer or brochure.
6. Be an active NSA/CF committee member.
7. Produce an audio or video demo and submit for evaluation.
8. Create and submit audience evaluation form.
9. Develop and deliver a 45-minute presentation with audience evaluations.
10. Create a mission statement.
11. Create a 12-month marketing plan.
12. Join the Speakers Academy.

Numbers 1-3: Required  
Numbers 4-12: Any 6 required.  
Review Person: Marilyn Schott

### **Silver— Developing Speaker**

1. Attend 8 NSA/CF events.
2. Give 20 paid speeches per year or earn \$25,000 in speaking income, which must be documented.
3. Attend one NSA National Convention or an NSA Regional Workshop.
4. Be an active committee member, and work on one key Chapter project.
5. Create two 45-minute presentations on different topics.
6. Create and implement a comprehensive marketing plan.
7. Secure 20 paid presentations and 10 client testimonial letters.
8. Submit 10 completed audience evaluation forms at presentations where applicable and submit samples.
9. Design, produce and submit a speaker information kit.
10. Produce and submit a video demo or streaming video.
11. Write and submit an article for publication, with a minimum of 300 words.
12. Create a book outline or a leader's guide and participants' handouts for a full day workshop.

Numbers 1-6: Required  
Numbers 7-12: Any 5 required.  
Review Person: Marilyn Schott

### **Gold— Master Speaker**

1. Be a full-time speaking professional for a minimum of five years.
2. Secure a minimum of 20 paid presentations, or \$25,000 in speaking income, which must be documented.
3. Secure 12 testimonial letters from fee-paid presentations and submit copies on client letterhead.
4. Be an active committee member, and work on one key Chapter project.
5. Prepare and release a professionally recorded video or audio presentation. for sale.
6. Write and publish a book, submit title and publisher.
7. Appear on a radio or TV show and submit tape.
8. Make a presentation to another NSA Chapter, outside of NSA/CF, or present at an NSA Regional or National workshop. Submit group, date, topic information.
9. Recommend another NSA/CF member for a presentation that resulted in a paid booking. Submit member's name and date of program.

Numbers 1-4: Required  
Numbers 5-9: Any 4 required.  
Review Person: Ed Peters

**Mark Your Calendar:**

**2003-2004 Programs**

**October 18- Scott McKain, CSP, CPAE**

**November 15- Laura Stack, CSP**

**January 17- Greg Godek**

**February 21- Ian Percy, CSP, CPAE**

**March 20- Mark Sharenbroich, CSP, CPAE**

**April 17- Barbara Sanfilippo, CSP, CPAE**

**May 15- Doug Stevenson**

**June 19- Dave Barry**

**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 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!** ❖

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

**President David Glickman\***  
813-920-8283 david@davidglickman.com  
**President-Elect Terri Kabachnick\***  
727-545-4185 Terri@Kabachnick.com  
**VP/Programs Donna Cutting\***  
727-525-5818 donna@donnacutting.com

**Barbara Glanz, CSP (Meetings Industry)**  
941-312-9169 bglanz@barbaraglanz.com

**Cindy Krosky\* (Membership)**  
772-461-8313 acespeaks@acespeaks.com

**Guerline Ridore (Asst. Membership Chair)**  
407-718-4884, gridore@csths.com

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

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

**Ed Peters\* (Past President)**  
727-898-2004 edpeters@4ProfitMarketing.com

**Marilyn Schott\* (Member Recognition)**  
941-412-3100 marilyn@marilynschott.com

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

**Dave Timmons (Speakers Academy)**  
813-264-4650 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 LOGISTICS**

**8:30 am – Registration**

**9:00 am – 12:30 pm – Program**

**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.

**NEED A RIDE? WANT TO CARPOOL & NETWORK?**

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