

NSA Central Florida Sound Waves

Newsletter of the NSA
Central Florida Chapter

Volume 1, Issue 3
October 2007



What's in a name?

Congratulations to **Ken Banks** winner of the Name the Newsletter competition with his "**Sound Waves**" submission (though, we think he had an edge being one of the US's preeminent 'branding guys').

Thanks to all those who participated! Your editor:



No one cares about your boring speaking business!

That's how it feels sometimes, doesn't it? To the people who hire us, a speaker is a speaker. Your topic is someone else's (or everyone else's). Blah. Blah Blah.

Maverick Marketing: How to Stand Out From the Herd, Get Better Results and Wrangle More Business Your Way will change all that. **Terri Langhans** packs her session with creative ideas and tangible tools you can use right away to make your marketing more effective, meaningful and memorable—no matter how big or small your budget. (And even if you don't have a budget!)

Focus your marketing message in a meaningful and memorable way that generates response.

Create direct mail that works (don't tell her you've "tried it" and it "doesn't work.")

Use the 4 cornerstones of an effective marketing message to craft better materials.

Attract more bookings, clients and referrals.

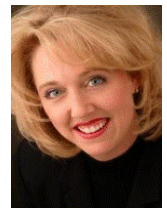
Maverick Marketing will give you more focus, greater impact, higher response and ultimately more bookings and referrals.



Why listen to Terri?

She is the author of the book "**The 7 Marketing Mistakes Every Business Makes & How to Fix Them**," and former CEO of a national ad agency and marketing firm that she started from scratch and grew large enough to sell to a publicly held Big Boy. She won the coveted CLEO for advertising, a New York Film Festival award for a TV spot and the American Marketing Assn's EFFIE for the most effective campaign in the country in its category.

Now she's COE (Chief of Everything) at **Blah Blah Blah**, her speaking business, and NSA's 2007-08 Chair of the Editorial Advisory Board. (Translation: She's in charge of *Speaker Magazine* this year.)



Monica Wofford
VP Programs

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How do you distinguish yourself from the competition? Terri says you have to be a maverick. You and your marketing and your referral strategy have to be different. She will zero in on these important marketing and referral generating areas, including "How To":

Distinguish your business, products and services from the competition.

Find your points of difference no matter how much you look like the other guy, and create a competitive edge no one can copy.



Turning It up...

Welcome to the October edition of Central Florida Sound Waves!

Let's keep on 'Turning It Up!'

Dave



Dave Timmons,
President

All agreed we had a great meeting in September and another one on the horizon for October, I appreciate the tremendous response to this year's program and look forward to getting your ideas for future programs.

August Meeting Recap • by Monica Wofford

Wow, did we turn it up in September and if you missed, you missed a BUNCH!

Our September meeting began with a Moments with the Masters sessions in team tables. We had six Masters presenting specific "How To" information and by all accounts it was a hit! The Masters who generously dedicated their time to us that Saturday morning included:

Donna Cutting: How to Create and Sell Your Book Proposal in Two Weeks!

Hardy Smith: How to Acquire Low Cost and Free Publicity Opportunities

Wendy Warman: How to Take Care of Your Professional Voice

Pam Lontos: How to Write a Publishable Article

Lenn Millbower: How to Add Music to Your Presentation

David Glickman: How to Humor-Up Your Pre-Show Research and Your Presentation

Terry Brock: Live and on Video! How to Select the Ideal Presentation Remote

Even the veterans mentioned learning a thing or two from these generous folks and we thank you all for your time and expertise! Our Featured Speaker was no other than the 2009-2010 National President of NSA, Mr. **Phil Van Hooser!** His original message he tossed out just hours before he spoke with us and instead he shared from the heart the message that so many long to hear... just How Do You Quit Your Job and Break Into this Business without losing your MIND!

Well, I'm not sure he would title it just that way, but his message was one of hope, encouragement and of learning how to do the best business in the world and do it well, and not necessarily by yourself! We might even say thanks to his wife, **Susan Van Hooser**, who wasn't there physically, but was sure there in spirit! Thank you Phil and Susan and thank you to the

Masters of the Moment participants for a great meeting!

Join us in October for one of our very own Hall of Famer NSA Members: **Michael Aun**, as he shares "How to Craft the Perfect Keynote" and an activity you will never forget. We will also have **Terri Langhans**, the Marketing Maverick, join us as our Featured Speaker – so be prepared to get homework and a new twist of information on how to market yourself in the business we actually call work!

See you soon!



Monica Wofford
VP of Programs

Anyone for Lunch?

At NSA Conventions and Workshops we call it "hall time." At NSA/Central Florida we call it *Lunch With Betsy!*

Have you found that break times are NOT long enough to really connect with friends, make new ones, or meet the new folks? We've found a way to extend that break time by gathering for lunch before we head home.

No formal agenda, just a time to eat (Dutch treat), converse, share ideas, and make new friends. Open to everyone, no need to RSVP, just be sure to listen during the meeting for additional information.

Come join us!
Betsy Barbieux



How many of us spend our first 30 seconds "getting to know others" focused entirely on...telling others about us? Last month's Academy hosted two of our chapter members as guest speakers (thank you **Betsy Barbieux** and **Wendy Warman!**). The focus was on "first impressions" and how to address the question "what do you do"? When I followed up with Academy Member **Don Gage**, he shared with me an insight and resource that might help all of us remember just what the first impression is meant to do - gain insight to the clients needs and the benefits they will gain from working with us. This means that the first 30 seconds should focus on them, and what benefits they will get from choosing you.

Don shared a resource he uses that has helped him to stop spending so

much time on features, and rather focus more on crafting language around benefits. The name of the book is **"Mirror, Mirror on the Wall, Am I the Most Valued of Them All"** written by Leo J. Pusateri. *(I have not read it as of yet, but am intrigued and hope that you may be as well).* **Phil Van Hooser** said it best a few weeks ago when he encouraged everyone to grow through self-study. If anyone else picks up the book and wants to compare notes in October, I fully accept the challenge!

Don's comments also reminded me of last year's Academy when I was speaking with **Hardy Smith**, "Hardy, what are their points of pain and how will working with *you* decrease or eliminate those?". All of a sudden a light bulb went off for Hardy. My phone rang less than 1 week after that session, "Kathy! You're never going to believe it! I've figured out their pain, and not

only do they want to hire me for this one session...they want me to do an entire series!"

We can't hope that others will understand us, if we can't understand ourselves. When it comes to marketing your business, try re-framing this in the eyes of your clients. How can they hope to be understood by you, unless you show you understand them first?

Until next month,



Kathy Potts
Dean

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New Members

A BIG Welcome to our newest members!

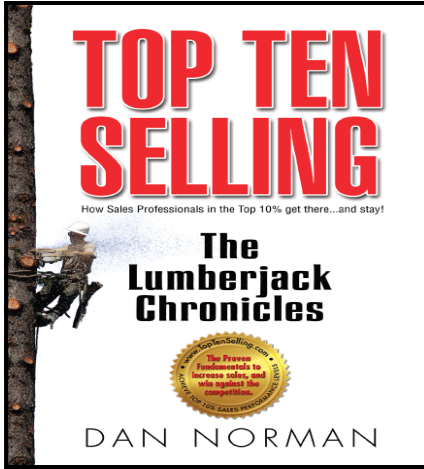
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Don Kennedy don@usa.net

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Janine Heydrick (another former Academy member) PMSpecialist@cfl.rr.com

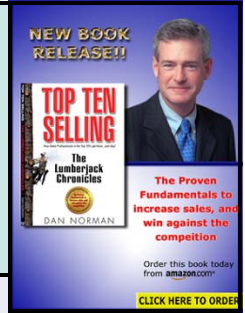


Mark your calendars for the following NSA-CF meeting dates:

November 17, 2007—Rebecca Morgan, CSP, CMC
December 15, 2007—**Special Meeting**, Larry Wilson, CPAE
January 19, 2008—**LIVE Auction**, Lou Heckler, CSP, CPAE



Dan Norman, a new NSA-CF professional member, is already turning it up with the release of his new book, **Top Ten Selling**.
 Congratulations Dan!



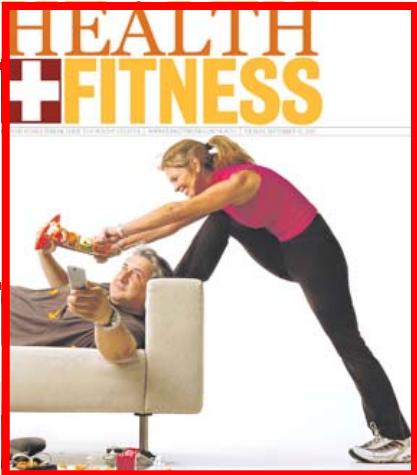
Hardy Smith Consulting has been selected as a small business success story by Florida's network of Small Business Development Centers. To see Hardy's website visit: www.hardysmith.com
Go Hardy!!!

Susan Patricia Golden invites everyone to join and Create local Musical Celebrations on the second Saturday in October (October 13, 2007 and October 11, 2008) to honor Music, Musicians, Music Teachers, Music-Making towards making everyday a Music Day. Begin planning your events, share your plans via email . Go to www.UniversalMusicDay.org and click CALENDAR for upcoming activities.

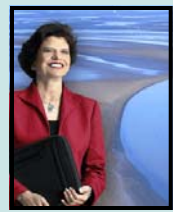
"Improvisation is not the expression of accident but rather of the accumulated yearnings, dreams, and wisdom of our very soul." --- Yehudi Menuhin



Mare Petras...is that you (again?!) on the cover of another magazine??? Congratulations Mare, for being on the front page of the Sarasota Herald Tribute in September and the cover of the Health and Fitness weekly magazine...looking forward to next month's cover! (By the way, *who* is that cute fellow?)



Robyn Winters will be a presenter at NSA-Colorado on November 9, 2007...*"Do You Speak the Way They Think? Deliver World Class Presentations Using Whole Brains Thinking."*
 (You better pack a coat Robyn and "turn up" the heat!)



We know that technology is a vital part of what we do in both business and our personal lives today. When it works, it is great. However, when it doesn't work, it can be the most frustrating, aggravating part of business.

Here are some ideas that can help you and your people as you encounter new technology and embrace its use:

Define Your Goals in Business Terms

If we start with the technology, we can lose out on the fundamental reason we are using technology. Think of your overall business goals. These should be tied directly to customer benefits and ways to get them more involved with you. Once you have the customer benefits that you'll provide firmly in mind, you can begin to locate the pieces of technology that best serve your purpose.

Select Technology Tools Based On The Company, Not The Technology.

It is easy to find a new feature of a particular technology that seems really attractive. However, those companies who focus on the people behind the technology do better. Find a good support system. Check out customer support first. Remember that the total cost of ownership (TCO) for technology has to be weighed. Test, test and re-test for success. Select a company based on their customer service and attitudes more than anything. Any company can buy their competitors' products and reverse engineer them. New technologies are continually emerging. A strong competitive advantage comes from those companies who focus more on relationship marketing and leverage the tools of technology to enhance those relationships.

Deploy Similar Equipment Throughout Your Business. Think like the military. They have replaceable and interchangeable parts on most pieces of

equipment. Your business should do the same so that when (not if) something breaks you can easily swap it with something from another machine. It will also save on supplies as you order identical replacement toner cartridges, memory chips, hard drives and more. Base as much as you can on the Net so that it doesn't matter which kind of platform is used to access data. Another advantage of deploying similar technologies throughout your business is the benefits which can result from vendor discounts. Take this idea and extend it as a benefit to your suppliers and customers so they can also embrace similar technologies. Not only will each of you gain better prices, but a much greater benefit is you will all be working with similar tools. This creates better solutions and more compatibility for your Supply Team.

Remain Flexible As You Use Technology.

You are not different if you have problems with technology. This is normal. The field is changing so rapidly with so many different players that it is normal to have frustrations when technologies don't work. Remain flexible and be willing to call tech support and have friends help you. You have to keep trying to get it right and realize that it sometimes takes a lot of time to make the technology do what you need it to do. Be flexible enough to embrace training and learning as a fundamental part of success with technology.

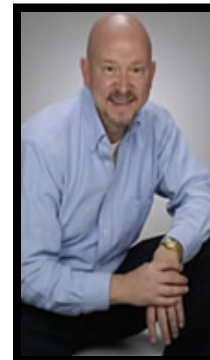
Remember It Is Not About E-Commerce; It Is About R-Commerce.

We often get dazzled by new technology and think of it as the ultimate solution. We get excited about the "E" of the Electronic Commerce. Successful companies are those who focus on the "R" part of the Commerce---the relationships. Leverage technology to help customer solve their problems and you'll get much farther ahead than if you focus solely on the technology. This is where true relationship marketing comes into focus and yields its benefits.

Technology is merely an extension of your brain power. It gives you the ability to do more with what you have. The right technology deployed in the right way can extend your ability to serve customers and thus contribute to your bottom line. By embracing these principles, you'll be able to achieve more success with customers and build that bottom line for the long term.

Terry Brock is an international marketing coach and columnist who helps businesses market more effectively, leveraging technology. He shows busy professionals how to squeeze more out of their days using time-honored rules and practical technology tools.

He can be reached at 407-363-0505, by e-mail at terry@terrybrock.com or through his website at www.terrybrock.com.



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Editorial Note: I am sure I speak for all the NSA folks when I say thanks to Terry for that great virtual technology tip at the last NSA meeting! We look forward to seeing more of the charming (and very excitable?) Terry in person, or otherwise, at upcoming meetings!

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MEETING LOGISTICS

Crowne Plaza, Tampa

Meeting 8:30 a.m. - 12:30 p.m.

8:30-9:00 a.m. Networking

9:00 a.m. Meeting Begins

MEETING REGISTRATION PROCEDURES

To register, simply log onto

www.nsacentralflorida.com, click on

meetings, and register right online. You may pay by credit card or if you prefer to pay by check, you indicate the check number then MAIL the check to Nancy Montgomery.

If you are a pre-paid member, or an Academy member who has paid in advance, simply send Nancy an email at

Administrator@nsacentralflorida.com

letting her know you'll be in attendance. It's important that you RSVP even if you have pre-paid for the meeting.

In order to pay the advance registration amount, we MUST receive your credit card or your check BEFORE the day of the meeting. If you come to the meeting, and have not paid in advance, you will be charged the AT THE DOOR

ADVANCE REGISTRATION

NSA/CF Members:	\$47.00
Non-Members:	\$62.00
First Time Guests:	\$37.00

AT THE DOOR

NSA/CF Members:	\$57.00
Non-Members:	\$72.00
First Time Guests:	\$37.00

Note: Spouse, Partner and Staff will be con-

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NEWSLETTER

FIONA POTTER

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Meeting Location



Crowne Plaza Hotel Tampa East
10221 Princess Palm Avenue
Tampa, FL 33610
(located off I-75 at MLK Blvd.)

From I-75 N, exit 260B, over bridge, hotel on left inside business park.

From I-75 S, exit 260, bear right, immediate left into business park and hotel.

