



NSA/Central Florida

"Speaking of Speaking"

NOVEMBER 15TH FEATURED PROGRAM

Sleeping in Your Own Bed: How to Make a Six-Figure Income in Your Local Market



Laura Stack, CSP

Are you fed-up with security lines and airports? Are you tired of schlepping suitcases, waiting in boarding lounges and being crammed into 3-across seating? Do you have a family you hate to leave? Then this presentation is for you!

With the depressed economy and today's travel difficulties, many speakers have a renewed interest in speaking closer to home. Tapping the local market

can be an important component of your overall marketing strategy. This program will provide innovative strategies to penetrate your local geographic market, create value for local businesses and associations, and capitalize on regional meetings. Learn proven

Continued on page 4—"Laura Stack"

Program Notes

Donna Cutting, VP Programs

Why would you want to miss a single NSA Chapter meeting with the GREAT line-up we have for you this year?

Do you want to sell a million-plus books? Then you won't want to miss our January meeting, when **Greg Godek**, author of "1001 Ways to Be Romantic" tells us how he did it, and how you can do it too!

In February we welcome **Ian**

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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.



David Glickman,
President, NSA/Central Florida



Our October meeting was outstanding, thanks to the wisdom of **Scott McKain, CSP, CPAE**. Scott's message that "All Business Is Show Business" was valuable to all of us who speak for a living. He emphasized that audiences expect to be entertained while they are learning and that meeting planners *will* pay for "different." I think most of us left the meeting asking ourselves how we are perceived in the marketplace, and what we can do to strengthen those perceptions.

This month, national NSA board member **Laura Stack, CSP**, presents a topic that will probably be standing-room-only. Laura has developed an incredible strategy for working locally, which she will share with us. Most of us would love to nurture more local business, and Laura is coming to town to help us do just that.

Our weeknight networking nights for chapter members continue to be successful. If you haven't had a chance to attend one, I hope you'll be able to come to one soon. Check the schedule listed on page 5 and mark your calendar!

A big thanks to all our chapter volunteers who keep the chapter running like a well-oiled machine. If you're ever speaking in another part of the country, and the timing is right, try to visit another NSA chapter meeting. You'll see there are very few chapters around the country that have the excitement, energy, and success of NSA/Central Florida. I am honored to serve as your president. ❖



*Past President **Ed Peters** learns a new marketing strategy more powerful than post card mailings!*



Scott McKain, CSP, CPAE "wows" us at the October meeting with his great program "All Business Is Show Business."



*Membership Vice-Chair **VallaDana Fotiades** (l) welcomes first-time guest **Jamila Edmunds**.*

Program Notes

(Continued from page 1)

Percy, CPAE, who was recently inducted to the CPAE Speaker Hall of Fame.

How well do you think you'd fare speaking in front of thousands of high school students? Well **Mark Sharenbroich, CSP, CPAE** shaped his considerable speaking skills doing just that. You won't want to miss this master in March as he presents, "Everything I Learned About Speaking, I Learned In High School."

Want to attract more business? How about turn a speech into a long-term contract? Walk away from the April meeting with new marketing strategies and ideas for other revenue streams. **Barbara Sanfilippo, CSP, CPAE** will bring her popular and content-rich program to Central Florida!

Now is not too early to sign up for the May meeting... we will sell out! Watch the Story Theater master at work as **Doug Stevenson** coaches two of our members, and in doing so, teaches us how to craft stories that have audiences leaping to their feet. You'll also have an opportunity to be coached by Doug in the afternoon, and attend a workshop the next day. Don't be one of the few that miss this meeting.

Finally, the June meeting is always a BLAST! Music, Fun, Laughter, Prizes....and this year....**DAVE BARRY!** How much more fun can we take?

I know I won't be missing any meetings! I hope to see you at every meeting as well. ❖



Speakers Academy

Dave Timmons, Dean

WOW!

What a great academy session we had on October 18! **Ed Peters** shared his tremendous marketing system with enough ideas to keep us busy for a long time. **Lauri Santulli** and **Sandy Geroux** revealed their incredible research and best practices in developing a winning speakers video that gets you booked.

Several Academy members proclaimed: "This was one of the most useful sessions we've had". Thanks Lauri, Sandy and Ed!

Coming November 15:

"Promotional Materials That Work." -

Donna Long, CSP and **Donna Cutting**

"Grass Roots Marketing That Gets Results!" -

Sheryl Nicholson, CSP. ❖

Laura Stack—continued from page 1

principles and tactics to penetrate your local area and speak 100+ times a year within a two-hour radius of home!

Program Objectives:

- * The best mix for local business: Generalist vs. specialist? Keynote vs. seminar? Corporation vs. association?
- * How to diversify your services to create more opportunities locally
- * New pricing strategies to give incentives to local clients
- * Effective partnering strategies with local meetings industry groups
- * How to take advantage of local networking, sales, and referral sources
- * Specific strategies for marketing to local corporations and associations
- * How to discover who is holding meetings within your geographic area.

Laura Stack, CSP is "The Productivity Pro!" She helps people leave the office earlier, with less stress, and more to show for it. As the president of a time management consulting firm in Denver, Colorado, Laura caters to high-stress industries. Since 1987, thousands of people have benefited from her cutting-edge programs on personal productivity, managing multiple priorities, balancing work and family, getting organized and reducing stress.

Laura holds an MBA and has earned the CSP designation. She is the Past President of the Colorado chapter of NSA, is the Chair of NSA's Meetings Industry Council committee, and was recently elected to the board of the National Speakers Association. ❖

For directions to our chapter meeting location see page 6!



Holiday Book Sale at November Meeting!

Bring in your old books! If you're reading this newsletter at your desk, look over at your bookshelves. Do you see any business books that could be valuable to a fellow speaker? Do you see any other non-fiction books that you probably won't read again, and could really be inspiring to a colleague?

Well, dust them off (and enjoy your new clutter-free shelves) and please bring the books to the November chapter meeting. All donated books will be placed on tables at the back of the room and will be available for \$10 each. (All books will be \$10 regardless of whether they are paperbound or hardback, cutting edge or old-school, mint condition or your dog's favorite play toy.)

We're calling this a Holiday Book Sale, because you've worked hard all year and you deserve to buy yourself a holiday gift! A gift that you picked out and won't have to return! For only \$10, you can buy yourself a gift and contribute to a wonderful fund-raiser for the chapter. You can pay by cash, check, or credit card. And if you see books that would make great gifts for your family and friends, it can be a one-stop shopping extravaganza.

Attention Authors: Yes, you can donate a copy (or more) of your own books. (And those will probably be the best-sellers of the day.)

Get ready to expand your mind (and your library) at the November Holiday Book Sale. ❖

Weeknight Networking Events

Everybody loves the Weeknight Networking Events! We've had requests to create a schedule for the year, so members can mark them on their calendars.

Starting in November, the Weeknight Networking Event will be held the last Tuesday night of each month, from 6 pm to 9 pm. Exact locations will be announced each month. Here is the schedule for the rest of the year:

November 25, 2003	Tampa Bay
December 30, 2003	Orlando
January 27, 2004	Tampa Bay
February 24, 2004	Orlando
March 30, 2004	Tampa Bay
April 27, 2004	Orlando
May 25, 2004	Tampa Bay
June 29, 2004	Orlando

The November 25 event will be held at the **Steak and Ale Restaurant, 204 N. Westshore Blvd.** in Tampa. Their phone number is (813) 281-2300.

If you're driving from Tampa, take I- 275 South to Westshore Blvd. Exit and turn left under the

expressway. The restaurant is ahead on your right side.

If you're driving from Pinellas County, take I-275 North to Tampa and exit on Kennedy Blvd. Continue to the corner of Kennedy & Westshore. The restaurant is adjacent to the mall.

If you're driving from Orlando, take I-4 West to I-275 South. Then follow the directions above from Tampa.

The Weeknight Networking nights are for Chapter Members only. (Spouses are welcome, but most of the conversation is about our businesses.) This is an effort to replicate the "Hallway Time" at NSA conventions, where chapter members get a chance to know each other better. (As well as a great opportunity for chapter members who can't attend Saturday meetings.) Separate checks will be available, and you are under no obligation to order anything if you just want to come and hang out.

We hope to see you at an event soon! ❖

Reminder: The October Networking event is on Oct. 29 at the Mall of the Millenia in Orlando.

Membership Notes

Cindy Krosky, Membership Chair

Thank you to **Tom Shay** for helping **Shirley Welch** with registration and to the greeters who were really out there connecting with the wonderful guests we had at our October meeting. Thank you to Co-chair **Valladana Fotiades**, to members **Denise McCabe, Sandy Geroux, Ron Knaus, Paul Von Heide, Shirley Williams, Jim Lane** (good to see you back again) and **Nancy Street**. Thank you to **Robyn Winters, Karen Rose, Ed Peters, and Valladana Fotiades**, for inviting guests.

Looking for a way to get involved in NSA/CF? Like to mingle? Then join our Membership Committee. It is a great way to give back to the chapter and to help new members feel welcome. Contact **Cindy Krosky** at acespeaks@acespeaks.com with Subject: NSA/CF Membership, so she can let you know how to start getting involved. ❖



**Mark Your
Calendar!
2003-2004
Programs:**

- 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**

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**indicates Board Member*

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

NOVEMBER 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! ❖



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, or by email: NSACentralFL@aol.com ❖