

# NSA Central Florida

# Sound Waves

Newsletter of the NSA  
Central Florida Chapter

Volume 1, Issue 4

November 2007



Hope you are enjoying **Sound Waves!**

Thanks to those of you who have shared stories and pictures. If you have anything you would like to share or request for future editions, please let me know!

I can be bribed.

Fiona@fionapotter.com



**Fiona Potter**  
Sound Waves Editor

## Bringing Technology to Life... with Rebecca Morgan, CSP, CMC



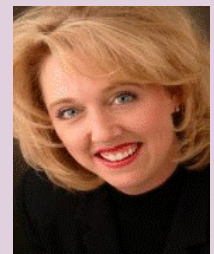
In our November meeting, you will have the pleasure of learning more about Interactive Training with our very own Academy

Dean, **Kathy Potts**. It will be a morning filled with all kinds of activity. In addition, we will have none other than the author of *Speaker Net News* and technology guru - **Rebecca Morgan**.

If you thought you knew technology, hold on to your hat as Rebecca brings it to life and makes it fun and easy to use.

We also have a *Technology Tip* from our very own **Terry Brock!**

Yes, we are turning it up again ... hang on... here we gooooooo!



**Monica Wofford**  
VP of Programs

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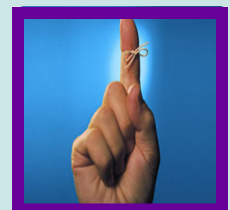
### Mark your calendars for the following NSA-CF meeting dates:

**December 15, 2007—Special Meeting, Larry Wilson, CPAE**

**January 19, 2008—LIVE Auction, Lou Heckler, CSP, CPAE**

**February 16, 2008—Darren Lacroix**

**March 15, 2008—Moments with the Masters, Ford Saeks**





The *Spirit of NSA Day*, November 14, 2007, was created to honor NSA Founder **Cavett Robert** and continue NSA's legacy of sharing and giving.

The day serves as a reminder to NSA members, encouraging them to focus on giving back to this great profession. It is also meant to provide support to our speaking colleagues and take time to help other members without expectation of reciprocation (...or free drinks).

To continue NSA's legacy of sharing and giving in an individual way. You can provide peer to peer encouragement, introduce a colleague to

a potential client, refer business to a colleague and act as a mentor to a new speaker. And (in keeping with our theme), 'sing' their praises!

Our first celebration of the day this year has special meaning because it is the 100th anniversary of Cavett's birthday.

To get information, share ideas and stories you can go to the home page of MyNSA.org. or, visit <http://spiritofnsa.wordpress.com/>.



**Dave Timmons,**  
President

**Keep on...Turning It up!**

## October Meeting Recap • by Monica Wofford

It seems this month was another hit with two more masters in our presence.

Our chapter speaker, **Michael Aun**, is the only man alive to hold the three designations of CSP, CPAE and World Champion Toastmaster. Michael Aun shared with us the key to taking the journey of writing your keynote. His information made us think, grow, and look at parts of our lives that could influence our speaking.

Michael, you helped me break through something I had been working on for three days and our evaluations show that I was not the only one who walked away with valuable information and how-to's! Many were amazed at

just how many green boxes they were able to actually fill in.

Our featured speaker was none other than the demure, softer spoken, **Terri Langhans**. Terri did a remarkable job of capturing and maintaining our audience's attention by sharing with us the beauty of getting our clients to 'peak over the wall' and hear us over the blah, blah, blah that we all hear so often.

She shared advertisements that had worked, postcards that wowed and one sheets that went from yawn to yes! It was terrific information that many of us can use to immediately revamp our own maverick marketing efforts.

Be sure to join us at the next one to learn even more. In fact, mark your calendar for the third Saturday of the next several months. We have **Lou Heckler, Ford Saeks, Larry Wilson**, World Champion Toastmasters, and much more talent to share.

We look forward to seeing you in the coming months.



**Monica Wofford**  
VP of Programs

One of my favorite movies is *Good Will Hunting*. In the scene just after Will attacks his counselor in a match of wits, Will himself is challenged to describe the scent of the Sistine Chapel. While he lists off all the facts from his book knowledge, he is unable to answer the question - what does it smell like late in the afternoon?

There are certain life experiences that you simply can not describe or explain until you walk the path. And this is what the Academy is doing!

You could ask our Academy members what they are learning on Saturday's and they would be able to tell you about all the great tips, tools, and advice.

I might challenge you however to ask them about the experiences they have had since August. These stories are where the learning comes to life!

One such story is about **Cynthia Peel-Knight** and how she booked 6 speaking engagements in 30 days. Another is about **Eric Papp** who is delivering such powerful workshops that his clients are immediately asking for second bookings.

While the thrills, frustrations, anxieties, and joys are all common in this business - every one of us can share a unique story of experiencing these emotions when we take action.

I am proud to say...your Academy can begin to tell you how "sweet the smell is", as they move towards that next step in their career.

Until next month,



**Kathy Potts**  
Dean



## New Members

Our Central Florida Chapter now has 72 Professional Members, 9 Associate Members, 5 Honorary Members, and 1 Affiliate Member. Please welcome our two newest associate members:

**Will Ezell, Bio Visioneers, [will@willezell.com](mailto:will@willezell.com)**

**Jim Rucquoi, [rucquoi@cfl.rr.com](mailto:rucquoi@cfl.rr.com)**

## Meeting one of the 'new guys'... Dan Norman

October 2007

In August of 2006, following a 25 year career with Cingular Wireless I left to pursue a career as a Professional Speaker.

I contacted a former co-worker, **Monica Wofford**, to ask for some advice on how to get started. Monica had left Cingular Wireless in 2004 to pursue her own passion as a speaker. She spent a great deal of time with me that morning and then suggested that I attend a NSA - Central Florida meeting.

In March of this year I became a Professional Member of the NSA and this past weekend I became a Professional Member of the NSA - Central Florida. Thus ends a very long journey to the end of a short driveway. That short driveway gains me entrance to a much longer journey down the highway of Professional Speaking. What I have learned is that I have only just begun.

On Saturday Monica announced that with the addition of me, NSA – Central Florida now has 72 Professional Members. Among those 72 members you will find some true legends. Just attend a Networking Nights meeting and you will understand what I mean. Imagine sitting at a small table in a Dead Lobster (Sorry, I meant Red Lobster) with **Lenn Millbower, Gene Columbus, Michael Aun** and **Terry Brock** listening to the stories told by those four legends. Any one of them is paid thousands to speak...

I got all four for only \$15.00. (The Fisherman's platter with extra fries!)



...So who am I? I am a sales expert with more than 25 years of experience hiring, training and developing salespeople and sales managers. I have built and managed sales organizations in the U.S. and in England. Along the way I represented Cingular Wireless at industry conferences, tradeshows and training sessions speaking hundreds of times. That was always the best part of the job. So, you will now find me at NSA Central Florida meetings or at [www.toptenselling.com](http://www.toptenselling.com).



Dan Norman, Professional Member, NSA



Let's all make a point of welcoming **Dan Norman** at our next meeting. Thanks for sharing!

## CSP Application Interest? NSA-HQ Suggestion

Last year, we found that many of the CSP Applications contained errors or missing information. The CSP Council has discussed this problem with the NSA staff and together, we have implemented several measures to avoid similar problems in the future.

CSP chapter applicants should contact NSA staff prior to submitting the application to discuss their information. This will ensure that

their application has the best chance of being approved.

If you have any questions about the CSP application process, please contact **Sarah Best** at [sarah@nsaspeaker.org](mailto:sarah@nsaspeaker.org) or **Brian Gilbert** at [brian@nsaspeaker.org](mailto:brian@nsaspeaker.org).

## 2007-2008 NSACF LEADERSHIP

### PRESIDENT

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### Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE

Cavett Award

[gmorrisey@aol.com](mailto:gmorrisey@aol.com)

## 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](http://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](mailto: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-

## 2007-2008 COMMITTEE CHAIRS

### SPEAKERS ACADEMY

KATHY POTTS

[dean@NSACentralFlorida.com](mailto:dean@NSACentralFlorida.com)

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### NETWORKING NIGHTS CHAIR

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[sandyg@sandygeroux.com](mailto:sandyg@sandygeroux.com)

### NEWSLETTER

FIONA POTTER

[Fiona@FionaPotter.com](mailto:Fiona@FionaPotter.com)

## 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.

