

Master Your Message



Two important dates:

December 28th—Networking Night Details on Page 4
January 15th—Chapter Meeting Details Below

Upcoming Program January 15, 2005

Double Hitter: **Terry Brock, CSP** and **Emory Austin, CSP, CPAE**

Terry will share tips for Mastering the use of technology for marketing. If you have ever heard Terry speak you know you will need to be ready to take notes fast, so bring the lap tops and get ready to blast into the next century with what you will learn from him in just a short time.

Emory Austin teaches speakers how to Master Storytelling. As we know the most powerful messages any of us have to give to our audiences, are those that come straight from the "gut" of our own lives. From the best lessons we've learned, from our trials by fire. From stories that show our participants that we, like they, are many faceted...and that they, like we, can reach higher personal and professional ground by reflecting on their own life journeys.

The challenge of finding and delivering our own unique message is perhaps more crucial than finding our speaking "niche" in today's parade of industries, conferences, and technology. Our strongest resource is our life experience.

- Are you using your history, your viewpoint, your stories to make unforgettable connections with your audience?
- Are you telling your stories in the best possible way?
- Are you painting pictures with words that will make unforgettable impressions for your audiences and for your own future?



Are you ready to improve your programs and increase what your audience remembers? Then register today for this great storytelling masterpiece. Call Shirley Welch at 407-622-5305

(See page 6 of newsletter for reservation information)





From the President



What a year it has been! I think I can speak for all of us when I say, "See ya 2004! We're ready for 2005!" With Hurricane Season, now known as the "44 Days of Dread", finally behind us, we can look forward to a new year and a new beginning. What is it you are looking most forward to?

In 2005 our chapter meetings will be filled with exciting programs by many true Masters! We have Emory Austin, CSP, CPAE; Lenora Billings-Harris, CSP; Jerry Telpitz, CSP; and Patricia Fripp, CSP, CPAE on board just to name a few. When you hear the names of these great speakers, you probably can associate a word or feeling with each of them. (If you're not familiar with these Masters, don't worry! You will be after hearing them speak!)

To use our "Master Artist" analogy, we remember Michelangelo. This Renaissance master had several titles such as "Painter of Color (TM)," "Painter of Things That Exist (TM)," and "Sculptor of Form (TM)." Another master, Thomas Kinkade, is known as the "Painter of Light". His use of light and reflections is evident through out each one of his amazing works. Perhaps you even have one of his paintings, as he is one of America's most collected living artists. He takes great care in emphasizing simple pleasures and inspirational messages.

As you gather with your family and friends this Holiday Season, stop and take a look around you. What is most important to you? What is it that you want to be known for during the coming year? Remember to make it simple. Kinkade chose "Light". What a simple subject, but complex when put on canvas!

Our wish for you this Holiday is one of joy found in simple things, hope for a safe new year and love for those around you.

My Very Best,

A handwritten signature in blue ink that reads "Terri".

Terri Kabachnick, CSP
NSA/CF President

*Master
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Message*





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From our November Meeting

By Cindy Krosky , VP Programs

In November, we heard from four of our own Members who shared what they have mastered, so we could continue to grow.

Rod Jurado performed magic while teaching us what it means to dream. His mystical talents encouraged us to think about what we are doing, what we want to be doing, and what we will do to get to our next goal.

George Morrisey, CSP, CPAE, author and coauthor of 19 books with major publishers over the past 35 years, shared practical tips on both writing and working with publishers in his presentation, "From Dream to Manuscript to Published Book in 10 (Qu)Easy Steps." His handout was an awesome tool to take back to the office and use as a guide to make each chapter have value for the reader. He shared that his success to writing has been in having discipline and direction.

Valla Dana Fotiades then kicked us off with some great energizers and audience mixers. The learning circle got everyone involved and sharing, so that we learned about one another and shared goals, both personal and professional.

Richard Parker, completed the day with his program on Discovering How to Dramatically Increase Your Income by Establishing or Expanding Product Sales at all your Speaking Engagements. He shared tips how to increase income by creating multiple generations from each product we create. He examined how to take a book you have written and produce several generations of additional products from that one initial product. His practical and easy-to-use tips were awesome.

This program was more than magical, it provided guidance, and energized people to look for new ways to increase residual income by increasing our product line.

We welcomed the following first time guests. We look forward to seeing you again. If you have additional questions about membership, please contact Isabel Perry at 407-291-1209 or Isabel@TheSafetyDoctor.com.

Mac Wheeler

PM Training Associates, Tampa

Marlene Abbott

Growing Leaders of Worth, Inc., Rockledge



Master Your Message

Mark Your Calendars

2005

- January 15th Emory Austin, CSP, CPAE
- February 19th Lenora Billings-Harris, CSP
- March 19th Jerry Telpitz, CSP
- April 16th Eileen McDargh, CSP, CPAE
- May 21st Sam Horn
- June 18th Scott Friedman (*tentative*)
- August 20th Patricia Fripp, CSP, CPAE

Reminder:
No meetings
in December
or July.

Networking Night Details

December 28th Tuesday Night Networking includes
Christmas Cheer and New Year's Goal Setting



Your Host: **Dr. Momma Mia**
Also known as: **Felicia Ferrara**

472 W Davis Blvd.
Tampa Fl 33602
RSVP Please: 813-416-8494

Ferrara@CECconsultants.com

Come one, come all to Davis Island Tampa Florida for holiday cheer.
6:00 PM ...until... ???

Release ceremony: Be prepared for a release unneeded emotional blocks and adverse life scripts in an end of year ceremony. It works! No more procrastination, disorganization, or sluggish motivation. Consider this an NSA exercise in reinforcing positive life scripts and reinforcing new goals for 2005.

Goal Setting: Be prepared to review undone deeds, and set new priorities for 2005.

Cost: Holiday festivities, dinner and libations with \$8 dinner fee.

*You won't be sorry as Dr. Momma Mia serves up the Italian Dinner this side of Mississippi!
(The other side of Mississippi too).*

Contacts and News



**OFFICERS, BOARD OF DIRECTORS
AND COMMITTEE CHAIRS
2004-2005**

PRESIDENT Terri Kabachnick, CSP *
727-545-4185 Terri@Kabachnick.com

PRESIDENT-ELECT Donna Cutting *
727-525-5818 Donna@donnacutting.com

VP/PROGRAMS Cindy Krosky *
772-461-8313 acespeaks@acespeaks.com

PAST PRESIDENT David Glickman *
813-920-8283 david@davidglickman.com

Board Members *

Ken Banks
727-515-1932 kenbanks@prodigy.net

Dave Timmons
813-948-6709 dave@davetimmons.com

Ed Peters
727-898-2004 ed@edpeters4profit.com

Betsy Barbieux
888-331-8359 Betsy@ImageInsideOut.com

PR/Marketing Tom Shay, CSP *
727-823-7205 tomshay@profitsplus.org

Speakers Academy Sandy Geroux
407-856-1188 sandyg@sandygeroux.com

Newsletter Shari Bowden
352-527-1496 shari@ldesigntraining.com

Membership Dr. Isabel Perry
407-291-1209 Isabel@TheSafetyDoctor.com

Librarian Rod Jurado
813-985-5361 rodjurado@aol.com

Senior Chapter Advisor
George Morrisey, CSP, CPAE, Cavett Award
321-452-7414 gmorrisey@aol.com

Administrators Shirley Welch/Katie Serros
407-622-5305 NSACentralFL@aol.com

* indicates Board Member

Welcome New Member!

James T. Brown
SEBA Solutions, Inc.
3967 Ridgewood
Titusville, FL 32796

Ph: 321-269-1222
Fax: 321-264-9075

E/M: JTBrown@sebasolutions.com
WEB: www.sebasolutions.com

TOPIC: Project Management and
Process Improvement

(James is also an academy member)





Calendar



January 15th, 8:30 a.m.—12:30 p.m.

Chapter meeting @ Ramada Inn Plantation House
Plant City, FL

8:30—9:00 a.m. Networking

9:00 a.m. Meeting Begins

JANUARY MEETING RSVP

To reserve your place, send your check payable to NSA/Central Florida,
c/o Shirley Welch at Executive Administrators, Inc.,
PO Box 941172, Maitland, FL 32794-1172.
Phone 407-622-5305 Fax 407-622-5306
OR E-mail: NSACentralFL@aol.com with your credit card information.

MEETING INVESTMENT

First time guests:	\$25	
NSA/CF members:	Early bird \$35	At the Door \$45
NSA Members:	Early bird \$45	At the Door \$55
Guests:	Early bird \$55	At the Door \$65
Staff / Spouses:	\$10	

The early bird registration form is sent separately. Deadline for early bird registration is 10 days prior to meeting.

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 corresponds to our deadline for hotel billing.

LOGISTICS

The Ramada Inn Plantation House is located at 2011 N. Wheeler Street, Plant City, FL (813) 752-3141

From Tampa: I-4 Exit 21, State Road 39 (Buchman Highway). At stop sign, go straight approximately 1/2 mile, stay to right side. Ramada Inn is on the right. Conference center is a separate building in the very back of the hotel.

From Orlando: I-4 Exit 21, Follow signs for State Road 39 (Buchman Highway) which will loop around to right. Take SR39 south. At traffic light, make a right. Ramada Inn will be just ahead on the right. Conference Center is a separate building in the very back of the hotel.

From the North: Take I-75 south to SR 50. Go east on 50 to 301. Head south on 301; it becomes SR 39. Take SR39 south (which passes under I-4) and the hotel will be on the right.

NEED A RIDE? WANT TO CARPOOL AND NETWORK?

Contact Shirley Welch or Katie Serros at 407-622-5305 or email: NSACentralFL@aol.com

