



ACTION!

NSA
Central Florida
December 2005

Special December 17th, 2005 Program in Lakeland, FL

(Note: New registration process, new fee, new location)

What could you learn from the former CEO of Hearst Newspapers about building a speaking career?
What could you learn from a technology expert about profitably connecting with people?
What could you learn from giving a new toy to support local kids in need?

You simply must join us on December 17 to learn the answers to these questions and more. Prepare to be taught, moved, and surprised as we gather for this last chapter meeting of 2005.

Bob Danzig, former CEO of Hearst Corporation, will share his transition from corporate executive to active speaker, author (7 books) and 'seed planter'. Learn how his books lubricate his speaking calendar and how his family charity functions. Find out how Bob nurtures multiple bookings for several clients and how he chooses his next book idea. And be prepared to ask Bob any questions about his speaking career to gain further insight.



Jerry Gitchel will share his refreshing insights about this core belief: "The Internet is not about Technology, it's about Connecting with People." It takes more than investing in web technology to grow your business. In this eye-opening presentation, Jerry will teach you the 5 steps to focus on those prospects who you can best help. After attending this session you will have everything you need to adopt a marketing system that is Ethical, Global, Scalable, Sustainable, Affordable, and Enjoyable.

In partnership with our friends from Heartland for Children, we have designated this meeting as a way to give something back to the children in foster care from Polk, Hardee, and Highlands Counties. The Rudolph Roundup Holiday Toy Drive will help make the holidays very special for some of the more than 3,000 children who have experienced abuse or neglect. We ask all attendees to bring at least one new unwrapped toy (for children of all ages) to this special event. Heartland officials will be our guests at this meeting.

NEW REGISTRATION PROCESS: This special meeting is only \$25.00 for all members and guests, plus one new unwrapped toy. To register, go on our web site now - www.nsacentralflorida.com and go to "Register for an Upcoming Meeting via Online Store" under the 'Meeting Information' tab. Just follow instructions through Checkout.

NEW LOCATION FOR DECEMBER 17 ONLY: This special meeting will be held at the magnificent Terrace Hotel, 329 E. Main Street, Lakeland Florida 33801. *See last page of newsletter for directions.*

PLEASE READ!! All attendees will be charged the registration fee. This is a special meeting and not included in the prepaid meeting package for members and Academy Members.



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IMPORTANT NEW MEETING REGISTRATION POLICIES AND PROCEDURES

From this point forward, registration for all chapter meetings will be through the website. Simply go to 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.

Also, PLEASE NOTE, we have done away with the early bird rate. Instead there will be a rate for advance registration and an "at the door" rate. Here's what this means:

In order to pay the lesser 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 rate.

The rates are as follows:

ADVANCE REGISTRATION

Members: \$35.00
First Time Guests: \$25.00
Repeating Guests: \$45.00
Staff/Spouse: \$10.00

AT THE DOOR

Members: \$45.00
First Time Guests: \$25.00
Repeating Guests: \$55.00
Staff/Spouse: \$10.00

Note: The special December meeting is priced at a different rate. Although you are asked to register online for the December meeting, the advance rate is \$25.00 for everyone, and the at-the-door rate is \$30.00. We also ask that you bring a toy for the foster children from Heartland for Children.



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President's Message

Have you been to our website lately?? If not, you are in for a big surprise! Thanks to ACTION HEROES **Sandy Geroux**, her husband **Bruce**, and **Tom Shay**, CSP the NSA Central Florida website is better than ever. It's got a whole new look and has the potential to be even more of a benefit to our members. New features include Online Registration, Member Articles, Meeting Planner Links and MORE!!

In order to enhance the benefit of the website to our members, we need YOU to take ACTION!

- **SEND IN OR UPDATE YOUR PROFILE.** If you are a member of our chapter, you get a FREE listing on our website. FREE!! Several of our chapter members, including yours truly, have been booked by meeting planners visiting the NSA Central Florida site. This will only happen to you if you are on the site. In addition, your search engine positioning increases with every link back to your site. So, what are you waiting for? If you are a member of our chapter, go to the website NOW and fill out the listing form in the MEMBERS only section.
- **LINK BACK TO THE SITE.** The more sites that link to our site, the higher up we'll be in the search engines. Our board members have all committed to taking ACTION by linking to www.nsacentralflorida.com from their personal sites. We need you to do the same!
- **SEND ARTICLES.** If you are a member of our chapter, we welcome your articles on your expertise for the media page of our website. Submit them today.
- **SEND THANKS!** Be sure to thank Sandy Geroux, Bruce Geroux, and Tom Shay, CSP for the work they have done on this website. Sandy and Bruce, especially, have worked many hours to professionalize the site, and they've done a fantastic job!



*Donna Cutting
NSA/CF President*

However, first things first! LOG ON! Go to www.nsacentralflorida.com right now and let us know what you think!!

While you're there, take a look at our program plans for December. Now I know that we don't usually have a December meeting. I also know that the holidays are a busy time. However, consider this: Do you want to sit back and relax during the holiday season or do you want to do what your competition is doing – jumping on opportunities to learn and grow so they'll have a head start come January 1, 2006?

Dave Timmons our VP of Programs has landed two incredible professionals for our December meeting. First, **Bob Danzig**, CSP, the former CEO of the Hearst Corporation will speak for us. Bob does not usually speak for chapters, but he has agreed to speak for ours on December 17th. Do not miss ONE TIME opportunity.

Additionally, technology guru **Jerry Gitche** will also speak for our chapter. Why would you want to enter into a new year without knowing how to master your internet domain?

In the spirit of the holiday season, we've also invited some special guests from *Heartland for Children* to join us.

Get a leg up on your competition and start the year with new information that can help you grow your business. Join us at the Terrace Hotel in Lakeland for a very special NSA Central Florida meeting on December 17th. I look forward to seeing YOU there.

Warmly, **Donna Cutting**



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November Meeting Recap

"The only thing your client invests in is your ability to deliver to them...a more favorable future." - **Jeff Blackman, CSP**

The above quote was one of the many gems we received from our speaker on November 19. Some of our attendees transformed their elevator speech into a powerful marketing tool in less than 6 minutes! WOW! Our own Sandy Geroux "stepped up" to Jeff's challenge to rattle off 12 open-ended value based questions including 2 questions to ask for referrals. The crowd roared and even Jeff said it was one of the best he has heard. Great job Sandy!

This action-packed, content-rich program gave all of us many ideas to think about and tools to use. If you missed this meeting, you don't want to miss Jeff's wisdom in the future. Please visit www.jeffblackman.com and sign-up for his AWESOME Newsletter, "The Results Report". Mare Petras summed up the meeting best when she said: "Jeff Blackman Rocks!"

Many thanks to our program dream team of Shari, Denise, Linda, Sandy, Betsy & Lenn - You're the BEST!

See you December 17 for our final meeting of 2005. (See article in this newsletter for more details.)

Until next time,
Dave Timmons, VP of Programs



Jeff Blackman and Dave Timmons



Giving immediate feedback for Jeff's program!



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**REMINDER—Networking Night
Tuesday, December 6th
Steak and Ale, Westshore Blvd, Tampa.
Contact Nancy Montgomery (e-mail below) for details.**

Speakers Academy

The Central Florida Speaker's Academy is in full swing and giving these future speakers just what they need to take their career to the next level. And in fact, they are not only getting what they need, but they are putting it to use and taking action. LT Lafferty has produced a CD of his presentation. Both Afsaneh Noori and Venus Jones have produced postcards that will wow those who receive them. And these are just a few of the lessons learned from those who have spent their hard earned time, effort and energy speaking with the academy.

In November, our academy members had the privilege of hearing from speaking coach extraordinaire, Wendy Warman. With her expertise, each participant was able to spend time working on his or her own "What do you do?" statement. The insights were invaluable and Wendy gave us all suggestions on how to improve. (she even coached Sandy G. and I!)

Our second speaker was Sandy Geroux. With her efforts and ability to share her expertise, each of the academy members will be a more powerful marketing force. With suggestions on how to prospect and how to complete a proposal, each academy member is now equipped with homework that will take them well into 2006 and well into a more successful business.

What topped off the meeting was our final guest speaker, Tom Shay. Tom shared the reality of the speaking business with each of us. While he shared his passion for what he does, which clearly came through in his presentation and in the focus he lavishes on his customer, he also shared a perspective with these new speakers that is rarely addressed: what it takes to really succeed in this business. It is the business of doing business that we are working on and that is what Tom gave us some insight into. What an action packed meeting it was. We all walked away with new information and new direction.



It really is all about taking action and these speakers are taking that action to move forward, progress, learn more, and improve the focus in their career. It is a lesson that we could all learn from.

Monica L. Wofford, Dean



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Announcements

NSA CENTRAL FLORIDA CHAPTER ANNIVERSARY

We have recently discovered that the year 2005 is our Chapter's 20th Anniversary. In order to plan the kind of celebration this landmark event warrants, we've decided to postpone the hoopla until 2006.

The February, 2006 meeting has been set aside for a "Look at the Past 20 Years!" If you would like to help us plan the celebration, please email me at President@nsacentralflorida.com or Dave Timmons at dave@davetimmons.com. We'll be putting an Anniversary committee together soon.

If you are a Past President or Past Board Member of NSA Central Florida, be sure to put the third Saturday of February aside. We would love a chance to honor your contribution at that meeting.

New Website Up and Running

Our newly re-designed NSA-CF website is now up and running! In addition to providing lots of great information, our newsletter archives, learning library and other valuable items for both speakers and meeting planners, our services have just become much more convenient.

- Have you written an article on your topic of expertise that you'd like to post to our website? Visit our Members Only area and submit it today!
- Not listed in our Speakers' Directory? Submitting your profile has never been easier - simply go online, enter your information into the form, attach your photo and press "Submit"!
- Want to register for our special December meeting? Visit our new online store and register for this incredible meeting.
- Wish to give us feedback on one of our meetings, or our website? Visit the Members Only area and submit your feedback in our Suggestion Box.

Whatever you wish to do, it is most likely available at our website. Check it out today and let us know what you think!

Camp NSA

Congratulations to President-Elect **Cindy Krosky**, CSP. Cindy recently attended Camp NSA, the training weekend for incoming chapter Presidents. At that event she was elected the Chair of the Presidents Council and will be a resource for all NSA Chapter Presidents in the coming year. Way to go Cindy!!

Tickets for Sale

David Glickman has some extra tickets available for only \$5.00 each for the upcoming Peter Lowe "Get Motivated" Seminar being held on January 25, 2006 at the T.D. Waterhouse Centre in Orlando. If you've never been to one of these events, it's a great opportunity to see some national speakers in action, plus watch some examples of incredible platform selling. The January 25 all-day event features Zig Ziglar, Tom Hopkins, Rudy Guliani, Colin Powell, Suze Orman, Jerry Lewis, Steve Forbes, Bobby Bowden, and others. Contact David at David@DavidGlickman.com or call him at 813-920-8283 if you are interested in any of the tickets. (First come, first-served!)



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December 17th, 8:30 a.m.—12:30 p.m.

Chapter meeting @ Terrace Hotel,
Lakeland, FL

8:30—9:00 a.m. Networking

9:00 a.m. Meeting Begins

NEW REGISTRATION PROCESS: This special meeting is only \$25.00 for all members and guests, plus one new unwrapped toy. To register, go on our web site now - www.nsacentralflorida.com and go to "Register for an Upcoming Meeting via Online Store" under the 'Meeting Information' tab. Just follow instructions through Checkout.

NEW LOCATION FOR DECEMBER 17 ONLY: This special meeting will be held at the magnificent Terrace Hotel, 329 E. Main Street, Lakeland Florida 33801. Networking begins at 8:30am and the meeting will be from 9am - 12:30pm.

MEETING INVESTMENT: \$25

LOGISTICS/DIRECTIONS:

Directions from Tampa Airport: I-4 East toward Orlando; Take Exit 28, Memorial Boulevard, approximately 3.5 miles; Right on Massachusetts Avenue, approximately 1 mile; Hotel is located at the corner of Main Street and Massachusetts Avenue; Complimentary valet parking on right, off Massachusetts Avenue

Directions from Orlando Airport: I-4 West toward Tampa; Take Exit 33, State road 33 and continue South, approximately 4 miles; (State Road 33-changes names to Lakeland Hills Blvd. then changes to Massachusetts Ave.); Hotel is located at the corner of Main Street and Massachusetts Avenue; Complimentary valet parking on right, off Massachusetts Avenue

NEED A RIDE? WANT TO CARPOOL AND NETWORK?

We can help arrange that. Contact Nancy at the chapter e-mail or phone number listed above.