

NSA Central Florida

Sound Waves

Newsletter of the NSA
Central Florida Chapter

Volume 1, Issue 5

December 2007

How to Play to Win in the Great Game of Life... Larry Wilson



Inside this issue:

Presidential 'Notes'	2
Academy News	3
Santa in Training?	
Will Ezell...oops!	
Ken Banks: The Branding Guy	4
Karen Rose Update	
First Fla Speakers Lab	
Meeting Details	5



This next month, we will have a special meeting with **Larry Wilson**, founder of Wilson Learning, Author of *Playing to Win*, and friend of our chapter. In this special meeting, all of the product sales proceeds from Larry's powerful tools, will be donated to a Florida charity for the holidays.

What he will donate to our chapter is the gift of learning how to play to win in the great game of Life. It is true that life happens and it happens to all of us, yet

we as speakers are often so focused on our audiences that we forget to take time out for us and to follow our own teachings. Come and enjoy a special meeting with a special message about YOU and your own personal and professional growth.

Don't let the holidays interfere, a business slump get in your way, or a holiday party take precedence. This is a message you will want to hear and immerse yourself in as Larry will also show sneak previews of his total personal growth program with lessons included in it from **Bobby McFerrin** (Don't Worry, Be Happy), **Harvey Mackay** and others.

We look forward to seeing you there and to sharing this experience with you!

Monica Wofford
VP of Programs

If you have anything you would like to share or request for future editions, please let me know at:

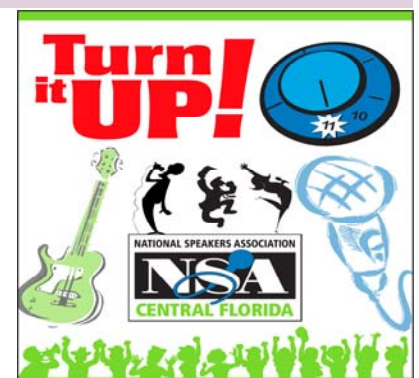
Fiona@fionapotter.com

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

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

February 16, 2008—Darren Lacroix

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





Welcome to this month's newsletter of the National Speaker's Association of Central Florida.

As your President, I hope the information here will:

- * Educate you on topics to grow you and your speaking business
- * Inform you of the growth and activities of this dynamic chapter
- * Inspire you to attend our next meeting and allow me to buy you a cup of coffee

The feedback from our programs this year continues to be **OUTSTANDING** and well worth the investment of time and dollars. Please don't miss our special December 15th program with the legendary **Larry Wilson**, CPAE and founder of Wilson Learning Corporation.

It is my sincere desire that 2007 - 2008 will be a breakthrough year for you as you "Turn It Up" to your next level!

Keep on...Turning It up!

Dave



Dave Timmons,
President

November Meeting Recap • by MonicaWofford

Wow! Talk about turning it up – in November we learned how to literally take the volume control on technology in our lives and crank it.

Rebecca Morgan, CSP, shared with us invaluable knowledge and information on how to utilize technology to turn up our professional and personal lives to Turbo Time!

She taught us how to save time, save money, do better follow up, and not repeat the same key stroke more than two times. However, she also gave us inspiration on new channels of business and how to follow the revenue streams where life may happen to take us. For more information on that front, ask Rebecca about her dating marathon after 40!

Before we learned about technology with Rebecca, we also heard from our very own Speaker's Academy Dean, **Kathy Potts**, who inspired us to make the audience salivate without food and get them thinking in powerful ways. Kathy shared interactive techniques and tips that got the audience thinking and playing and interacting in ways that were meaningful



Monica Wofford
VP of Programs



What progress are the members of the 2007-2008 NSA-CF Speaker's Academy making?

This month, I have nothing but progress to share with you. Is the Academy "turning it up"? You tell me:

- Three of our members began writing their books since August
- One of our members learned the right to turn down business due to ethics
- One of our members completed a 300 page workbook for an 8 week training program...during Bike Week!
- Two of our members collaborated on marketing, and each has since improved their materials as a result

- One of our members created a survey system and has received 89 out of 100 responses. This material is then being customized based on the feedback.

- One of our members created a "thank you" system to not only the hiring client, but has included those individuals who are the "helping hands" of that client. Great idea!

- One of our members won the Toastmasters Evaluation competition, after many years of being away from the platform

- One of our members was told as a child, "you don't play nice with others". This person has now changed a life-long perception as a result of benefits derived from having an Accountability Partner.

Three of our members have taken the time to attend a client keynote speech of one of their classmates. From this experience, they then discussed the learning experience and are working on applying the lessons in their own presentations.

Want to know who is who? I would encourage you to speak with our Academy Members at our meetings to find out how they have "Turned It Up" since August.



Kathy Potts
Dean

Even Santa enjoys a good motivational speech!



MARTHA HOLMES/TIMEPIX

Ever wondered how Santa became such a great story-teller? Professional development training with some of his colleagues (of course!) **Ho Ho Ho**

Wishing you and your loved ones a wonderful and healthy Holiday Season and a prosperous New Year!

OOOps...

Apparently our newest associate member, **Will Ezell**, is the CEO of **BizVisioneers** and not Bio Visioneers...? (thank goodness Will has a sense of humor). Be sure and ask him what **BizVisioneers** is all about; he's a really interesting guy!



As I write this, it's the biggest day in the retail world. Black Friday. The day after Thanksgiving when every store lowers their prices below a point where they will never make any profit but boy will they bring in the traffic. And the customers eat it up. As a matter of fact, at my local Best Buy, the customers were camped out in front of the store as early as the Wednesday before Thanksgiving. Just to get the first crack at a bargain. The interesting thing is that by 1pm on Friday, it

will all be over with and the store will be back to looking like a typical Friday in July.

Now, I know as professional speakers, we would all like our audiences to be so excited about our next presentation that they would camp out two days before the conference just to get a front row seat. Maybe if we reduced our fees by 75% just for this one morning keynote our audiences would rush to get in line to hear what we had to say. Unfortunately, it's not that easy.

Especially, since we want our audiences to get some benefit long after we go off stage. We simply don't want to present to a full house and then forget about what we had to say an hour later.

That's what branding is all about. Developing a relationship with our audiences (customers) is the key to a strong brand strategy that brings in satisfied customers on a regular basis. The same holds true as speakers. When the standing ovation has waned, do your audiences feel that they have a relationship with you as a result of your message? It's important to develop a brand for you and your message. One that exceeds the expectation of your audiences every time.

The key is to develop your expertise and then develop your presentations to make a difference in the audience's lives with excitement and creativity.

Unlike the retailers whose ads made Thursday's paper so heavy that you needed a lift truck just to get it off the driveway, just doing the same thing as our competition will not generate more speeches and more satisfied audiences. We need to stand out from the hundreds of other NSA professionals by finding our niche and our expertise and then working hard to make a difference every time with every audience. If we are successful, we still won't have people camping out in anticipation of our next presentation, but we will have an opportunity to make a difference and stand for something special.



**Ken Banks, CEO, KAB Marketing,
Seminole, FL**

Ken brings over 30 years in retail marketing and branding to his speaking and consulting business. With experience at companies like Procter & Gamble, Eckerd, Circuit City and PetSmart,

He helps companies develop brand strategies that work for the entire organization. Visit www.kenbanks.com and enjoy his blog (...perhaps, I suggest, with a cup of egg nog?)



Turning It Up...

Karen Rose has recorded 5 Holiday Sanity Saver tips to air on the Daytime Talk Show on News channel 8 in December.

To view, catch Karen on Thursdays, and sometimes additional days... stay tuned to Daytime on News channel 8 from 10 to 11 AM Monday through Friday in Tampa and Syndicated in the Southeast!"

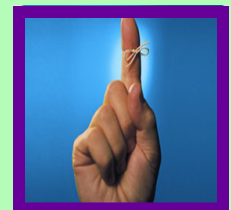
www.KarenRoseSpeaker.com

First Florida Speakers Lab

Want to be a part of history in the making? Attend the Florida Speakers Lab on April 26, 2008! Our President, **Dave Timmons**, and **Rebecca Staton-Reinstein**, the President of the Florida Speakers Association are "Turning It Up" by leading efforts to present the first Florida Speakers Lab.

This one-day event will provide information and tools for members of both chapters to take their speaking business to the next level. **Joan Brannick** and **Denise McCabe** from our chapter and **Gayle Carson**, CSP, CMC from the Florida Speakers Association are coordinating the event. They are in the process of finalizing the location of the event and the speakers. More information will be provided at upcoming chapter meetings and in future newsletters.

For now, mark April 26, 2008, on your calendar and plan to attend and *Turn Up* your business!



2007-2008 NSACF LEADERSHIP

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Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE

Cavett Award

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, 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-

2007-2008 COMMITTEE CHAIRS

SPEAKERS ACADEMY

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NEWSLETTER

FIONA POTTER

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.

