

Soaring Higher



NSA Central Florida Chapter News

JANUARY 2007

January 20, 2007 • Paul Montelongo • Creating Celebrity Status

~ Sandy Geroux, VP Programs

CREATING SOARING CELEBRITY THROUGH TARGETED ARTICLES & NICHING

- ✓ Have you ever wanted to be the Speaker of Choice?
- ✓ Are you tired of calling organizations and corporations, asking to speak at their programs?
- ✓ Would you like to get them to call you instead?



Paul Montelongo is an internationally recognized trainer, keynote speaker and business consultant who works with organizations to help them develop more profitable business processes. Moreover, Paul has achieved Celebrity status within his industry, through targeted articles and niching.

Think about it! Who has the broadest reach into any industry? The editors of the publications that each and every member of that industry reads! Why do they have this incredible reach? Because their members crave information – information they provide on a monthly, bi-monthly, quarterly or annual basis.

And what do these editors need? They need exceptional content for their publications. They are always on the lookout for new talent, new information and fresh perspectives. Paul will show you how to create celebrity within your industry – and in the process create demand for your services – simply by giving editors what they need.

By creating demand for your articles and columns, and by getting published on a regular basis, you create the best constant

contact vehicle known to mankind... you're in front of your audience on a regular basis as an expert in their publications!

At our January meeting, Paul will teach us his system, provide us with his letters, formats and outlines for his articles, scripts for contacting editors – and more! Find out how one of our own Chapter members has already begun to use his system... and who has recently secured 4 State Association magazines and her first national industry magazine – all from using Paul's system!

To register click on www.NSACentralFlorida.com and go to 'Meetings' in our online store



Also, don't miss our own **Pam Lontos**, professional speaker

and owner of the public relations firm PR/PR, as she reinforces Paul's message by sharing with us the incredible value, benefits and necessity of getting GREAT PR! Pam has shared her insights at National NSA Meet the Pros sessions, many Chapter programs around the country – and our own members! However, never before has she presented her mini-convention session for our full chapter membership. Don't miss this must-see program on how to further create and capitalize on YOUR own celebrity!



Mark Your Calendar for 2006-2007 NSA-CF Meetings

"Creating Celebrity Status Using Articles, Columns & Other Tools in Your Niche"

02/17/07 - Terry Paulson, CPAE (topic TBD)

03/17/07 * - Steve Bedwell, MD

"Creating Unique Presentations & Counter-Intuitive Content"

04/21/07 - Jenae Rubin

"Secrets to Making Your Sales Soar through Stress-Free Selling"

05/19/07 - Jeffrey Tobe

"Marketing Outside the Lines"

* denotes Board Meeting

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www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com



President's Message

~ Cindy Krosky, CSP, LCSW



Cindy Krosky
CSP, LCSW
Certified Speaking Professional
Licensed Clinical Social Worker

REFLECTIONS...

The New Year is a time of reflection for many of us. We take time to look at what has happened *and what we wanted to see happen*. While the calendar marks the end of 2006 and the beginning of 2007, many of us are following other calendars that are still not at their end. January 2007 marks a halfway point in my year's term as President of NSA Central Florida. When I was elected, I knew there would be items I would want to see the chapter accomplish and then there would be items that *the chapter would need to accomplish*.

Let me start by stating, "Our Board is terrific!" The Board Members oversee the chapter committees and are always ready, willing and able to step up to any task presented. I greatly appreciate their work and responsiveness. In order to Soar Higher as a chapter, the Board and I realized early on that we must first navigate these three specific areas of need, Budget, Membership and Programming/Location. Here is what we have accomplished thus far:

✓ Budget Committee ~ chaired by Richard Parker

This year we have dissected our budget very carefully to assure that we are directing decisions in the best interest of the chapter's future. We all know that each action creates a reaction. The economy, cost of living rises, gas prices etc. have impacted our programming dollars. We are closely monitoring attendance; the number of pre-paid attendees, month-to-month attendees and other data that affect our budget revenue and expenses. This information assists us in remaining pro-active and very clear on what it takes to produce each month's program. As Dave Timmons, Incoming President, prepares for his year; he will be able to assure that the financial security of our chapter remains in tact, even as the economy fluctuates and as we look at possible alternate meeting location options.

Past presidents have worked to create a financially sound reserve. Current interest rates and a change in our bank warranted us to examine the investment of the reserve funds and to determine the best steps for this money. The Board voted and approved investing our reserve funds so that these dollars receive a better interest rate and offer accessibility with less penalty in the event of an emergency, while remaining consistent with our by-laws.

✓ Membership Committee ~ chaired by Betsy Barbieux

Associate and Affiliate Memberships

This year the Board voted to add Associate and Affiliate categories. Members who have been with the chapter for years, may recall that we had similar categories in the past. The decision to place the categories at this time was due to the fact that we have consistently built up our Academy Program – increasing attendance and refining the curriculum. The Academy program attracts both the seasoned speaker and individuals who have not yet gone out on their own in the speaking business. Over the years, the Board has worked to build a great Academy program, just as NSA (National) has done with their Academy program. (In addition, NSA offers discounts to their Academy participants to NSA events.) What our chapter was missing was a way to keep people on our Academy waiting list included while waiting for the beginning of the next Academy year and a method for encouraging Academy Alumni, who had already invested time and money, a way to stay involved in the Chapter and receive support while building their career after the Academy year ended. The Associate level has met this goal and has been well received by both Academy Alumni and those on the waiting list. Thank you for your support!

(letter continued on page 3)

President's Message (continued)

~ Cindy Krosky, CSP, LCSW



The Affiliate membership offers a way to provide vendors or suppliers to our members via our website. Again, this is consistent with the partners that NSA has on their site and adds a benefit to members seeking a vendor. If you use a vendor or supplier regularly and know that what they offer is of benefit to other speakers, please ask them to invest in getting their information on our website so that we may reduce the time speakers spend seeking resources that may not be familiar with our industry's needs.

Reach out Campaign to NSA Members in Florida

NSA Central Florida is missing 176 potential members. Betsy is heading up a reach out campaign. Board members will be working with chapter members to invite and encourage local NSA members to join our chapter. We know that our programs add educational value, as does the listing on our website. In the last five days, I have had three calls because I was found on the NSACF website. Two of those have converted to work for me already! The value of being a member is far greater than the \$125 initial fee and \$100 renewal.

The Board has continued to support our membership with the Orlando Visitors Bureau as it increases our visibility in the meeting market. Thank you Jennifer Samuel Chance and Robyn Winters for your work and continuing efforts to support our involvement with Meeting Planners International.

Member of the Year Nominations

We want to see chapter members more involved and feeling more involved in the recognition process. Members will be asked to submit names for *Member of the Year*. In addition, we will be having a *Board Member of the Year* nomination. Both categories will be voted on by all the chapter members. At present, the nominations will be made in April and voted on in May. Announcements of the winners will be made at the end of the year June meeting.

Special Event for Speakers

Kelly Rexroad is working on an opportunity for speakers to do a mini program that will permit them to briefly showcase a portion of a speech and get feedback on this from members. We will be announcing more about the logistics and design of this program in the new year.

✓ **Programming Committee chaired by Sandy Geroux ~ VP of Programming.**

What happens behind the scenes before, during and after each meeting is exceptionally time consuming and our VP of Programming makes it appear effortless. Sandy has been working diligently on programming our monthly chapter "events" since May. She has effectively utilized the data from surveys to create programs that are varied in design and also meet the needs of the chapter members. I know first-hand how dedicated she is to our growth and encourage you to thank her for her hard work and dedication. This is a very demanding position....and often a thankless job.

Upcoming votes and actions:

In January, the Board will complete a review of our By-laws and make recommendations for any needed changes. These changes will go before the members to be voted on. Let us know if you want to help!

This recaps the votes and actions of the Board from July to present. As President of NSA Central Florida, I thank each and every one of you for your on-going support. There are far too many of you to individually thank—please know that I appreciate all the behind-the-scenes efforts. We are a strong NSA chapter and we have much to be proud of. It is an honor to serve you.

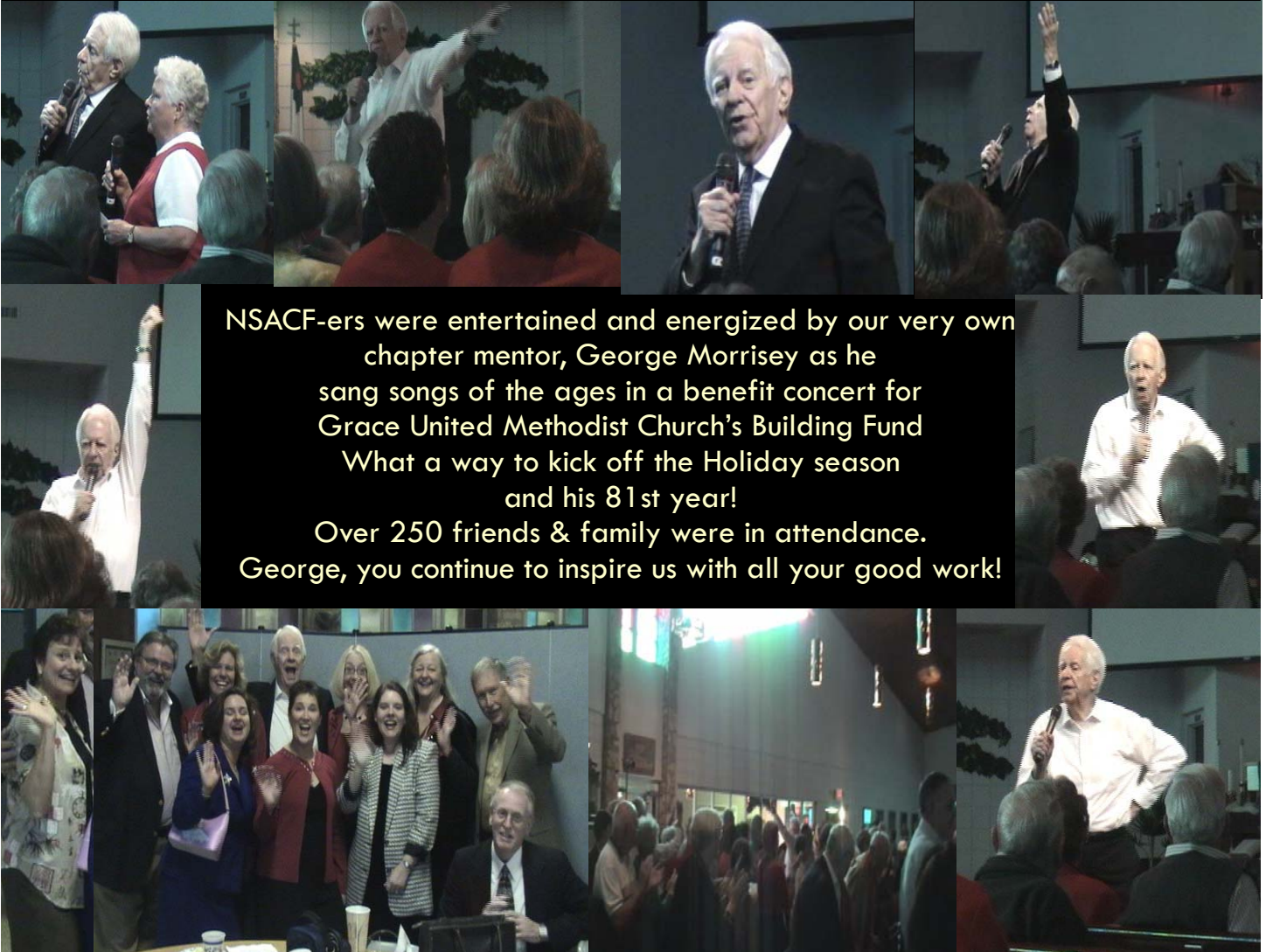
Your Pilot for Soaring Higher,

Cindy



GEORGE MORRISEY'S 80TH BIRTHDAY CONCERT

JANUARY 2007



NSACF-ers were entertained and energized by our very own chapter mentor, George Morrisey as he sang songs of the ages in a benefit concert for Grace United Methodist Church's Building Fund. What a way to kick off the Holiday season and his 81st year! Over 250 friends & family were in attendance. George, you continue to inspire us with all your good work!

NSACF Friends top: Sandy (inset) Richard, Andrea, George, Wendy, Susan, Bill bottom: Donna, Cindy, Shari, Bruce



MEMBERS SOARING HIGHER

Sandy Geroux and Donna Long, CSP were among 3 people nominated for the Kissimmee Chamber of Commerce Home-Based Business Award. **Donna Long** took the prize home.

Donna Cutting recently signed with a Literary Agent who is representing her and her forthcoming book "The Celebrity Experience: Transform Your Company with Red Carpet Customer Service."

Barbara Glanz, CSP was interviewed December 12 by Susan Lilly on "Talk of the Town" at 7:30 pm., Comcast's Channel 2. Barbara talked about her new books and products AND her upcoming trip to Antarctica in January! She will be the first speaker on record to have presented on seven continents!

Travel Tips for Professional Speakers

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JANUARY 2007



Cindy Krosky, CSP, LCSW

Information courtesy of: Pasadena Police Department

You know how when you check out of a hotel that uses the credit-card- type room key, the clerk often will ask if you have your key(s) to turn in...or there is a box or slot on the reception counter in which to put them? It's good for the hotel because they save money by re-using those cards. But, it's not good for you, as recently revealed by the California Bureau of Investigation:

Southern California law enforcement professionals assigned to detect new threats to personal security issues, recently discovered what type of information is embedded in the credit card type hotel room keys used throughout the industry.

Although room keys differ from hotel to hotel, a key obtained from a well known hotel chain that was being used for a regional Identity Theft Presentation was found to contain the following the information:

- a. Customer's (your) name
- b. Customer's partial home address
- c. Hotel room number
- d. Check in date and check out date
- e. Customer's (your) credit card number and expiration date!

When you turn them in to the front desk, your personal information is there for any employee to access by simply scanning the card in the hotel scanner. An employee can take a handful of cards home and using a scanning device, access the information onto a laptop computer and go shopping at your expense.

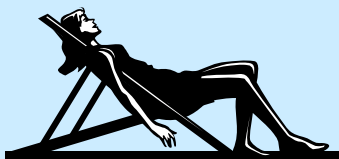
Simply put, hotels do not erase the information on these cards until an employee re-issues the card to the next hotel guest. At that time, the new guest's information is electronically "overwritten" on the card and the previous guest's information is erased in the overwriting process. But until the card is rewritten for the next guest, it usually is kept in a drawer at the front desk with YOUR INFORMATION ON IT.

The bottom line is: Keep the cards, take them home with you, or destroy them. NEVER leave them behind in the room or room wastebasket, and NEVER turn them in to the front desk when you check out of a room. They will not charge you for the card (it's illegal) and you'll protect yourself from leaving a lot of valuable personal information on it that could be easily lifted off with any simple scanning device card reader.

For the same reason, if you arrive at the airport and discover you still have the card key in your pocket, do not toss it in an airport trash basket. Take it home and destroy it by cutting it up, especially through the electronic information strip!

FIT TIP ~ Mare Petras

TOO MUCH HOLIDAY CHEER? EVICT FAT WITH ZZZZ'S!



Hop on the treadmill or hop into bed?
The answer may not be "to rev up"— it may be "to rev down."
Take a break from the "high anxiety" by getting a good night's sleep.
Sleep lowers cortisol levels (the stress hormone) encouraging the body
to fight fat through proper functioning.

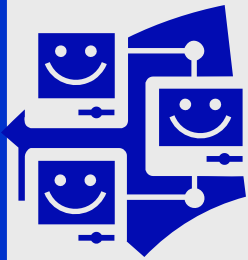
Oh and...btw...naps count too!

Member News



CALLING ALL NSACF BLOGGERS

~ Cindy Krosky, CSP, LCSW



Have you accepted your invitation to the Blog? NSA Central Florida has moved into the 21st Century with Blogs! Nancy Montgomery our wonderful Chapter Administrator recently sent members an invitation to join our Blogs.

There are two Blogs set up: 1) Members only and 2) Academy and Associate. Members who are in our chapter's Speaker's Academy will be invited to participate in both Blogs.

Why Blog in an Association?

This is a great tool and wonderful resource for connecting with other professionals in our chapter to ask questions and to share information.

I am a member of a professional Blog and the way we use *this tool* is to ask each other questions about best business practices. Subjects range from "reasonable rates" on liability insurance, quality printing sources, resources for hiring virtual assistants, etc. It is a terrific forum in which to ask questions or share information with individuals you may not normally think to contact.

Recently, I came across a Blog where an individual was seeking information about *Critical Incidents and Workplace Violence*. This is one of my areas of expertise. I immediately responded, we connected and I was able to provide much needed information. Under other circumstances this person would have had to hunt me down. I was thrilled to be able to help them efficiently and effortlessly.

Our NSACF Blog's goal is to share information and resources. This is a professional Blog and will be monitored to assure that the nature of the content is professional and supports the integrity of our chapter. NSACF is not responsible for any recommendations made on the Blog. *Remember: What works for one person may not work for others.* Please use discretion in the actions that you take based on someone's recommendations.

If you Blog in your business, then you already know the advantages of Blogging. If you don't Blog and don't know what *it* means, then check out the NSA website to see the handouts from a program done at NSA Orlando, 2006 on Blogging: http://www.nsaspeaker.org/pdfs/k_snider1.pdf

I personally invite and encourage you to participate in this valuable chapter resource. Do not hesitate to respond to Nancy's invitation—ASAP—as it is by...*invitation only!*

If you are a member and did not receive the Blog Invitation—please contact Nancy at the email administrator address below.



AFTER MEETING NETWORKING LUNCH BUNCH

If you'd like to continue to chat & network after our monthly meetings, join **Betsy Barbieux**, members and guests for A "Dutch treat" lunch at a local restaurant

(location to be announced at the meeting)

Year's end is neither an end nor a beginning but a going on, with all the wisdom that experience can instill in us.
~Hal Borland



Do you have news to share with your NSA-Central FL Chapter

Submit news by the 15th to be included
Email to: mare@FitnessSimply.com



MEMBER NEWS ~ SHARING EXPERTISE

What you look like speaks louder than what you say!
~ Betsy Barbieux



To be sure you are perceived as credible, honest, and knowledgeable, dress in HARMONY with yourself. Don't follow the examples set by the fashion industry which dresses its models in CONTRAST. Dressing in contrast sells the clothes. Dressing in harmony sells YOU. By dressing in harmony with yourself, your clothes

support your verbal message and ensures your eyes will walk into the room first, not your shirt, tie, or suit. So, if you have light hair and light eyes, your suit should be a lighter shade. If you have dark hair and dark eyes, your suit should be a darker shade. This means that blondes should never

wear black for their most credible look. Black is a "power" color only if you have black/brown or silver hair and dark brown eyes!

For more tips visit: www.ImageInsideOut.com

Are you an NSA member with an expertise to share with NSA-CF readers? Please write your top ten (or less) list and submit by email to mare@FitnessSimply.com

Member Spotlight

Karen L. Rose, M.A. • Blossoming Rose Communications



NSA is the reason I am able to follow my dream as a Professional Speaker and Author. Attending NSA's annual convention each year and NSA-CF monthly meetings are my keys to success.

I am forever grateful for all the support and guidance I have received from so many amazing speakers. The giving spirit of Cavett Robert (the founder of NSA) lives on.

The reason I am an author is thanks to all that I have learned from being a member of the Writers Peg. Also, thanks to the kindness of Greg Godek who took time to talk with me at the convention a few years ago and shared a wealth of information about publishing. I learned that self-publishing was possible

without financial backing. I found a company to do print-on-demand. I wrote down all of Greg's suggestions and quickly took action to become a published author.

Being a published author has given me great credibility and is leading me to many new speaking engagements. It has also given me lots of media attention with TV and Radio interviews. Sky's the limit to what I will create in my speaking and writing empire. The NSA-CF monthly meeting is the fuel I need to help me keep learning and growing my business. It also allows me to share the gifts others have shared with me and support my NSA buddies.

Thank you NSA and NSA-CF!

www.KarenLRose.com



Appears courtesy of Associate Member Dan Norman: www.awfulwaffles.com

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JANUARY 2007

2006-2007 CHAPTER LEADERSHIP

PRESIDENT

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Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE
Cavett Award

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HISTORIAN

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CSP LIAISON

Tom Shay, CSP

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TAMPA—FELICIA FERRARA

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ORLANDO—LENN MILLBOWER

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DAVE FINNEGAN, CSP

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WEBSITE

SANDY GEROUX/BRUCE GEROUX

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NEWSLETTER

MARE PETRAS

mare@FitnessSimply.com

MEETING LOGISTICS

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.

We have done away with the early bird rate. Instead there will be a rate for advance registration and an "at the door" rate. 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.

ADVANCE REGISTRATION

NSA/CF Members:	\$35.00
NSA Members:	\$45.00
First Time Guests:	\$25.00
Repeating Guests:	\$55.00
Staff/Spouse:	\$10.00

AT THE DOOR

NSA/CF Members:	\$45.00
NSA Members:	\$55.00
First Time Guests:	\$25.00
Repeating Guests:	\$65.00
Staff/Spouse:	\$10.00



Chapter Administrator
NANCY MONTGOMERY

Administrator@NSACentralFlorida.com

813-969-0489

MEETING LOCATION: Ramada Inn Plantation House
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.

www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com