

Happy New Year—Central Florida!

Sound Waves

Newsletter of the NSA
Central Florida Chapter

Volume 1, Issue 6

January 2008



The Master of the Story... Lou Heckler

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After two and a half years military service, he returned to television, conducting more than 2,000 live interviews.

In 1980, Lou began a full-time speaking career. The University of Michigan tapped Lou to join the adjunct faculty at their Executive Education Center (part of the Graduate School of Business Administration) and that launched a 19-year relationship during which Lou led more than 200 programs for the University in Ann Arbor, as well as a number of on-site programs in New York City, Hong Kong, Atlantic City, Chicago, and a number of cities throughout Michigan. He maintained this post while still at the helm of his own business.

To kick off the new year, we have a special meeting with **Lou Heckler**.

Lou Heckler has been making a living from the printed and spoken word since he was 14. In his teenage years, he was hired to do a community news column for "The Signal Item," a weekly newspaper near his hometown in Pittsburgh, PA.

In **Lou Heckler**, you are getting a seasoned educator and performer, one who is comfortable in small venues of a few dozen people and equally at home on a main stage in front of thousands. His easy, intimate style makes audience members feel he is speaking right to them as he delivers a message filled with high concepts, hilarious insights, and hope.

Don't miss out!

While receiving dual degrees in Journalism and Radio-TV-Motion Pictures at the University of North Carolina at Chapel Hill, Lou also served as news editor and anchorman on the WUNC-TV public television system

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:

February 16, 2008—Darren Lacroix

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

April, 19, 2008—Roxanne Emmerich, CSP, CMC, CPAE (tentative)



Happy New Year to our entire NSA-CF family and welcome to 2008. I truly hope the new year is your best year yet.

I pledge to you we will continue to help you *Turn It Up* by continuing our excellent programming, Academy curriculum, and our first-ever Florida Speaker's Lab on April 26 in Naples FL. (...stay tuned for more info!)

To kick off 2008, don't miss our January 19 meeting headlined by the one and only **Lou Heckler**, CSP, CPAE. Lou will open your mind to so many possibilities in your presentation style and show you why the very BEST speakers on the planet hire Lou as their coach.

Finally, bring your pocketbook and your friends on the 19th as we present our 2nd annual auction. **Richard Parker** and his team have gathered many exciting items for our live and silent auctions.

I look forward to buying you a cup of coffee on the 19th!

Keep on...Turning It up!

Dave



Dave Timmons,
President

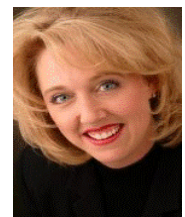
December Meeting Recap • by Monica Wofford

Larry Wilson has a way with words and wisdom and if you missed both at our December meeting, you missed A LOT! Larry shared with us how to Win at the Game of Life, whether you are working with clients, friends, or just the voices in your own head that sometimes get in the way. He then surprised us with a full blown color map of how to play the game, win at it, and keep an eye out for obstacles along the way. His humble, down to earth presentation of information that was not new, but presented in a new way, created a free flowing discussion of ideas, "let-go's" and discoveries that will last long after his presentation.

Larry also donated all the proceeds of his Instruction Manual, usually sold for \$99, to our chapter fundraising efforts. With Larry's help and the help members of our chapter who invested in themselves, we raised over \$1200 dollars! Thank you to Larry and our chapter colleagues.

Our fundraising drive will continue in January. Frank Trunzo, our resident auctioneer, along with fundraising committee chair **Richard Parker**, and **Hardy Smith** have organized an exciting meeting with lots of great items up for bid, including tickets to the Daytona 500, coaching sessions with **Alan Weiss** and even a special donation by **Rosita Perez**. In addition to this excitement, you will also have a chance to gain invaluable learning from the *Master of the Story*, **Lou Heckler**.

Please join us as he imparts his version of our very own special *Addiction to Fiction* that we speakers have! We look forward to seeing you and to turning it up one more month!



Monica Wofford
VP of Programs

With the Academy taking a December hiatus...**Kathy Potts** asked to share a simple "Happy Holidays" on behalf of everyone in the Academy.



Kathy Potts
Dean

Hardy Smith of Daytona Beach who is a speaker and trainer that works with nonprofit organizations, has earned Professional Member status in the National Speakers Association (NSA).

Smith has been an active associate member of NSA's Central Florida chapter since 2006. He is a graduate of the NSA Central Florida Speaker's Academy which is a nearly year long development program for professional speakers.

He is serving as associate dean of the Academy class and will lead the 2008-2009 class as Dean.

Hardy helps his audiences achieve success by utilizing his 30 years of experience in world of NASCAR racing, plus extensive involvement with nonprofit, community, and volunteer based groups nationwide.

He is Government Relations Administrator for the City of Daytona Beach. Florida's network of Small Business Development Centers have recognized him as one of that organization's 30th anniversary "Small Business Success Stories".



www.hardysmith.com

Eddie Peters...Back to Florida!



Eddie Peters, Past President of NSA Central Florida, is moving back to St. Petersburg December 16 after a two-year absence. Eddie made good use of his stint in Dallas, serving as the NSA North Texas chapter's founder and Dean of MasterTrac for Advanced Professional Speaking (a speaker's academy on steroids.) Eddie also ran the chapter's leadership retreat, instituted a membership recruitment and retention program, created the new chapter newsletter program and accounted for 68% of the chapter's revenue.

In recognition, NSA North Texas named Eddie its Member of the Year for 2007 (adding to the one he won here 5 years ago.) Also while in Dallas, Eddie was an Adjunct Professor of Speech Communication at TCU and University of Texas at Arlington. "I am so excited to be back *home* among my friends in Florida, said Eddie. "There's no boat this time, but everyone is still *Welcome Aboard* anytime."

Have you been told that when you send out your first book proposal you'll be wallpapering your office with rejection letters? Wrong! I had never written a book before but when I sent my proposal out I had an agent in 2 weeks and a contract with a publisher 1 week later. No rejections. Here's how I did it and how you can do it too!

1. Choose a Topic/Angle You are Passionate About – You've got to be able to sell this book to an agent, to an editor, and to potential buyers. So why write a book that you are only "ho-hum" about? The book to write is the one that keeps you up at night thinking about ideas. The one you are falling all over yourself to tell people about. The book idea that makes you scream "YES, this is the book I have to write," inside. That's the book you are going to be able to sell to others.

1. Research, Research, Research – Spend some time in the bookstore looking at books written about the same topic as yours. How is your book alike and how is it different? Know very clearly why the marketplace needs yet another book on the same topic and be able to articulate that in your proposal.

1. Write a Fabulous Proposal – This is key. I spent two years researching this book and writing the proposal. According to my agent, many authors don't take the time to write a good proposal. You want your proposal to be as well written and as compelling as your book is going to be. Be thorough. Show your personality. Your energy should leap off the page when agents and editors read it. They should get really clearly what your book is about, who will buy it, why it's needed, and what you are going to do to promote it.

1. Know Your Numbers – As speakers we are in a great position to sell books to editors, because we can easily promote our book. Don't rely on the publisher to promote your book. It's your job. In your proposal, let agents and editors know how many people you reach on a daily basis via speaking engagements, your website, your e-zine or newsletter, and your blog. If your numbers aren't very large, get commitments from your colleagues to help you promote the book and add their numbers into your proposal as well.

1. Call in the Experts – Don't be afraid to call on people who have done this before to help you – and be ready to pay for their services. I used **Diana Booher**, **Susan RoAne**, **Sam Horne** and **Greg Godek** to help me with different parts of my

proposal. Their advice was invaluable. Be ready to listen to them even if it's painful. One of those experts ripped apart my summary – it was hard to hear – but it was the best thing that happened to my proposal.

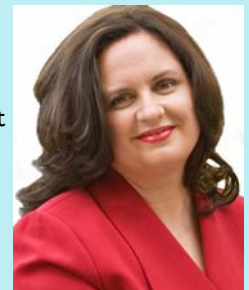
1. Use Your Connections – Who do you know that has an agent already, or is published by the house you want to work with? Ask them to read your proposal and if they like it, pass it on to their agent or editor. (Thank you, **Barbara Glanz**, for this advice.)

1. Why You Want an Agent – As a first time author, negotiating a book contract can be tricky business. The 15% I pay to my agent is well worth it to me.

1. Assemble Your Team Before You Write – You'll need people to read, re-read, and re-read your manuscript as you write. I also wished that I had hired a research assistant to handle web research while I was writing the book.

Resources – The two books I used while going through this process were: [Putting Your Passion Into Print](#) by Arielle Eckstut and [Write the Perfect Book Proposal](#) by **Jeff Herman** and **Deborah Levine Herman**.

Follow these tips and you might just be wallpapering your office with letters that say "YES, we want your book!"



Donna Cutting

Donna Cutting is a Past President of NSA Central Florida, and author of *The Celebrity Experience: Insider Secrets to Delivering Red Carpet Customer Service*, published by Wiley and coming to a bookstore near you on January 11, 2008.



2007-2008 NSACF LEADERSHIP

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GEORGE MORRISEY, CSP, CPAE

Cavett Award

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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

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NEWSLETTER

FIONA POTTER

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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.

