

Soaring Higher

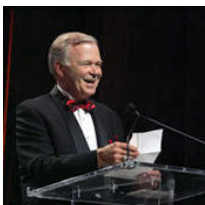


NSA Central Florida Chapter News

FEBRUARY 2007

February 17, 2007 • Dr. Terry Paulson PhD, CSP, CPAE

~ Sandy Geroux, VP Programs



Getting Beyond Standing Ovarions to Making a Lasting Difference as a Speaker

As speakers, we love the standing ovarions and the great evaluations, but we are asked to do more than entertain and motivate. Making a difference means moving from a memorable message to positive actions and behavior change. This program explores what some of the best master speakers and trainers do before, during and after a program to make sure their audiences actually make changes that last.

We all know when people come back from seminars or conferences, friends, family members and co-workers expect them to act bizarre. They're expecting a new list of New Year's Resolutions, renewed enthusiasm, and short term changes. They are betting that those trained will act strangely for approximately three days before reverting back to the same old way they've always done things. They've seen it before; they are sure they will see it again. It's not surprising such expectations exist; research suggests that relapse rates can be as high as 90%. Even when people give a standing ovation and rate the program exceptional, the true score card in life changes could read: "Happy Face Evaluations 10/On-the-Job Change 1." Come and learn how to change that for your presentations.

↳ *Business Digest* called Terry Paulson the Will Rogers of management consultants!

↳ *Meeting News* selected Terry Paulson as a "Best Speaker."

↳ *The Los Angeles Times* said Terry Paulson was "a speaker with substance and style."

Mark Your Calendar for 2006-2007 NSA-CF Meetings

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

Also, don't miss our own **Joan Brannick**, Ph.D, professional speaker, business psycholo-gist and human resources consultant, who will further Dr. Paulson's message by showing us how to develop and deliver custom assessments for our clients. Besides differentiating us from most of the speaking world AND adding another revenue stream to our business, custom assessments also help ensure that our message lives on long after we leave the platform. They help us help our audience members and clients identify, measure and reinforce individual and/or organizational changes directly related to our message. The reason we are asked to speak is to help people change. Powerful speaking does that. Powerful speaking PLUS custom assessments often does that better by helping people and organizations change their attitudes, behaviors, and goals to achieve great short-term results as well as lasting change.



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

PLEASE NOTE:

February's NSACF meeting will not be held in Plant City

The meeting location:
The Lakeland Center
701 W. Lime Street
Lakeland, FL 33815
(863) 834-8100

For directions, type or paste the link below into your Internet browser:

<http://www.thelakelandcenter.com/AboutUs/directions.asp>

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www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com



President's Message

~ Cindy Krosky, CSP, LCSW



Just Jump!

As speakers, many of us love to speak; we enjoy the topic, we enjoy the learning and we enjoy the people we meet.

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

I love speaking and I love to skydive. And both have their challenges. Part of what I love about speaking is that I am always learning and always doing research. For me, the learning and research makes it fun, interesting and challenging. I also love the freedom of being able to do it all on my own terms and in my own time. What I love about skydiving is very much the same, I am always learning and exploring how to improve my skills like reading the wind and better maneuvering the canopy. And may I add, NOTHING beats the *feeling of freedom* in the jump!

I've learned for myself and others that the biggest growth comes for us, in our business and in our hobbies, when we are stretched and pushed out of our comfort zone. Each time I jump out of the plane, there is an adrenaline rush that is hard to explain to the novice, but here goes:

Picture this: Imagine standing in the doorway 13,500 feet in the air, with cold wind rushing past you, then you jump and see the beauty of the world so small below, so unaware of your presence. Then you reach your pull altitude (for me it is between 5,000 and 4,000 feet) This is when the next rush happens (and can feel like the longest 5 seconds of your life) as you wait and hope for your canopy to function so you can get on with enjoying the rest of the fabulous ride.

In our business, if we are studying, learning, and improving our skills, then we are always preparing for the next ride. All the events before have prepared us to meet new challenges, we just need to let the adrenaline rush through us and jump!

Our past meeting with **Paul Montelongo** and **Pam Lontos, CSP**, was terrific, for many reasons. The biggest reason, for me, was that Paul challenged us to make the jump, to take the skills we have and to increase our market area by writing and then getting our articles published using proven steps and strategies. We had over sixty people present, listening, taking notes and asking questions. Paul left us with a challenge that held us accountable to "jump" and to contact him for further instructions. How many of you will Paul hear from?

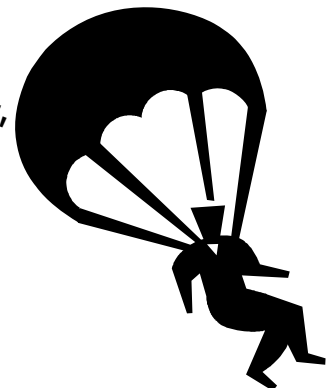
My personal hope is that by the time this newsletter comes out, he will have heard from over 40 of the people present and that they will be well on their way to contacting the editors.

For many of us speaking comes naturally, but marketing or writing do not. Take this challenge and realize that each meeting at NSACF provides us with new tools and opportunities to improve our skills.

I look forward to seeing how these meetings motivate you to "jump" and can wait to see you in February to share stories of Soaring Higher.

Your Pilot for Soaring Higher,

Cindy



EXCITING FEBRUARY
MEETING NEWS
ON PAGE 6
SEE AUCTION

Speakers Academy News



Full Speed Ahead...



Monica Wofford
Dean



Kathy Potts
Associate Dean

The academy is taking on a life of its own this year as the careers and achievements of those involved are soaring higher than even they expected. This month we had the sheer pleasure of experiencing a phenomenal speaker, with a gift for inspiration and sharing knowledge, Mr. **Richard Parker**. Richard divulged his secrets of generational product creation and also shared a bit of himself with the academy and what we experienced was like none other. Richard demonstrated that when one shares from the heart and soul and passion one has for this business, the audience listens with great interest and is then spurred into action and progress.

This lead us into a lengthy application and sharing session in the academy. Following Richard's presentation we learned of many of the numerous success our academy members are experiencing. Such as:

~ **Hardy Smith** has been asked to be the "Poster-Child", literally and figuratively of a Successful New Business Owner by his local Small Business Administration office. Look for his face to begin appearing in advertisements soon!

~ **Dr. Dennis Munholand** has begun to revise a software program he created to work within other niche markets besides dentistry, including the speaking profession! Stay tuned as it is something you may want to use!

~ **Laura Wisniewski** has decided that she is in fact a nurse with heart and edge and that in order to make her speaking career work, she has to make some dramatic life changes, which she is gearing up for. Anyone want to help her move to Orlando? Also, she has become an official NSA member now so congratulate her next time you see her!

~ **Kim Justice** has decided that indeed she does want to be a speaker, in addition to her financial talents. She has a great deal to offer AND she can do your taxes. Talk about multi-tasking!

~ **Karen Card**, the relationship coach, in fact solidified her relationship right before the new year. In addition to working on her business and sending out her new e-newsletter, she got married on the eve of New Year's Eve. Congratulations Karen!

~ **Jeannie Anderson** and **Janine Heydrick** both shared how they have made a difference with at risk high school students by teaching them life skills in a class that the teacher had given up on. Both of them were actually offered official teaching positions for the way in which they impacted these students' lives.

~ **Afsaneh Noori** announced her latest public seminar offering on February 3 in which she is taking her career by the horns and helping people make sense of CHANGE. She is teaching them how to thrive in it and with it and love it. Ask her for details on how you can attend her seminar!

~ **Rick Johnson** shared with us his new bevy of products created since he has been in the academy. Get this... two books and four CD sets all of amazing professional quality and complete with workbooks and eye-catching packaging. He even shared copies of both of us new books with us. That is one Lone Wolf on a mission! Great job!

Even our associate dean, **Kathy Potts** added her achievements to the mix with a new Learning Catalog that would put any public seminar business catalog to shame, for her job as Director of Organizational Development at HSN. You ought to see this work of artful combination of learning models, class offerings, and training assessments. She just makes it all look so easy and she's balancing a full time job, a coaching profession, a family, AND the associate dean-ship. *My hero!*

And the list goes on and on and on. If you haven't officially registered for the academy session for 2007-2008, you will want to do so. Almost daily we receive emails asking how one can be a part of this amazing transformational process and the list of people who want to attend next year is long and growing. If you want to take your career to new heights and feel the sense of accomplishment that comes with that, then contact us today. It is a pleasure to be a part of the team who is indeed soaring higher!

*Monica
& Kathy*

THE DIFFERENCE
BETWEEN THE
IMPOSSIBLE AND
THE POSSIBLE
LIES IN A
PERSON'S
DETERMINATION.

~ TOMMY
LASORDA

~Sandy Geroux, VP of Programs



Happy new year, Fellow Travelers!

After a month's absence, our Chapter kicked off the new year in fantastic style at our January meeting. I had to

miss this meeting (darn!), and sincere thanks go to President-Elect Dave Timmons who, thinking he had stepped out of the VP of Programs role at the end of his term, stepped right back in to help and did an awesome job when he was needed!

WOW – the meeting reviews are in, and Paul Montelongo really delivered! During the meeting Paul taught us his system for writing and submitting articles and column ideas to editors in an industry or niche in order to create celebrity that can be leveraged into speaking and consulting engagements. Showcasing Paul's outstanding success in this area, as well as the budding success of several Chapter members mentored by Paul in the use of his system within the past few months, Paul was able to explain the program, answer up-to-date relevant issues arising from use of the system and give our members and guests valuable information on creating celebrity and demand for their services!

After Paul's program, public relations expert Pam Lontos, MA, CSP reinforced the message of just how much publicity can benefit your speaking career. By tossing a Frisbee around the audience and giving attendees short notice to think swiftly on their feet about their value and benefit to clients, Pam entertained the crowd and helped reinforce the essential message that we must know what we're all about in this business –not only that, we must be able to communicate it quickly, clearly and succinctly.

Now, get ready because our Chapter has not only taken flight, but we're approaching orbit as our next "flight," scheduled for **Saturday, February 17, 2007**, features Terry Paulson, PhD, CSP, CPAE, who will present "Getting Beyond Standing Ovarions to Making a Difference as a Speaker."

So mark your calendars now for our February meeting – you won't want to miss it!

Until next month – Smooth Soaring..."

Your co-pilot for Soaring Higher,

Sandy

JANUARY MEETING SCRAPBOOK

Top left: "Our" Nancy hard at work, guest speaker, Paul Montelongo and Jean, the food line groupies, 'usherette' Kelley
Bottom left: Guest speaker, Pam Lontos; networking, Betsy, Cindy, Dave & Mare 'cutting up"



Member News

Membership News

~ Betsy Barbieux, Chair

Each One Reach One! All it takes is 90 seconds to crank out a quick e mail to someone you haven't seen for a while and look what you find out! It's exciting to know our top quality programming is paying off for our members. The only good reason for missing our information-packed meetings is a paid gig (or your son's ball game)!

Betsy,

Thank you for the reach out and touch. I have been unbelievably busy and changed Department assignments within my Firm back in Oct. Unfortunately, I have had a work conflict for every one of our meetings since August and also have a conflict with my son's Cub Scout's Den this Sat. So, I will not see you Sat. but look forward to seeing you all in February.

Nonetheless, please don't take my absence as disinterest in the speaking profession, future as a speaker or the Chapter! I have engagements in Ft. Lauderdale in February (Trial Advocacy), Washington, D.C. in March (Medical Identity Theft), and Chicago in April (Health Care Fraud and Abuse). I also have an article being published in January in the Journal of Healthcare Compliance (Medical Identity Theft) and was just asked to be a contributing author to the *Inside the Minds: White Collar Legal Series* by Aspatore Books. As you can see, I am applying the principles learned in the Academy under Monica's great tutelage! Ha.

Thanks for following up with me and I love this job!

Latour "LT" Lafferty

Goal for the month – Each One Reach One!

Soaring
Higher



FEBRUARY 2007

Sharing pix from last months **Soaring Higher...**



top: **Sandy Geroux**, nominee

bottom: **Donna Long**, first place winner of Chamber award



Do you have news to share with NSACF ~ Submit news by the 20th
Email to: mare@FitnessSimply.com



MEMBERS SOARING HIGHER

Donna Cutting just signed an agreement with the publishing company, Wiley, to publish her book "The Celebrity Experience: Transform Your Company with Red Carpet Customer Service." It will be released in January of 2008!!

Wendy Warman was recently installed as the 2007 president of the Lake Wales Chamber of Commerce.

Karen Rose's book *Take Good Care of Yourself! Simple Things Right Now!* has earned her the title of the Take Good Care of Yourself expert on the Daytime TV Talk Show that is syndicated in the Southeast on seven different stations in Florida, Georgia, Alabama, North Carolina and South Carolina. Karen's first appearance on Daytime on January 25th, was a 5 min. segment with the two talk hosts about how to keep your new years resolutions and simple tips to lower your stress. Karen will be doing a series of 30 second Take Good Care of Yourself tips that will air on Daytime on an on-going basis.

MEMBER NEWS

Welcome New NSA-Central FL Members:

PROFESSIONAL MEMBERS:

▶ **LAURA WISNIEWSKI**

(current Speaker Academy member too!)

www.nursingvoice.com

email laura@nursingvoice.com

phone 727-785-2678



▶ **RUSSELL WHITE**

The BIG Guy

www.thinkBIGguy.com

email theBIGguy@thinkBIGguy.com

phone 803-831-7600



▶ **ILENE GERSHBERG**

Ilene on Health, LLC

www.ileneonhealth.com

email ilene@ileneonhealth.com

phone 813-435-2180



▶ **FIONA POTTER**

Facilitator—Teambuilder

www.FionaPotter.com

email: Fiona@FionaPotter.com

phone: 727-520-7683



LUNCH BUNCH WITH BETSY

Continue to network by joining Betsy and gang for "Dutch treat" lunch after the meeting.



"Where" will be announced at the meeting.

FEBRUARY MEETING NSACF CHAPTER AUCTION

DON'T MISS THE FEBRUARY MEETING WHERE OUR RESIDENT AUCTIONEER, FRANK TRUNZO, WILL BE AUCTIONING OFF VALUABLE SERVICES (PROVIDED BY MEMBERS) TO MEMBERS.

CASH • CHECKS • CHARGE



www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com

Soaring
Higher



FEBRUARY 2007

"America was not built on fear.
America was built on courage,
on imagination,
and unbeatable determination
to do the job at hand."

~Harry S. Truman



First NSACF Teleseminar of 2007 A Huge Success!

Dave Yoho

How to Get Paid What You're Worth!

On January 23rd from 2:30-3:30 p.m., Dave Yoho kicked off the first tele-seminar of 2007. Here are some of valuable topic areas discussed:

- Motives for objecting to your fee
- 5 categories of fee resistance
- How to face the "facts of life" in order to control the conversation, focus on what meeting planners need, and how to position your program's value
- How to sell your fee *before* you quote it
- How to sell your fee *after* you quote it
- Identify the fee-reducing elements you can offer - and live with - if desired

Rave reviews from all—and a bargain at only \$20! Stay tuned for news on future NSACF teleconferences—a convenient, cost-effective way to soar higher!



MEMBER NEWS ~ SHARING EXPERTISE

SIX WAYS TO CRAFT A “KILLER KEYNOTE”

~ Michael Aun, CSP, CPAE Speaker Hall of Fame

At the recent NSACF Chapter Meet the Pros session, I had the chance to share six ways to craft a “killer keynote.” Here is a brief synopsis.

1-The Sandwich Method

Build your keynote like you would a great sandwich. Start with a great opening and closing, the “bread” of the sandwich. Flavor that bread with some wonderful mayonnaise called “humor and personal stories” to make your key points. Be sure to put several wonderful kinds of “meaty” stories into your sandwich and know which ones you can pull out if the taste buds (your audience) don’t like them. Toss in some wonderful vegetables like lettuce, tomatoes and pickles to customize your presentation. Lettuce (audience members names), tomatoes (inside stories) and pickles (focusing on the client’s theme).

2-The Acronym Method

Build your speech around an acronym like M-O-T-I-V-A-T-I-O-N with each letter representing a separate idea.

3-The Signature Story Method

Tell your story and sell your story. Nobody tells your story better than you do.

4-The Vignette Method

Bill Gove, CSP, CPAE Speaker Hall of Fame used this method better than anyone. He would take “mini-speeches” and stack them on top of one another to create his keynote.

5-The Consultant Method

Let the audience build the speech, using a consulting approach to constructing your points.

6-The Interactive Method

Actually have the audience ask you questions that you answer extemporaneously. Join Toastmasters; their “Table Topics” exercise will help.

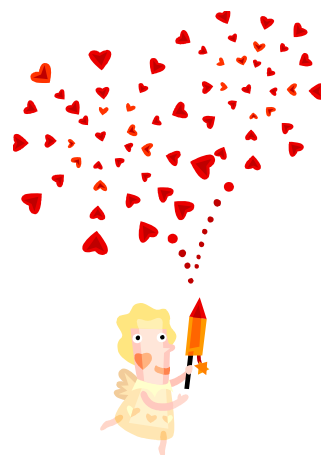
www.aunline.com

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



Neither a lofty degree of intelligence nor imagination nor both together go to the making of genius. Love, love, love, that is the soul of genius.

~ Mozart



HAPPY VALENTINE'S DAY!



Member Spotlight

Jennifer Samuel-Chance



Never give up - one of many nuggets of wisdom I have gleaned from successful NSA members.

I took this lesson to heart a while ago when I had to audition against 7 other speakers for an assignment in Tampa.

Well, wouldn't you know it, laryngitis struck that morning and by the time I arrived for the audition, my voice was barely a whisper. Now, pre NSA membership, I would have gone home and cut my losses.

Instead, I stayed and pantomimed my presentation.

I had blast because I really thought that I had no chance of getting the job. The interviewers thought I was crazy but I ended up being the only one who got hired that day – go figure.

Thanks NSA – keep throwing those nuggets!

Jennifer Samuel-Chance had been a member of NSA since 2003 and specializes in bringing the natural storyteller out in you .

You can reach Jennifer at jlsamuel5@juno.com

Soaring
Higher



FEBRUARY 2007

2006-2007 CHAPTER LEADERSHIP

PRESIDENT

CINDY KROSKY, CSP

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Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE
Cavett Award

gmorrisey@aol.com

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KATHY POTTS

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SANDY GEROUX/BRUCE GEROUX

sandyg@sandygeroux.com

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 stop sign, go straight right side. Ramada Inn separate building in the

Not this month!

Road 39 (Buchman Highway) At approximately 1/2 mile, stay to is on the right. Conference center is a 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

www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com