

Sound Waves

Volume 1, Issue 7
February 2008



Learn More about Humor, Motivation, & Presentation Skills from Darren LaCroix, World Champion Public Speaker

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To Product or not to Product. Learn about packaging and promoting from the guy who quit his day job and survived on product sales alone!

What if he also tracked every product sold at every presentation, the number of attendees and the dollars earned per head for the past five years?

Discover Darren's 12 *Marketing Musts*. His ideas will change the way you think about product and how it should be an integral part of any professional speaker's business....no matter what level you are at!!

Some ideas will earn you money, some will save you money...which would you prefer?

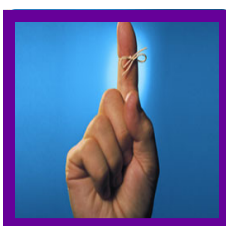
Monica Wofford

P.s. Darren is also the 2001 World Champion of Public Speaking!

Incredibly, 70% of **Darren LaCroix's** income is from product sales alone.

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)

May 17, 2008—Frank Furness, CSP

I am proud to be on your team. I asked each of you to "Turn It Up" and am energized by all of the stories I continue to hear. I know you are growing personally, professionally, and financially.

Our chapter is also turning it up this year as we continue to remain healthy financially and give something back to our community. I am especially excited about two recent accomplishments:

1. Our second annual auction was a huge success thanks to chair **Richard Parker** and his great team. Their goal was to create a fun way to provide valuable goods and services to our members while generating \$7,500 net to our chapter. Thanks to the energy and talent of professional auctioneer **Frank Trunzo**, his lovely wife **Wenda** and the entire team. They shattered the goal with a total of almost \$11,000! Great job!

2. Your board has voted to give 10% of our auction proceeds (and any other fundraising dollars to date) to **Give Kids the World**, a wonderful charity in Kissimmee FL who helps kids between the ages of 3 and 18 with life-threatening illnesses realize their one dream of spending a week at Disney World.

Let's continue to find new ways to **Turn It Up in February.**

Dave



Dave Timmons,
President

January Meeting Recap • by Monica Wofford

What an amazing event! To have a room of 40+ people mesmerized by our very own professional auctioneer and raised nearly \$11,000.

It was a very special day at NSA Central Florida and we are so glad so many of you were able to join us.

Lou Heckler, CSP, CPAE, literally helped many of us find the voice that we use to share stories, entice an audience, and invite clients to ask us back.

He made us laugh, made us think, and made us realize that our best stuff is what we experience ourselves. It was a powerful presentation that gave real world information and "use it now" techniques.

In fact, am I the only one who went out and bought a few non-fiction books to browse for writing style?

On an auction note, thank you to all who shared of their time, finances, and services for the auction. Without you our fundraising event would not have been possible. Your generosity and enthusiasm helped us to help many others through our charity of choice: **Give Kids the World**, and our own internal membership. You guys really Turned it UP this month!



Monica Wofford
VP of Programs



Watch out for our new monthly Member Book Review... next month we will feature **Adele Azar-Rucquoi's** book: "**Money as Sacrament**"

Hidden Treasures Come From the NSA-CF Speaker's Academy

Reaching down into an old coat, or a tight pair of jeans, have your fingertips ever met the stiff edge of a long-forgotten twenty-dollar bill? It may not be much, but this delightful treasure can certainly come in handy at just the right moment! As is the case with a quiet little sum of money, having found its way into the pocket of NSA-CF last December. A few month's back, **George Morrisey** was kind enough to bring each member of the Academy a free copy of "**Creating Your Future: Personal Strategic Planning for Professionals**". Attached with the book was a simple request that each taker, give in return a small amount to support our chapter as a donation. Well, I am proud to share that after we each reached in, the NSA-CF Speaker's Academy was able to give \$200.00 to our chapter.

Can You Feel the Love?

Providing others with a donation that you know makes a difference is one way to ignite fire in the heart. But what about feeling the love for yourself? Keeping your head straight while running your business can be VERY difficult, especially when the leads are few and the cost of your

marketing is high. During our January meeting, **Monica Wofford** reunited with the Academy to share insight on what it takes to keep oneself going without listening to the negative voices in our heads.

Here is just one quick tip Monica left us with:

* Sit down and write 5 words that best describe who you are when you are being authentically awesome!

When you do this, you have to remember not to judge, or second guess just how cool you really are! Allow yourself the freedom to let go and recognize those words that describe that person others most want to connect with. After all, as **Lou Heckler** said, it is your uniquely perfect voice that the audience wants most. The rest is simply information anyone can look-up on google! Let your voice be heard in your own head first!

Along these same lines, one of our Academy Members, **Eric Papp** shared a site he visits regularly to stay motivated, www.motivationaldna.com. Intrigued, I visited the site and wouldn't you know - after about 30 questions (and of course, a great marketing spiel complete with streaming video of **Tamara Lowe**) my personal assessment was sent to my email box. Not

only did I nod my head at what I know gets me down, I also giggled as I recalled those little things that pick me up.

During this month of "love", keep your fingers on the pulse of your personal heartstrings. By tuning into yourself and taking care to listen to that one of a kind voice, you are sure to get to the heart of what matters most to you AND your audience.

Until next month,



Kathy Potts
Dean

The 2008-2009 class of NSACF's highly acclaimed Speaker's Academy will begin in August.
Watch website www.nsacentralflorida.com for information and registration

Florida Speakers Lab - April 26, 2008

An unprecedented event in the State of Florida is happening April 26 especially for you! Two of the strongest chapters in all of NSA - NSA Central Florida and the Florida Speakers Association (South Florida) - are combining forces to present the first-ever Florida Speakers Lab.

We know that most speakers are "solo-prenuers" or run a small office with only a few staff. We also know the key to long term business success is persistent sales and marketing. That's why the entire focus on this one day lab is A.) Running a Successful Speaking Business and B.) Successfully selling yourself and your services.

Plans are almost final for this event but here's what I can tell you now:

1. The Lab will be held at the very cool "Inn on Fifth" in Naples Florida on Saturday April 26th. We have a block of rooms reserved for Friday night and hope you choose to stay over. A bonus Friday night kick-start program will get the party started.
2. We will have two phenomenal experts lined up to teach us share their expertise on running a successful speaking business and the latest on sales and marketing techniques.

Stay Tuned!

Dave Timmons

There is a study that says that most people don't keep their New Year's resolutions with only 8% following through on them. Fellow NSACF-ers, if you are an "8 percenter," keep up the good work. If not, don't drop out of the race, ;instead, consider a new way to get to the 'finish line.'

As a former personal trainer, the New Year meant 'big business' – after the Holidays people were 'gung ho' to rid themselves of the result of Holiday splurges. Hired to perform 'extreme makeovers,' all the pleas were the same; "*Help me! I was bad and now I want to punish myself into shape.*" Armed with structured regimens and lofty goals, I sent motivated clients to the treadmill. I was hopeful. They were hopeful. I pushed them; they pushed themselves. A few clients dropped the Holiday pounds, but most dropped out.

A New Year's resolution is something that goes in one year and out the other.

~Author Unknown

I've since realized that most New Year's resolutions are based on correcting flaws. *I feel fat: I need to lose ten pounds. I feel inadequate: I need to go back to school.* Ask yourself this question, "Do goals and resolutions motivate me or feel like pressure?" If, like me, you answer "pressure," perhaps you should forget resolutions...and try a new effortless way. Here's an example of how it worked for me.

If You Can't Walk...Crawl

As a health professional, I knew that I should drink more water. But I just could not wrap my head (or lips) around the idea of drinking eight glasses a day, so I didn't drink any! At the time my daily beverages consisted of coffee, tea, diet coke and an occasional glass of chardonnay. Plagued by the "should," every year I'd write down my resolution to *drink 8 glasses of water a day.* I'd "glug, glug, glug" for two days, feel waterlogged and quit. (and feel as though I'd failed)

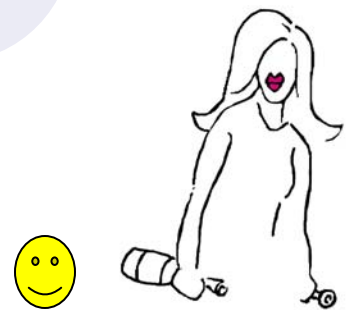
Finally last New Year's, I decided let go of 'perfect' and do what I *could* do, instead of what I should do. My baby step was to drink one large glass of water a day before I had my morning coffee. I enjoyed it so much that after a month I decided to end my day the same way. (Extra credit: I get exercise going back and forth to the bathroom in the middle of the night.) On most days, I even drink a large glass of water mid-day. (I love adding a splash of cranberry juice.) I am now in the habit of drinking approximately 36 oz. of water a day. Not the recommended eight glasses, yet still I've noticed increased energy levels and better skin – all added benefits (and more motivation!) to continue to drink up.

Crawling leads to baby steps ; baby steps lead to walking; walking leads to jogging; jogging leads to running – OR if you, like me, want to take it slow and easy, keep walking ...*and see you at the finish line!*

Here are my ten baby steps to self-care:

- ◆ Before getting up take 1-2 minutes to practice breathing
- ◆ Drink one glass of water before consuming morning coffee
- ◆ Drink one cup of coffee instead of two cups of coffee
- ◆ Stretch five minutes while in the morning shower
- ◆ Skip the morning news
- ◆ Take the stairs instead of the elevator
- ◆ Listen to music while working to reduce stress, tap your feet and burn extra calories
- ◆ Read one chapter of a book you've been meaning to start
- ◆ Take a power nap (5, 10, 15 minutes can do wonders for your energy levels) – no need to lie down, just close your eyes and lean back in your office chair
- ◆ Get outside - take a short walk outdoors to soak up negative ions (a natural energy source)

Please visit Mare online at www.FitnessSimply.com



Mare Petras

Welcome New Members!

February 2008



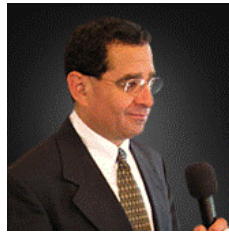
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Jennifer Joy Walker—Associate Member

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www.fullcolorliving.com



One of the reasons we moved from (snowy) Canada to Florida was to enjoy this beautiful weather.

While everyone is busy with work and family commitments, I encourage each of you to take a moment (or two), to enjoy this beautiful place that we call home (eh)!

Fiona Potter

Make sure and welcome our new members when you see them next!

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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 considered first time guests or non-members.

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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.

