

Soaring Higher



NSA Central Florida Chapter News

MARCH 2007

March 17, 2007 • Dr. Steve Bedwell, MD

~ Sandy Geroux, VP Programs

Flex Your Perspective Power™, Supercharge Your Speech

- ✓ Do you know how to structure a program so it's virtually impossible for another speaker to follow you?
- ✓ If you were to say to an audience, "Let me tell you something about yourselves you don't know," What would be the very next words out of your mouth?



Dr. Steve Bedwell teaches business people how to flex their Perspective Power™. His strategies enable them to step back, look at their challenges from a completely different viewpoint and take effective action.

On March 17th, Steve will be asking you to flex your Perspective Power™ and take a long, hard look at your Number One marketing tool: a truly amazing speech.

During this highly-interactive program, Steve will systematically reverse-engineer a chunk of his keynote, drawing out a truckload of original, sure-fire strategies you can use to immediately punch-up your material.

Don't be fooled by the MD – Steve's hilarious! Expect a program that's riveting, provocative and explosively funny...then watch Steve exceed your expectations.

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

Mark Your Calendar for Upcoming 2007 NSA-CF Meetings:

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

"Speaker" hardly describes **Terri Kabachnick, CSP, CPBA, CPVA, CAIA**. She challenges the status quo. Invents alternatives. Hunts down productivity problems. Proposes aggressive solutions. Sparks ideas and makes them come alive to her audience. She engages people. Motivates, moves, interacts, informs and inspires.



Terri is internationally recognized as an expert on the human factor in an organization. For nearly two decades, Terri's speeches, seminars, consulting, and executive coaching programs have produced bottom-line results. In as many as 100 presentations a year, she proves that "soft" issues like hiring, positioning and retention can affect hard numbers. She demonstrates why turnover is today's greatest single business expense for some companies, and how they can stop the revolving door.

And in March, she will share with us what she heard CEO's saying about what they look for in a speaker, when she was an "insider" and the proverbial "fly-on-the-wall" at one of their recent gatherings... The information will shock you!

Is your speech like a one-night stand...fun but forgettable?

Don't miss this meeting!

Inside this issue:

PRESIDENT'S MESSAGE	2
SPEAKERS ACADEMY	3
LAST MONTH'S MEETING	4
MEMBER NEWS	5-7
LEADERSHIP	8
CONTACT	8

PLEASE NOTE:

There is a board meeting after this month's meeting.



President's Message

~ Cindy Krosky, CSP, LCSW



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

Time Flies....

In just four months, my term as President will end. Time sure does move fast. My hope is to be able look back and see that we have made positive progress. There is no question that our chapter meetings have helped us all to soar higher. February's meeting was absolutely awesome with **Terry Paulson, PhD, CSP, CPAE**, a chapter fund-raising auction and **Joan Brannick, PhD**. What great program content and what fun at the auction.

The auction was a big hit. Several people commented, that they wish some of the items had been available twice so that there would have been more than just one chance to win. The auction was a fundraising idea suggested by **David Glickman**, Past President of NSA/Central Florida. The time was right, we moved on it and it was a huge success! Thank you's all around to **Terry Brock, CSP; Barbara Glanz, CSP; Pam Lontos, CSP; David Glickman, Wendy Warmen, Denise McCabe, Kelley Rexroad, Sandy Geroux, Lenn Millbower, and Richard Parker** for donating their talents & skills as auction items. We are most fortunate to have award-winning auctioneers in our midst, **Frank and Wenda Trunzo**, we appreciate your talents and energy in making this fundraising event so successful!!!

NSA Central Florida continues to exist because of the hard work of our previous presidents and boards. I believe that as leaders we have a responsibility to create a plan that others can follow and to establish goals that will lead us in the right direction. *In fact, I am often teased at the Board Meetings because I am always looking to the future, beyond my term as President, beyond Dave Timmons's term and even Sandy Geroux's term. I guess it's no secret that I speak on leadership and succession planning!* It is my personal goal to assure that the NSA-CF Chapter continues to be successful and is prepared for future challenges.

One such challenge that we have been faced with is our meeting location and our expanding program needs that require more space. Our goal is to have a location that will accommodate the chapter meetings, the Speakers Academy classes, the Board meetings, after meeting lunches with out-of-town guests and special events *such as our upcoming Speaker Showcase in April that Kelley Rexroad is working on.* We have examined options for this year and rather than pushing forward we have found it to be in our best interest to take our time in making this important decision. President-elect, **Dave Timmons** has a team that is strategically researching the options.

Elections etc. ~ At the March meeting, we will be asking professional members to consider running for upcoming open Board positions. Campaign and elections will be held in April. The election winners will be asked to attend **President Elect, Dave Timmons's, Strategic Planning Retreat in May.**

Member of Year and Board Member of the Year ~ In the next two months, we will be asking for nominations for the Chapter Member of the Year. Before June, we will share with the members the nominations for the Chapter Member of the Year and Board Member of the Year and ask for a vote. The goal is to celebrate member involvement and thank the nominees for their contributions to our chapter. Winners will be announced at the June meeting.

Bylaw Review to be presented ~ In addition to the elections, the NSA-Central Florida Board has reviewed our Bylaws. In accordance with our Bylaws, changes or amendments are to be made at a regular meeting of the association. Any changes will be provided in writing and electronically or in print for professional members to review. Then a two-thirds vote will be needed to accept the changes.

I am fortunate to be your President and have the opportunity to preside over board members who want us to *Soar Higher* in our professional careers and as a chapter. We work well together as a group as each person brings skills that complement the other. It has been a busy, productive year with more excitement to come as we continue to Soar Higher into a Beautiful Future.

Your Pilot for Soaring Higher,

Cindy



Speakers Academy News



Monica Wofford
Dean

March-ing On.....

The month of February brought more success as the 2006-2007 Academy members came ready to share and practice the discipline and art of Professional Speaking. There have been three members that have finally found the words to articulate what they want to build their speaking business around. At the March meeting I invite you to speak with **Susan Golden, Jim Andersen, and Kim Justice** to find out more about their discoveries!



Kathy Potts
Associate Dean

There was at least one member missing from the meeting, because of a speaking engagement! Look for **Hardy Smith** to find out more about how he has gone from 0-60 e.p.h. in the last few months (that is engagements per hour!).

There has been success by both our Dean **Monica Wofford** and our associate dean **Kathy Potts**, as they have put **Paul Montelango's** article process to the test. Both are pleased to share that among many titles they hold, they are officially "columnists" (who knew!!!).

One particular academy member is testing sub-titles to his new book, "The Joshua Principle", based on techniques shared from the Marco Island University. Next time you see **Scott Smylie** ask to hear some options, and provide him with your ideas in true Cavett Spirit!

Two timer, **Frank Trunzo** came ready to share his brand new marketing materials that finally came together in time for the first ever auction show at the Hard Rock Casino and Hotel in Tampa, FL. Using his knowledge from the Academy, Frank is well on his way to revolutionizing the Auction industry.

There is always progress happening within the Academy...so reach out to hear the passion and success. Who knows, maybe you'll learn a little something by talking this year's group!

Until Next month...

*Kathy
& Monica*



The future
belongs to those who believe in the beauty of their
dreams.

~ Eleanor Roosevelt

*What I know is, is that if you do work that you love, and
the work fulfills you, the rest will come.*

~ Oprah Winfrey

FEBRUARY MEETING RECAP DR. TERRY PAULSON & JOAN BRANNICK



~Sandy Geroux, VP of Programs

Greetings, Fellow Travelers!

What can you say after a meeting that genuinely inspired audience members to take their speeches – as well as the *lasting* impact of their speeches and training – to an entirely new level? **Terry Paulson, PhD,**

CSP, CPAE did just that – not only with his words, but with his often-humorous, sometimes playful and always impactful delivery style. He touched our hearts as well as our minds, and gave everyone at every level of the speaking business something new to consider, helping us connect better not only with audiences, but with family as well, on this sometimes-lonely journey in the speaking profession.

Following a week of incredible travel problems and fatigue caused by weather conditions in cities where he presented programs before ours (that almost caused his flight to our area to be cancelled!), Terry Paulson was a true professional, and a completely authentic human being, on and off the platform, displaying the kind of generosity and warmth of spirit to which we all aspire, no matter what may be going on around us. Bravo, and thank you, Terry – you made a huge impact on our Chapter.

After Terry's program, award-winning Auctioneer **Frank Trunzo**, assisted by his lovely wife and business partner Wenda, conducted a fund-raising auction for our Chapter in which 10 speaking-related items donated by our members were auctioned off, raising over \$4,000 for our Chapter!

Then, **Past President Joan Brannick, PhD**, opened our eyes and minds to the incredible power of using custom assessments to add value and make a lasting difference for our customers, taking some of the mystery out of this intimidating subject. In fact, so many people were interested in hearing more from Joan that we may schedule a teleseminar with her on this subject in the near future – so keep your eyes and ears open for more news on this topic!

Don't forget – our next "flight" is scheduled for **Saturday, March 17, 2007**, featuring **Steve Bedwell, MD**, who will present "*Flex Your Perspective Power™, Supercharge Your Speech,*" showing us how to create unique presentations and counter-intuitive content.

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

FEBRUARY MEETING SCRAPBOOK

Top left: Beth, Sandy, Terry, Rod & Cindy at dinner, Sandy & Dave, Dr. Terry Paulson, PhD, CSP, CPAE, George & assessment expert, Joan Brannick
Bottom left: Frank leads the auction, Bruce & Sandy's tie, Kelley, Richard, Chip & Felicia, David & Lenn yuk it up



www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com

Member News

WELCOME NEW NSA-CF MEMBERS:

PROFESSIONAL MEMBER

- **CHARLES PRATHER**
Bottom Line Innovation Associates
www.BottomlineInnovation.com
email CWPrather@aol.com
phone 800-220-9375



AFFILIATE MEMBER (our FIRST ONE!)

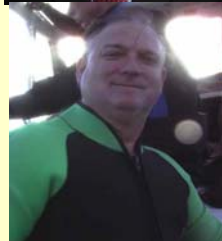
- **MIROSLAV BECK**
Bayfront Productions
www.BayfrontProductions.com
email bayfrontpros@tampabay.rr.com
phone 813-994-9549



Sorry no photo

ASSOCIATE MEMBERS

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Soaring
Higher



MARCH 2007

If you have built castles in the air,
your work need not be lost;
that is where they should be.
Now put foundations under them.

~ Henry David Thoreau

MEMBERS SOARING HIGHER

Just Published! **Sandy Geroux's** new book
"It's My Dream...And
Who Am I to Stop
Me?"



Mare Petras was the guest co-host
of *From the Inside Out* (talk radio
1220 am) 6-7 p.m. Monday, 2/19
life-coaching listeners using the theme
of the Academy Awards.



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



HAVE YOU HUGGED YOUR MEETING PROFESSIONAL PARTNERS TODAY?

In our continuing effort to reach out to the meeting planning industry, NSA-CF will present its third annual Meeting Planner of the Year Award at our Chapter Meeting on June 16, 2007.

We need you, our valued members, to nominate your meeting professional partners! Great speakers know the value of great meeting planners. The nomination process is not limited to speaker bureaus, but extends to any professional who you feel has helped increase the number of bookings that you have on your calendar. The Strategic Partnership Committee continues to build relationships with Meeting Professionals International (MPI). Please support our efforts by submitting your nomination for this award.

Contact Nancy Montgomery (email) below for a nomination form. The deadline for nominations is March 17.

JENNIFER SAMUEL-CHANCE • DAVE TIMMONS • ROBYN WINTERS

MEMBER NEWS

Soaring Higher



NATIONAL SPEAKERS ASSOCIATION
NSA
CENTRAL FLORIDA

MARCH 2007

Speakers University 2007 - You're Invited

~ Dave Timmons, President Elect

- Missed the winter workshop in Denver?
- Can't make it to the National Convention?



Here is an opportunity right here in Florida to sharpen your skills and take your business to the next level. Our neighboring chapter in South Florida (Florida Speakers Association) presents Speaker University 2007 on April 13 and 14.

Here is your chance to spend two power packed days learning from such experts as Terry Brock, Randy Gage, Lisa Jimenez, Dr. Joachim de Posada, and many more. Please visit www.florida-speakers.org for more details about registering (at the member rate) for this valuable and content-filled event.

Out to LUNCH!

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.

Have you accepted your invitation to the Blog? NSA Central Florida has moved into the 21st Century with Blogs! Nancy Montgomery our Chapter Administrator extraordinaire 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.

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



Spring is nature's way of saying, "Let's party!"
- Robin Williams



See you at the March Meeting!

Networking Night • Getting to Know YOU • January 30, 2007

~ Lenn Millbower

The Orlando Networking Night occurred on Tuesday evening, January 30. The event had been scheduled for Pebbles Restaurant. Unfortunately Pebbles was closed for remodeling. The event was quickly moved to the Red Lobster Restaurant in the the same shopping center. After the event was over all in attendance wondered why we had not chosen Red Lobster before. The restaurant was attentive and provided us with a semi-private table perfect for conversation.



Attending the event were **Michael and Christine Aun, Betsy Barbieux, Dan Norman and Gene Columbus.** This was the first event where we tried the new "Getting to Know You" format. All the attendees introduced themselves and provided a brief personal history. Gene Columbus then took the floor for twenty minutes and provided a more in depth account of his career. He shared his experiences dancing for Bob Hope, counting time for Lucille Ball, back seat driving for Victor Borge and colliding with Elvis. The event concluded with much thanks to Gene and favorable comments about the more focused format. The next **Orlando Networking Night** will occur on **March 27, 2007.** Be sure to join us then so we can get to know you.

MEMBER NEWS ~ SHARING EXPERTISE



5 RULES FOR EFFECTIVE TRAINING

~ Shari Bowden • Discover Training, Inc.

Rule 1: Training that makes a memory makes a difference.

Is there a story you could tell, a real experience you could share, a hands-on computer lab exercise you could devise, or a business case study the students could analyze? What about a debate, assigning half of the class to defend and half the class to oppose a new policy? Help them remember your training.

Rule 2: The ones doing the talking are doing the learning.

This is the subtle way of saying Do Not Lecture! If the trainer is the only person talking, then you cannot tell if there is anything transferring to the

student. If the student is talking, discussing, analyzing, advising, or summarizing, then you know the student has learned. Remember: the trainer is not the only source of information in the room. Your training methods need to encourage interaction.

Rule 3: The students should do in class what they are expected to do back on the job.

Adults expect realism. They expect that in exchange for their time in class, you will teach them something useful.

Rule 4: Link - Use the expertise of the students.

As an instructor, you rarely present totally new material in training. Be

sure to provide ample opportunities for students to participate in class and understand the links between what they already know and the topic of this class.

Rule 5: Consider all learning styles (visual, auditory, and kinesthetic).

People learn differently so your class should accommodate all learning styles.

For more information:
www.IDesignTraining.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

Rod Jurado • The Profitable Group



From a mine 70-feet underground in Parabadoo, Western Australia to Caribbean "seminars-at-sea" for professional associations, to a ship in the Panama Canal working with Canal Zone Pilots, or simply a company's conference room in Dubuque or Des Moines; over the past fifteen year I've logged

nearly two million air miles, stayed in more than 1500 hotel rooms and spoken to thousands of audiences in 14 countries and 41 states delivering programs filled with hope, insight and loads of creativity.

From Key West to Anchorage, Melbourne to Melbourne (Australia), Lakeland to Auckland, and Lutz to London, I've used my magical style to instruct, inspire and enchant (I hope). Participants tell me my style

cements the messages and insights ultimately aimed at helping my audiences increase their profitability. I've spoken to NASA Engineers in flip-flops and a sweat suit in 15 degree winter weather because of a switched flight route and a closed Boston Airport; and I've spoken in a dark movie theater where my shoe stuck to the coke drenched floor ... (ask me about that one!), and my energy, love for teaching and personal motivation assures logging in many, many more miles in the years to come.

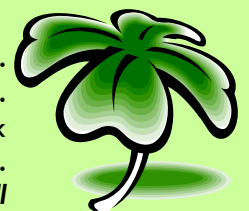
rodjurado@aol.com

Rod's a business consultant and philosopher. He's a longstanding member of the NSA-CF chapter (since 1989) who's served two different 3-year board terms and has been the chapter librarian since 1998. Rod qualified for NSA's professional speaker designation in 1991 and is a current member of the 2006-2007 NSA Academy.

HAPPY ST. PATRICK'S DAY

Luck? I don't know anything about luck. I've never banked on it, and I'm afraid of people who do. Luck to me is something else: Hard work and realizing what is opportunity and what isn't.

Lucille Ball



Soaring
Higher



MARCH 2007

2006-2007 CHAPTER LEADERSHIP

PRESIDENT

CINDY KROSKY, CSP

president@NSACentralFlorida.com

IMMEDIATE PAST PRESIDENT

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PRESIDENT-ELECT

DAVE TIMMONS

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VP/PROGRAMS

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BETSY BARBIEUX

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RICHARD PARKER

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LENN MILLBOWER

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KELLEY REXROAD

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Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE
Cavett Award

gmorrisey@aol.com

2006-2007 COMMITTEE CHAIRS

MEMBERSHIP

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MEMBERSHIP DEVELOPMENT

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KATHY POTTS

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ROBYN WINTERS

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FINANCE

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HISTORIAN

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CSP LIAISON

Tom Shay, CSP

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NETWORKING NIGHTS CHAIR

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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

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 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