

Soaring Higher



NSA Central Florida Chapter News

APRIL 2007

April 21, 2007 • Jenaé Rubin • Stress-Free Selling™

~ Sandy Geroux, VP Programs

Secrets to Making Your Sales Soar Through Stress-Free Selling™



Jenaé is about **better**. Sales does not have to be hard. Sales does not have to be stressful. Yet it is to many. Stress-Free Selling™ unlocks the mystery to make sales happen faster, more easily, and be bigger and last longer.

- ▶ You do not have to figure out how to apply what Jenaé shares to your business. In April, Jenaé will use examples specific to the speaking industry, and make incorporating it easy by showing you how.
- ▶ Her programs make so much sense. They're logical. You'll wonder, as many have, why you haven't been doing this all along.
- ▶ Instead of presenting a litany of great ideas, Jenaé presents great ideas in a system, so you don't have to wonder how to incorporate them all. By the way, the [Stress-Free Selling™ system](#) is easy. That's the beauty of it!
- ▶ Jenaé is real and enthusiastic. She connects with her audiences.
- ▶ Regardless of your level of ability, you will be happy you spent time at Jenaé's session.

The Bottom Line: Here's what Jenaé can do for you...

- Close more sales faster
- Derive more revenue from existing customers
- Increase the number of your clients
- Eliminate discounting as a way of doing business
- Keep top producers and improve morale
- Keep customers longer

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



Ken Banks brings over 30 years of retail marketing experience to his consulting and presentations business. Ken has focused on

helping retailers, media organizations, trade organizations, and advertisers develop strategies and programs to better position themselves with today's changing customers. Ken says, "Most companies, including speaking professionals, talk about the importance of branding, but few know what it really means!" Ken KNOWS what it really means – and in April, he'll share his knowledge and experience with us so that we will also know what it means... and how to maximize it for our speaking careers!

What they say about Jenaé:

"You made me excited to sell again."

"Jenaé presented more great ideas than I had ink in my pen!"

PLEASE NOTE:
April's meeting will be at the
Lakeland Center:
Lake Parker Room
See page 9 for details

Mark Your Calendar for the next NSA-CF Meeting:

05/19/07-Jeffrey Tobe
"Marketing Outside the Lines"™

Inside this issue:

PRESIDENT'S MESSAGE	2
LEADERSHIP INVITATION	3
SPEAKERS ACADEMY	4
LAST MONTH'S MEETING	5
MEMBER NEWS	6-8
CONTACT	9

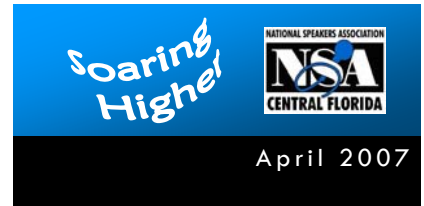


President's Message

~ Cindy Krosky, CSP, LCSW

Shake it up...and step up

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



Wow! What a year! We have learned so much from our speakers. I like to remind people that attending our chapter meetings is like going to a buffet. There is usually too much to absorb and we should only take in what we are ready to digest. For me that means selecting what I am ready to tackle in my business. If I feel like I should try it all, I get overwhelmed and will not try anything. Learning and growing is a step-by-step process. When we step up or step out, we need to be mentally ready. As a goal oriented person, I like to know that I have gained something from time spent and that I've had fun along the way. I attempt to keep a balance of work and play in my life and our meetings have provided me with my secret sauce; *Food for my head for the great ride ahead.*

Our profession requires us to be comfortable doing what others are uncomfortable doing. But it takes more than that to succeed. We need to go one step further by following the example set by our NSA founding father, Cavett Robert, whose message was to share, commit and serve. I have always believed that if you commit to something you need to commit 100%. Fortunately for NSACF, many of our members too share this belief. It's reflected in how they serve this association in so many meaningful ways: preparing for meetings, entertaining speakers, arranging for networking nights, serving on committees and attending MPI meetings. We have a great Board of Directors and a terrific group of professional members who give 100%. I am sure Mr. Robert would be proud. *I am!*

I love meeting new people at our meetings and want to encourage them to become a part of our association by getting involved, whether they are new to the industry or new to NSACF. When I attended my first NSA Winter Workshop in February 2000, I had never been to an NSACF meeting. I asked Terry Paulson, PhD, CSP, CPAE for words of wisdom for a new speaker who wanted to succeed in this business. I'll never forget what he said, "Get involved in your chapter! Learn from the pros!" I came back to Florida *psyched* and attended my first NSA/CF Meeting in April, 2000. Barry Banther, CSP, introduced himself to me and shared the same advice. I stepped up and worked with the membership committee beginning in April that year and then ran for a Board position the in 2001. Eventually I would win a seat on the Board which propelled me, ultimately to this position of Chapter President.

When I first joined, my goal was to learn all that I could and to become involved with the Board. I didn't foresee myself seeking to be President but am glad that I decided to step up and step out. It has been rewarding personally, professionally and for the future of our chapter. This year the Board and I have worked diligently to *shake some things up* so that our financial records and meeting records provide us with data for the future decisions.



Last October, I was an audience member watching Chubby Checkers perform, when he asked for volunteers. The next thing I knew I was on the stage dancing with him. What a thrill! *I also learned that I was never meant to be in the military, because whenever I hear the word volunteer, I step up without considering the risks or my readiness! (Smile!)* Wherever you are in your career you have room to step it up, shake it up...learn and have fun! See you in Lakeland, in April, for a Rock and Roll Meeting....*Speakers Showcase and all!*

Your Pilot for Soaring Higher...and shaking it up,

Cindy



Dave Timmons
NSA Central Florida
President 2007-2008

DISCOVERING NEW LEADERS

~ **Dave Timmons, President Elect**

Step Up and Step Out...



I am excited and honored to be the President of our extraordinary NSA-CF chapter beginning in June 2007. I'm even more excited to work alongside the many talented members who are about to step up into career-shaping leadership roles.

As I form my new team, some roles will be filled by existing board members, some will be elected positions, and others will be Presidential and/or Committee appointments. Here is a brief summary of your opportunities and our specific

needs at this time:

Vice President of Programs - This elected position is not only responsible for planning and executing our monthly chapter programs, it also means you will become President of the chapter in 2009 - 2010. This 4-year commitment starts as VP of Programs and moves to President-elect, President, and Past President. If you want to shape our chapter in a big way, I encourage you to run for this position. Be prepared to make a 2-minute (max) speech at our April 21st chapter meeting so our membership can vote for you.

Board of Directors - There are two at-large board seats open that will also be decided by election on April 21st. Board members not only vote on key items, they help the President accomplish the mission and goals of the chapter. I highly encourage any professional member who wants to be an integral part of the chapter and my leadership team to run for a board position. Again, be prepared to give a 2-minute speech on April 21st.

Other key roles will be selected by me and/or our committee chairs and board members. A few key skill areas that are needed now are:

- ✓ **Assistant Speakers Academy Dean** (To serve as an apprentice in 2007 - 2008 and Dean in 2008 - 2009)
- ✓ **Newsletter Editor / Coordinator**
- ✓ **Sound / Music Coordinator** (Part of Program Committee)
- ✓ **Committee Members** to help implement our various initiatives: **Membership, Programs, Networking Nights, Strategic Partnership Council, Special Projects**, and other new initiatives to be determined.

If you feel drawn to help our chapter and join my leadership team for 2007 - 2008, please do two things:

1. Reserve **May 11 & 12** on your calendar right now and plan to be part of my **Leadership Retreat**. (Location TBD)
2. **Contact me** soon with your specific areas of interest and any questions you may have. You can reach me at (813) 948-6709 or Dave@DaveTimmons.com.

It is going to be a GREAT Ride!

Dave



It's amazing how many cares disappear when you decide not to be something,
but to be someone.
- Coco Chanel



Monica Wofford
Dean



Kathy Potts
Associate Dean

Speakers Academy News



What do *you* do?

This month's academy speaker was none other than the infamous Wendy Warman and boy, was she ever popular! Wendy's feedback helped academy members (and the Dean's!) get even clearer on the answer to that all important question, "Just what is it that you do?" As each academy member stood in front of the room and described their services, others and Wendy were able to provide valuable feedback that will help all to spark interest from their own target customers. *Next time you see an academy member, stop and ask them what they do.* What they tell you might surprise you as we have members in our midst who just might change the world of their customers!

Whether in speaking or in training or in just running your own business, "The customer is really what it is all about," isn't it?. This was the topic of discussion in our very own Dean's presentation. Monica shared her insights and experiences in a presentation entitled: *The 10 Things I Wish I Hadn't Learned the Hard Way.* One of the more popular items was: *What your friends and family think of your work will not necessarily*

reflect the opinions of your clients. How true it is! Many of the academy members took to heart the lessons learned when utilizing friends and family's feedback and vowed to instead seek out the opinions of people who are a part of their customer base. An additional popular point was: *It isn't what you sell, it's what value the customer sees in it.* This one spurred a conversation around making marketing materials and websites that were less "WWD" or "What we do" and more "WTW" or "What they want."

Rounding out their seventh month in the academy, these folks are well on their way to success. Keep an eye out for a future successful relationship coach, a CPA who speaks to single moms, a not-for-profit money raising expert, a class-act nurse with an edgy message, a guru in profit and productivity, and many others. You will want to be a part of their success, much like we have had the privilege of being a part of their journey!

*Monica
& Kathy*



You are not here merely to make a living.

You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement.

You are here to enrich the world, and you impoverish yourself if you forget the errand.

~ Woodrow Wilson



ACADEMY MEMBERS SOARING HIGHER

Afsaneh Noori, NSACF Associate Member and her book *Change Thrivers—Your Resource Guide for Making Change Work* was recently featured on "Herbally Yours" WHPC 90.3 FM ; "The Natural Nurse" Progressive Radio Network; "Secrets to Healthy Living" Tropic Wave radio and "Natural Alternatives" WUSB 90.1 FM.



~Sandy Geroux, VP of Programs

Greetings, Fellow Travelers!

What a fun time we had at this month's meeting as Steve Bedwell, MD showed us how to add unique elements to our speeches and create counter-intuitive content to add value for our customers. Steve showed us how to use – and NOT use – humor and magic in our presentations... even going so far as to swallow a balloon during his speech! He then got us thinking about how we can turn around our customers' thinking and get them to ask the questions they're not currently asking in order to produce better results, giving us questions and frameworks to work from in order to help our customers think more clearly about how to solve current and future issues.

After Steve's program, Terri Kabachnick, CSP, CPBA, CPVA, CAIA, opened up the world of CEO's and their desires when hiring a speaker to our attendees – and what an eye-opener it really

was! She explained that with simple guarantees, referrals by others they know and trust, smaller proposals and a plan for follow-through (yes, they WANT to spend more money with us if they believe it will produce better and more long-term results!), we can get booked by these executives more easily and quickly than ever before!

Don't forget – our next "flight" is scheduled for Saturday, April 21, 2007, featuring Jenaé Rubin, who will present "Secrets to Making Your Sales Soar Through Stress-Free Selling™" and show us that selling doesn't have to be hard or stressful... if you have the right system. In addition, Ken Banks will let us in on the secrets of effective branding for our speaking businesses!

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

Until next month – Smooth Soaring...

Your Co-Pilot for Soaring Higher,

Sandy

MARCH MEETING SCRAPBOOK

Top left: Cindy opens the meeting; Sandy models her \$75 charity tie; Dr. Steve Bedwell shares funny content; Sandy & Dr. Steve have a moment Middle Inserts: Kelley sells Speaker Showcase; Denise and Linda strike a pose; Guerline, Jen & Felicia chat Bottom left: It's a full house; David, Robyn & a guest share; Terri shares secrets; Networking Fun



MEMBER NEWS

Welcome New NSA-Central FL Members:

PROFESSIONAL MEMBER:

- ▶ **GARY ROBERTS**
Corporate Entertainer
email gary@robertsgary.com
website: www.robertsgary.com
phone 941-536-0751



ASSOCIATE MEMBERS:

- ▶ **LEROY CROCKETT**
email: lcrockett06@yahoo.com
phone: 863-375-2211
5002 Popular Ave
Bowling Green Florida 33834
- ▶ **VIRGINIA RICHARD**
Education Technology
email: vrichar@tampabay.rr.com
phone: 863-287-0263
PO Box 2544
Winter haven FL 33883
- ▶ **JOHN EKIN**
WHITE RABBIT PRODUCTIONS
email john@johnekin.com
web www.johnekin.com
phone 407-758-2505
3321 Tumbling River Dr.
Clermont, FL 34711



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Sorry no photo



LET'S BLOG!

Do you have a burning question that other members may be able to answer? Do you have answers or resources of value for other member? Blogging is a great way to network and share.

We have 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.

www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com

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APRIL 2007



Networking Night February 27, 2007 ~ F. Felicia Ferrara

About twelve NSACF members attended a viewing of "The Secret" at local member, F. Felicia Ferrara's home. A large picture via LCD projector was cast out on the wall, along with surround sound speakers. Attendees brought a side dish for potluck dinner and gathered for a general update of events. Oh yes, fresh popped popcorn was definitely served—after all, what is a movie without popcorn. "The Secret" is a 90-minute movie that reveals the concept of the Law of Attraction: that is, the power of intentions and how thought energy can manifest real outcomes, if intentions are firmly set.

Here's a usable tip: Professional speakers, in general, often change or develop new innovative intentions. Why not get additional reinforcement by trusted friends through the formation of an *Intenders Group*? While some may already be a member of a (master) mind group, the spiritual beliefs discussed in *The Secret* seem to fortify the effectiveness of setting positive thought or intention through personal and group reinforcement. As Jack Canfield notes, in the secret, the terms, *affirmation* or *intention* can be manifested in reality.

If you would like to explore more on the topic of the Secret, please note website resources provided by Karen Rose to share with others:

<http://whatanicewebsite.com/oprah.wmv>
<http://whatanicewebsite.com/Oprah-Feb16.wmv>
<http://whatanicewebsite.com/aftertheshow.wmv>

In the meantime, may all of your intentions materialize to your *best-and-highest-good* in all areas of your life.

Remember ~ Think only positive thoughts!



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.

MEMBER NEWS



MEMBERS SOARING HIGHER

Robyn Winters will be presenting a concurrent session "Do You Speak the Way They Think? - Achieve World Class Presentations Using Whole Brain Thinking" at the 2008 NSA Annual Convention in San Diego. Go Robyn!

Our Academy co-dean, **Monica Wofford** was named a columnist for the national magazine, *Chiropractic Economics* and is busy taking reservations for training at her soon-to-be facility in Orlando.

On top of all this, Monica will be spreading her talents internationally, speaking in Johannesburg at NSA-SA (South Africa) and at the Speaker's Showcase in Dubai, in June.



WHAT A DEAL!

~ **Betsy Barbieux, Membership Chair**

Membership is increasing!!! We have added Professional Members, Associate Members, and have received our first Affiliate Member! Look for all the new faces at the April meeting and be sure to give them a friendly NSA/CF welcome.

EVERYONE who attends our meetings qualifies for membership in one of our three categories – Professional, Associate, or Affiliate! And we are still waiving the \$25 initiation fee through the end of our year, June, 2007. What a deal!

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.

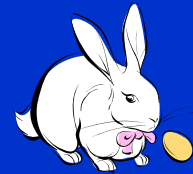
Here is your chance to spend two power packed days learning from such experts as **Terry Brock, Randy Gage, Lisa Jimenez, Dr. Joachim de Posada**, and many more. Please visit www.florida-speakers.org for more details about registering (at the member rate) for this valuable and content-filled event.

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APRIL 2007

HAPPY EASTER, HAPPY SPRING!



For I remember it is Easter morn,
And life and love and peace are
all new born.
~ Alice Freeman Palmer

Just for Fun! One of the Top April Fool's Day Hoaxes ~ The Left-Handed Whopper

In 1998 Burger King published a full page advertisement in *USA Today* announcing the introduction of a new item to their menu: a "Left-Handed Whopper" specially designed for the 32 million left-handed Americans. According to the advertisement, the new Whopper included the same ingredients as the original Whopper (lettuce, tomato, hamburger patty, etc.), but all the condiments were rotated 180 degrees for the benefit of their left-handed customers. The following day Burger King issued a follow-up release revealing that although the Left-Handed Whopper was a hoax, thousands of customers had gone into restaurants to request the new sandwich. **Happy April's Fool Day!**



Do you have Soaring Higher News
to share with NSACF?
Please submit news
by the 20th

Email to: mare@FitnessSimply.com

MEMBER NEWS ~ SHARING EXPERTISE



HUMOR TIP

~ David Glickman • Humor Advantage

Here's a fact: 'We do business with people we like. We like people who can make us laugh.' Once you begin injecting some humor into different aspects of your business, you can leverage those laughs into countless new opportunities and connections.

Where do you put your humor? On your website. On your outgoing voicemail message. On your business card. In your promotional materials. The humor doesn't need to be over the top---it can be subtle. Your goal is to get the prospect to find some amusement in what you did---even if the result is only a smile. The fact is that your

inclusion of humor in your business is going to be something that 99% of your competitors won't be doing---thus giving you "The Humor Advantage."

Here's one of the most powerful uses of humor in business you can use: whenever you're at a networking or business event where everyone goes around the room and introduces themselves and says what they do, most people simply say their name and title. You need to say your name, followed by something funny. Perhaps a fake job that's a parody of something topical. Or a fake job that ties in humorously with an introduction that somebody before you just said.

After you get the laugh, follow it with the words, "No, I'm kidding. I'm really.... " and then tell the crowd what you really do. You will stand out amongst the crowd because you are the only one who got a laugh during what is traditionally a fairly boring exercise at networking events.

The first few times you do this, it may feel awkward—but, trust me, the more you do it, the easier it will become, the more laughs you will get, and the more business you will get!

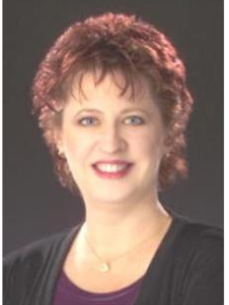
www.DavidGlickman.com

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

Beth M. Ramsay • Business Relationship Expert & Humorist



In middle school, I was sent to the principal's office so much that we were on a first-name basis! Voted "Most Loquacious" by my 8th grade teachers, it was apparent early on that I was destined to a future successful speaking career.

Having been a "professional community volunteer" since 1991, I can honestly attribute these experiences as a major catalyst to my speaking career. Whether chair of the Christmas Seal Ball, the VP of programs for the Sales & Marketing Executives or President of a women's volunteer organization (you try to get 300 women to move in one productive direction!) I gained a lot of experience in addressing audiences and found I loved it!

I've been a member of NSA since the Phoenix conference in 2004 where upon recognition of my purple "VIP" ribbon I was constantly asked, "Are you over-

whelmed yet?" *Hell, no, people! I could soak this up for days!*

Last year, after moving from Fort Myers to Ocala, I joined NSA-CF, and for about four months there I was a proud member of FSA (the southern NSA chapter), NSA-CF and even held the position of Treasurer for the fledgling NSA-North Florida chapter, which unfortunately, didn't even stay a fledgling! So gang, you are stuck with me.

I am excited about landing a column in a new business magazine, and I've been working on the book "Mean Women Suck: A Survival Guide for Working with Women" and am trying hard to finish it, but women just keep giving me such great material!

Beth is a Business Relationship Expert and Humorist and helps her clients create a fruitful and hassle-free workplace. Her client list includes Wachovia Financial, American Express, Lee Memorial Health Systems and Chico's.

www.NSACentralFlorida.com

EMAIL: Adminstrator@NSACentralFlorida.com



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APRIL 2007

2006-2007 CHAPTER LEADERSHIP

PRESIDENT

CINDY KROSKY, CSP

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Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE
Cavett Award

gморrisey@aol.com

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CSP LIAISON

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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

**APRIL MEETING LOCATION: THE LAKELAND CENTER
701 W. LIME STREET
LAKELAND, FL
LAKE PARKER ROOM**

(This room is right next to the room where we met in February, so you can park at the back of the building and go into Entrance 2 to be closest to the room when you park)