

# Sound Waves

Newsletter of the NSA  
Central Florida Chapter

Volume 1, Issue 10

May 2008



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## Turn up the bookings... Turn on your passive income & turn on your Bank Manager... with Frank Furness!

### Get those bookings !

Discover **Frank Furness's** strategies for getting bookings – including bartering, familiarity days, article marketing, internet branding, YouTube marketing and speaker alliances.

Discover how Frank uses strategies to get sponsorship, build lists and relationships and his simple strategy with one man shows that gets him up to 10 bookings a week internationally.

Find out how to create and sell products in a global marketplace - Frank shares his money making model that includes developing products and selling other people's products using simple strategies & software and no geeky knowledge (I look like a geek, but don't have their brains...)

Discover how his 60 websites create an online and BOR income and how Frank uses article and video marketing for market research and to promote his products and secures international speaking assignments in 48 countries. Check out his simple strategies that gets thousands of people subscribing on autopilot to his E-zines.

Frank approaches this from a sales rather than a technical angle so keeps it simple and fun.



Join us on **May 17, 2008** for an international marketing master and his wealth of knowledge.

**Monica Wofford**  
VP, Programs

If you have anything you would like to share or request for future editions, please let me know at:

[Fiona@fionapotter.com](mailto:Fiona@fionapotter.com)



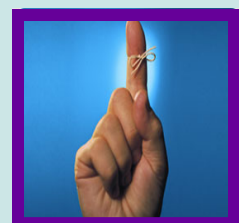
**Fiona Potter**  
Editor, Sound Waves

## Mark your calendars for the following NSA-CF meeting dates:

**May 17, 2008**— ★ **Frank Furness, CSP**

**June 21, 2008**—Special Year End Celebration, Mark LeBlanc, NSA National President

**Summer Break**— Enjoy!



## Presidential Notes • Dave Timmons



**Y**our NSA-CF chapter ROCKED on April 19 with nearly 60 attendees jumping from table to table to soak up new ideas during our ever-popular "Meet the Pros" session. We also elected two new board members for next year and a Vice President of Programs. Congratulations to **Kathy Potts** and **Ilene Gershberg** (Board) and **Frank Trunzo** (VP).

I am also happy to report our first-ever Florida Speakers Lab (The Roadmap to Great) was a success on April 25 - 26! Forty-six people attended this Friday - Saturday event in Naples Florida at the quaint Inn on Fifth.

**Scott McKain, CSP, CPAE, and Terri**



**Langhans** filled us with real ideas to market and run our businesses successfully. It was also great fun to get to know our peers in South Florida.



I am proud of the way YOU continue to 'Turn It Up' and am honored to be on your team.

See you in May.

**Dave Timmons,**  
**President**

## April Meeting Recap • by Monica Wofford

### WOW!

What a fantastic sharing of ideas, information, knowledge and skills we experienced at April's meeting. If you missed it, you missed a doozy!

Whether you learned more about story telling with **Jennifer Samuel-Chance**, experienced the product palooza with **Dave Finnigan**, or you heard how to market in a way that customers will care about your material from **Ed Peters**, there was a great deal of information to be had by all. In addition, many of you learned about balance and strength from **Ilene Gershberg**, got a glimpse into a secret follow up formula from **Dave Timmons**, heard how to market to colleges from **Delatorro McNeal**, and experienced the whole brain model with **Robyn Winters**.

It bordered on information overload with 12 minute rounds of spinning and learning. However, what is often the most exciting part of a meeting like this, is watching how you put the information to use. How are you using what you learned from our meet the pros session?

In addition to the Meet the Pros, we also held officer elections. Those outgoing board members and officers have so enjoyed serving and being a

part of the action and the beginning of the pass the torch journey began this past Saturday. Your new VP of Programs, **Frank Trunzo**, gladly took on the challenge and will be joined by two new board members: **Kathy Potts** and **Ilene Gershberg**.

We are fortunate to have such commitment and interest from both those who ran and those who were elected.

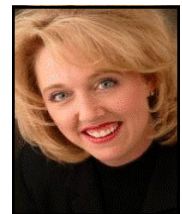
As a final note, I would personally ask that you begin to think about your fellow NSA members and how well we really know them. Yes, we see each other on Saturdays and yes we may know some personal details, but how much do we really know and more importantly, do we know enough to refer clients to them.

In this business of commoditization of speakers and a large mix of speakers to choose from, a personal recommendation can make all the difference. Whether new or old to this business, I don't know many who would turn down a referral and yet, how many folks in NSA do you know enough about (speaking style, topics, specialty, etc) to really make a referral?

Join us in May for a unique meeting in which we will not only learn from an international marketing expert, but have an opportunity to market each other.

No matter your experience level or tenure in the business, be prepared to see some emails asking you for more detail and plan to join us to see if you can increase your referral business from those who should know you better than the public!

See you in May!



**Monica Wofford**  
**VP of Programs**

## Speaker's Academy Now Accepting Applications!

The highly acclaimed Speaker's Academy conducted by the Central Florida Chapter of the National Speakers Association has announced applications are now being accepted for its 2008-2009 year.

"The National Speakers Association is for those who not only want to develop their speaking skills but who also want to have their speaking activity run as a business," said NSA Central Florida President **Dave Timmons**.

"The Academy is designed to benefit every level of professional speaker," Timmons said.

"Whether a speaker is just getting started or is already well into a speaking career, the Academy experience will create greater levels of success for its graduates."

An intensive nearly year long curriculum is built around the four National Speakers Association competencies: Expertise, Eloquence, Enterprise, and Ethics. Participants will benefit from interaction with some of the nation's elite professional speakers, authors, trainers, coaches, and consultants.

This year's program will begin on August 16 and will continue through June of 2009. The Academy meets on the third Saturday of each month, except December and July. Academy sessions are held at the Crown Plaza Hotel Tampa East in Tampa following the monthly chapter meeting of NSA Central Florida.

Attendance at chapter meetings is included in Academy investment.

More information and an application are available on the NSA Central Florida website at [www.nsacentralflorida.com](http://www.nsacentralflorida.com)

### Contact:

Hardy Smith, Dean  
2008-2009 NSA Central Florida

Speaker's Academy  
[hardy@hardysmith.com](mailto:hardy@hardysmith.com)  
386-451-0652



**Hardy Smith**  
Incoming Dean

## "Fit—To Go"... with Mare Petras

**Mare Petras** was featured in the March 2008 *Speaker! Magazine* — here is a snippet of her article "The Road Well Exercised"

**For Speakers: Fitness tips that travel well**

**Make "LAX, ATL or TPA" your walking track and avoid all moving walkways.** Get more bang for your stride by wearing a shoe designed to tone muscles and burn more fat with each step. Two shoes to research are MBT Shoes or FitFlops.

**Look around, equipment abound:** a pillow can become a thigh-master to squeeze between your knees while reviewing your speaking notes in bed; a chair can facilitate squats as you are practicing your signature story; and a hand towel can be used for arm toning as you simultaneously perform side bends and practice your closing thoughts. Dynabands or SPRI tubing are easy-to-pack fitness equipment options.

**Get outside for a little fresh air fitness.** The great outdoors are a natural source of negative ions that rev up energy levels. Remember it all counts — 5, 10, 15, 20 minutes. Bored? Alternate two minutes of an easy stride with 30 seconds of fast power-walking. Raining or safety issues? Pack a workout DVD to play in your computer, a jump rope or simply, hit the hotel stairs.

**Be snack smart.** Did you know the Reduced-Fat Cinnamon Swirl Coffee Cake and Iced Café Mocha Nonfat Milk, No Whip Cream at Starbucks totals 580 calories compared to a slice of fresh tomato pizza and a diet Coke from Sbarro's which totals 232 calories? Check out: [www.caloriesperhour.com](http://www.caloriesperhour.com) — click on food calories counter. While there, visit the calories-burned calculator to find out how many calories you can burn performing daily activities, from showering for 15 minutes (34 calories) to playing the accordion for 15 minutes (31 calories)

**And speakers,** here is one last parting tip, no movement required: When traveling, forget the elasticized waistbands and loose fitting clothing. *Wear a snug belt.* This small exercise in awareness may not improve fitness levels, but it just may prevent a travel-related pound pile up.

**Mare Petras** has been helping people look and feel their best naked (or otherwise) for the past three decades. *The NY Times* calls her the anytime, anywhere fitness expert. Mare is a speaking professional, a wellness columnist and the author of three *Fitness Simply* books. For more fit tips visit Mare online at [www.FitnessSimply.com](http://www.FitnessSimply.com)



# Welcome New Professional Members!

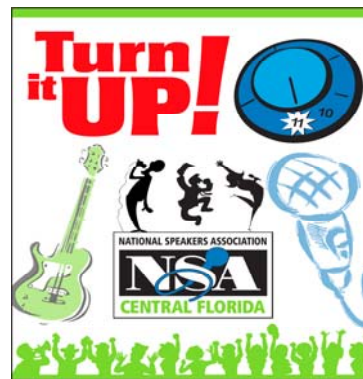
Jean Seawright, CMC

Seawright and Associates

Winter Park, FL 32789

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## Introducing President Elect: Sandy Geroux...by Fiona Potter

While attending the recent Lab in Naples, I took the opportunity to sit down with **Sandy Geroux**, our upcoming Chapter President, to find out more about what makes her tick.



**Q—What was the first speech you ever gave?**

**Sandy**—In 1988, Sandy had a desk top publishing company (pre-NSA days). One day, one of her clients asked her to give a speech on how to use the new technology

like word processing, etc (Sandy – are you *that* old?). She got paid \$500 for the job. She had hit the Big time. Though she enjoyed the experience, she did not get the idea to become a speaker until 2000 when her real estate coach asked her to go into business together. As a top producer, realtors liked hearing what Sandy had to say.

**Q—Why do you want to be President?**

**Sandy**—First of all I am a “jump in with both feet” kind of girl – I want to be involved if I can be in the leadership (that’s her nature) ... so when her partnership disbanded NSA was the natural next step.

**Q—Who has influenced you the most in NSA and how?**

**Sandy**—There was not one person per se...in the beginning there was tremendous camaraderie. I couldn’t believe there was a group of people willing to share their knowledge.

For the first time, she didn’t feel alone, NSA gave her the opportunity to hear about different business models. Each NSA’er, in their own way, helped her along. “**Terry Kabachnick** really influenced my decision to get involved...her faith in me pushed me” and under Terry’s leadership, Sandy became her Academy Dean in 2004/5.

**Q—What would you like to change during your term as President? / What is your biggest goal for the year?**

**Sandy**—“I want to build on the success we already have...I respect and admire the people that have built the chapter to what it is today. That being said, I would consider adding to the mastermind element. For example, how to apply ideas and concepts that come up in mastermind groups to our jobs, how to get people into masterminds and how to grow the concept.”

**Q—Since you talk on risk, what is the biggest risk you have taken in this profession?**

**Sandy**—“Adding the music...because I had not sung in so long I had lost confidence in my own voice and I was nervous. That may be why I said, I am a speaker now and not a singer...it became my excuse”.

Since including music, it has transformed my programs and my business as a whole. I even use it in small training sessions with tremendous success. It is something clients now expect.

**Q—Tell us something surprising about yourself that most people would not otherwise know.**

**Sandy**—I think people would probably be surprised to hear that while I’m very outgoing on stage and in our meetings, I actually have a shy side that I have to overcome when I’m in new networking or social situations where I don’t know others. I completely understand how the wallflower feels, so I try to have extra empathy for visitors and others who seem not to be engaged in conversation in those situations.



*We all look forward to Sandy joining us in August as our new President (but, of course, we will always miss Dave Timmons!)*

## 2007-2008 NSACF LEADERSHIP

### PRESIDENT

DAVE TIMMONS

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### IMMEDIATE PAST PRESIDENT

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### Senior Chapter Advisor

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](http://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](mailto: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.

## 2007-2008 COMMITTEE CHAIRS

### SPEAKERS ACADEMY

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### NETWORKING NIGHTS CHAIR

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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.

