

Rewarding Times

MAY 2009

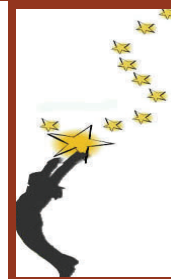
VOLUME 1, ISSUE 9

**Join us on
May 16, 2009**

Dick Bruso

How To Be Heard Above The Noise!

Branding Your Uniqueness



This jam-packed and highly practical program is designed to help professional speakers develop their distinctive brand, focus on their uniqueness to successfully reach their target markets, and position themselves to truly be "heard above the noise" in the marketplace.

You'll learn how to:

- ⇒ Create a clearly focused vision statement based upon the desired outcomes for your speaking practice;
- ⇒ Better evaluate and define your target market(s);
- ⇒ Develop your distinctive brand (what sets you apart in the marketplace in everything you do, say, and communicate in any form);
- ⇒ Craft a positioning statement centered on your distinctive brand and your target market(s); AND ...
- ⇒ Maximize your ability to reach your target market(s) via creative branding, the incredible power of media, and strategic networking.

Examples of powerful branding, unique positioning, and creative marketing approaches (including podcasts) successfully utilized by fellow speakers and other professionals will be shared throughout Dick Bruso's presentation.

PLUS ...

Dick will present a BONUS Session FREE of charge for all attendees of the morning Chapter meeting, starting at 1:30 pm. You won't want to miss "**Power Referrals**", where you will receive a complete template on how to increase your client base!

Be SURE to attend both of these presentations; they will be worth the time invested.

Register Now! at <http://www.nsacentralflorida.com>

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

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Upcoming Meetings

May 16, 2009
Dick Bruso
NSA-CF Auction

June 20, 2009
Annual Chapter Awards
Installation of Officers
Academy Graduation

Special Guest Speaker:
Sam Silverstein
NSA National President

PRESIDENT'S MESSAGE



Our President, Sandy Geroux

Surprise!

What a surprise and delight Dan Thurmon, CSP was (so I heard) at our April meeting! While I had to miss this wonderful Chapter meeting, I've heard great reports from our attendees that day.

The topic of this meeting raised many questions in my mind: Do I keep myself intentionally "off balance" and on my toes? Do I surprise and delight my audiences at every turn? How do I raise my programs to levels that will inspire my audiences to receive and accept my message – and more importantly, to act on it?

I hope these questions were also raised in your mind – because if we're not out there to make a difference, what is the purpose of our programs? So, let's all keep our purpose and passion in mind... and the next time you have an opportunity to pump your program up to a new level, I hope you will take the risk to do so!

Sandy Geroux

APRIL MEETING RECAP

FRANK TRUNZO, VP OF PROGRAMS

CAUTION! – Don't do this at home

Our last meeting may have been one of the most entertaining this Chapter has seen!

That may be a pretty strong statement, but those who were actually there to see, hear and experience the "TOP" shelf performance with which Dan Thurmon, CSP dazzled us will probably agree.

I guess you could say things were really looking "UP", not to mention "UP" lifting "HI" spirited, also a little risqué and at times mesmerizing!

Dan managed to keep us off balance as he zigged & zagged around the narrow openings between tables. Did I mention he did this on a unicycle while manipulating primitive hand-to-hand combat weapons!

Dan definitely made an impression on me; fortunately no pain was incurred doing it.

We learned that Terry Brock has one of those gadgets (a unicycle) too! Hey Terry, I'd like to see you juggle your cell phone, video camera and iPod all while riding your unicycle – hmmm I'll bet Dan can.

Dan also managed to take a question like "What do you do for a living?" and "FLIP" it into an outrageous elevator speech.

Well, Dan Thurmon, CSP didn't just entertain us with his juggling in the dark or running across the stage doing back flips (I can do that, but I always hurt myself), or juggling rare and priceless juggler's pins into the air. He kept us off balance while he delivered a very balanced message on keeping our life/business in balance.

Balance and rhythm are core principles to achieving success, but dropping the ball once in a while is bound to happen as Dan verbally and visually demonstrated.

It's okay to be yourself; just keep picking up the ball if, and when, it should fall.

Here's a reminder...

Our Annual **AUCTION** is being held next meeting (May). Great items will be up for your bidding pleasure.

Until next time... Put on your shine



A handwritten signature of Frank Trunzo in black ink.

ACADEMY NEWS

SPEAKER'S ACADEMY SCORES ANOTHER HOME RUN!!

April's Academy session was another grand slam with laughter, camaraderie, and learning from two members of our own NSA-CF family: Michael Aun and Kathy Potts.

Michael shared his tried-and-true presentation on "Mapping Out Your Presentation Journey." Yes! Michael's famous circles were back! He helped focus the group on pinpointing descriptors to define our journey by defining ourselves.

Kathy Potts gave us invaluable information to understand audience learning and processing styles. We can all agree that this is a pretty important part of our presentations! Kathy also shared information on "full-circle engagement" which showed us how to tailor our talking points to key spots to hit all learning parts of our audience.

Michael, thank you so much for your generous sharing of all your years of experience and for leaving your great DVD for each of us! Kathy, thank you for your heartfelt presentation and sharing your beautiful singing voice.

As the Academy class is winding down their year, Hardy and Beth want to brag on them for all doing such a great job with what they are learning and with their interaction and positive support of one another! It is truly wonderful.



See all of you next month!

Hardy Smith
2008-2009 Academy Dean
hardy@hardysmith.com

The 2009-2010 NSA Central Florida Speaker's Academy will begin in August!

If you are interested in knowing more about this opportunity, please visit the Speaker's Academy page on the www.nsacentralflorida.com website or e-mail incoming Academy Dean Beth Ramsay at ez2enterprises@earthlink.net.

TAMPA BAY MASTERMIND GROUP SIGNUP

ARE YOU INTERESTED IN FORMING A MASTERMIND GROUP?

DO YOU LIVE IN THE TAMPA AREA?



If so, we've heard from many individual Chapter members and Associates who wish to form a Mastermind Group, but no coordinated effort has been amassed to facilitate this effort to date. **So, here it is!**

If you wish to become a member of a Tampa-based (Tampa and surrounding area, of course) Mastermind Group, please contact Nancy Montgomery with your contact information. Please indicate whether or not you would be interested in leading the effort to initially form and begin the group, as well.

Nancy Montgomery will then contact the members of the group, who can then coordinate with each other to set up schedules according to their joint desires and needs.

You can reach Nancy at administrator@nsacentralflorida.com or **813-969-0489**

UPCOMING EVENTS

NSA-CF AUCTION

Our May meeting will contain our ANNUAL AUCTION, with exciting items up for grabs at wonderful prices. These items will include not only professional services offered by our members and guest speakers, but some fun and enjoyable "personal time" items offered to help with life balance and family enjoyment as well.



So, if you can donate either:

- a) a professional service you'd like us to consider for inclusion in the auction, or
- b) fun items (sports tickets, attraction tickets, theater, restaurant and other gift certificates)

... please let Frank (frank@sentryevents4u.com) or Sandy (sandyg@sandygeroux.com) know ASAP. We'd love to make this auction our most varied, valuable and PROFITABLE yet!

CHAPTER AWARD WINNERS

We will also vote for our Chapter Award Winners at this meeting. As you may or may not know, every June, we award several members with the recognition they deserve, including:

- a) Chapter Member of the Year
- b) Board Member of the Year
- c) Academy Member of the Year
- d) several President-appointed awards

Please plan to attend and cast your votes for the invaluable contributions of our members throughout this year!



MEETING PARTNER OF THE YEAR

Each year, our Strategic Partnership Council uses this award to thank a meeting professional who has helped one of our Chapter members. Nominations for recipients of this award are welcomed from any Professional Member who wishes to honor and thank a Meeting Professional who has hired that speaker and helped grow his or her business. What a wonderful way to thank any Meeting Professional who has helped make a positive impact on your business!

The Meeting Professional does not have to be a bureau representative, nor is it necessary that they be a local Florida contact. This award is open to any meeting professional you wish to honor. If you wish to make a nomination, please contact our SPC representative, Robyn Winters, at robyn@robynwinters.com at your earliest convenience, so we may choose from nominees, contact that person and inform them of our decision.

CALLING ALL VOLUNTEERS



Our new Vice President of Programming, Kathy Potts, is in need of a full team of VOLUNTEERS who wish to join our Programming Committee. This committee will help Kathy each month, setting up equipment at our meetings, helping her pack it up at the end of each meeting, helping pick up and deliver our guest speakers to and from the Airport (a GREAT opportunity to get some one-on-one time with national guest speakers!), helping with our Library when our Librarian cannot be present at a Chapter meeting, and other tasks. If you wish to become more active in our Chapter and learn more of what goes into making our meetings a success, please volunteer for our Programming Committee by contacting Kathy Potts at kathy@changereactionconsulting.com ASAP.

**2008-2009
NSACF LEADERSHIP**

PRESIDENT

Sandy Geroux

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Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE

Cavett Award Recipient

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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, 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 and let 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 as First-time or Repeat Guests.

**2008-2009
COMMITTEE CHAIRS**

SPEAKERS ACADEMY

HARDY SMITH, ACADEMY DEAN

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BETH RAMSAY, ASSOC. DEAN

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sandyg@sandygeroux.com

NEWSLETTER

GUERLINE JASMIN, MS, THD.

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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.