

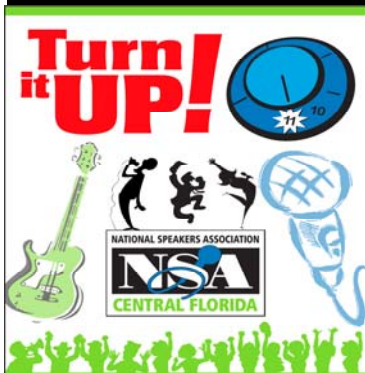
Special edition!

# Sound Waves

Newsletter of the NSA  
Central Florida Chapter

Volume 1, Issue 11

June 2008



## NSA-CF Special Celebration Event... with NSA National President, Mark LeBlanc!

### Special Tribute Edition

I am delighted to close my term as newsletter editor with a tribute edition. I hope you enjoy!



**Fiona Potter**  
Editor, Sound Waves



This fun (and formal!) event is not to be missed! **COME EARLY** and do not miss the fun surprise in store when our **doors open at 8:30am!**

This great event includes:

- ◆ Speaker's Academy graduation
  - ◆ The ceremonial passing of the gavel and swearing in of the new board, and, of course...
  - ◆ A *Rockin' Party!*
- The dress code is Black Tie - optional, with many of our members decked out in tuxedos and gowns. For those more faint of heart, professional (business) attire is also just fine!
- P.S.**  
As a special bonus, we have invited the always fabulous **Mark LeBlanc**, NSA National President (whose theme is "NSA Rocks!") to be our always memorable, keynote speaker.
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**See you at the Party!**

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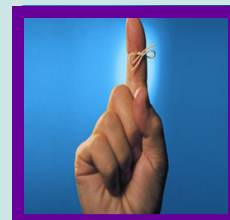
### Mark your calendars for the following NSA-CF meeting dates:

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

**\*\* Summer Break \*\***

**August 2-5, 2008—National Convention—NYC**

**August 16, 2008—Sue Hershkowitz-Coore, CSP**



## Presidential Notes • Dave Timmons

Please take a moment and enjoy this final newsletter of our Chapter year. My Canadian Idol, **Fiona Potter**, has put together a very special edition this month to show appreciation to all who helped us "Turn It Up" this year.

I wish I could somehow express my appreciation, in this column, for all who contributed to a phenomenal Chapter year but there's just too much to say. So...YOU MUST COME TO OUR FINAL GALA (June 21st @ Crowne Plaza) to hear about the year in review. You'll also get to hear from NSA National President **Mark LeBlanc** as he wraps up his year of "NSA ROCKS!"

Finally, because we will be honoring our very Best with several awards on June 21st, the dress code is "Black Tie" optional. Yes, tuxes and gowns at 8:30am...or your best professional dress will be fine. This will be a meeting you will not likely forget!!

*See you on the 21st!*



**Dave Timmons,**  
**President NSA-CF**

## A Year in Programs • by Monica Wofford

This year we have turned up the volume, turned on the same ole – same ole principles, and turned our knowledge into that which builds businesses. It has been an incredible year and though we will begin again in August with even more to look forward to, this year deserves a hearty recap to cover all we've seen.

Our year began in August of '07 with the "Man of Disney Wisdom", **Gene Columbus** who shared the stage with our little acorn grower – Mr. **Jim Cathcart**. We learned how to grow ourselves through stories and relationships from them both.

The next month had us delving into a bit more speech craft and sharing ideas with the future '09-'10 National NSA President himself, **Phil Van Hooser**. We then heard the jewels of wisdom from one of the jewels of our chapter, **Michael Aun**, followed by **Terri Langhans**, the marketing mavin!

November brought us our very own **Kathy Potts** with training skills and knowledge, followed by **Rebecca Morgan** with her tales of blogging and techno efficiency.

Our special meeting in December was with none other than **Larry Wilson** who shared *The Game of Life* and a generous donation with our chapter.

We then began 2008 with a bang as fellow Floridian **Lou Heckler** enlightened us with how to write a better story. He was followed the next month by **Darren Lacroix** and **Ed Tate** who were kind enough to teach us how to sell more product and then show us how it was done.

To top that product sales knowledge, we had the good fortune to learn from **Ford Saeks**, the Internet Marketing Master. April had us talking when we enjoyed Meet the Pros for a second time. It reminded us of the expertise of our own members.

This last meeting, we had the sheer pleasure of learning from an international marketing and technology wizard with a great accent and I haven't stopped filling up my to do list since... thank you **Frank Furness**.

It has been a year of new knowledge, familiar wisdom and a seemingly never ending items to add to what we try to do already. However, with the line up we have had this past year, if we only did half of what we were taught, our businesses will be better for it.

Thank you all for your support, your attendance, and your efforts in making this year a stellar line up, a phenomenal experience, and a year of growth. It has been a pleasure to serve you all this year as your Vice President of Programs.



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

It has been an honor and privilege serving as Dean this year. Thank you for the learning opportunity!



**Kathy Potts**  
Dean

**Cynthia Peel-Knight**

I have several 'moments' that I am proud of but my proudest moments have been resisting returning to my very lucrative career as a nurse and continuing to believe, that "I am a speaker." I have pursued knowledge and skill as a speaker and have turned down several employment opportunities in corporate and independent venues as a result.

My dream career is in speaking to women and children. I am a speaker and the world is my classroom. I have made countless adjustments recently in my life, expanded my speaking career, including writing and delivering several award winning speeches at Toastmasters International. I recently received my Bronze Status, writing and delivering more than 20 speeches in eight months. I believe that I should listen to my heart and follow my bliss, what I hear is Speak!, Cynthia Speak!

**Tom Hoisingtons**

My most proud accomplishment ... I think I'm finally starting to understand how technology can be used to promote the business

**Shelly Ballestero**

I am so thankful to NSA, for the contacts, confidence, relationships, amazing information that I will be using for years to come.

**Bridget Morton**

May I share two? I am proud that I stepped out in faith to start a monthly tele-seminar series, Global Tea Parties with Bridget TM. I interview others on the Internet about their "areas of magnificence." And I am over the moon that I was accepted into the National Speakers Association in March.

**Adele Azar-Ruquoi**

offered to write a column in the Sanford Herald Newspaper. It is titled: Meanderin\$ and I'm encouraged to write about anything I want to write about.

Second most proud: My Money Talk and Tea groups, now three of them. We're growing. I'm feeling success at this endeavor of helping women grow in their real relationship with money.

**Susan Golden**

Since August 2007, I am most proud to have implemented my vision of 18 years, the First Annual Universal Music Day scheduled for the second Saturday of October each year. We had venue's in Clearwater, St. Pete, Omega in upstate New York, and perhaps several cities around the world. We are committed to educate and encourage everyone to make music from their hearts for at least 10 minutes a day, keep music in the schools, bring music back into the home and encourage funding for this important vehicle for health, healing and FUN!!!

**Bill Bender**

As I struggled to find direction, I was guided to take the best of what I have, reuse and recycle it, and come up with something that I am comfortable with and confident to take forward. Thanks for all your hard work, your honesty, and your dedication to helping all of us to succeed. As I find the success that I seek, I'll hold you largely responsible.

**Karen Card**

Because of the NSA Academy this year, I have created a dynamic Elevator Speech; an engaging and informative One Sheet; participated in a Mastermind group; and started the countdown to my 20 speaking engagements to qualify as a professional member.



**Now Accepting Applications**

Applications are now being accepted for NSA Central Florida's 2008-2009 Speaker's Academy. The next class begins in August and runs through June, 2009. Sessions are held on 3<sup>rd</sup> Saturday of each month (no December meeting) The Academy convenes after the monthly meeting of NSA Central Florida and attendance at those chapter meetings is included in your Academy investment. See NSA-CF's website: [www.nsacentralflorida.com](http://www.nsacentralflorida.com) for application form and on line sign up.

**Class size is limited.**

(another sell out is anticipated!)

For further information contact Academy Dean for 2008-2009

Hardy Smith

( [hardy@hardysmith.com](mailto:hardy@hardysmith.com) ).

## 2007/2008 Tributes — a chance to say “thanks”

As a farewell to another successful chapter year, we are taking a moment to say thank you to some of the folks who have helped us along the way...

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*Kathy Potts— for her commitment and personal inspiration which has helped me greatly.*

**Cindy Krosky**, despite her own personal challenges, is always happy to give, to encourage, and support her Chapter family! I truly appreciate her spirit and willingness to be available...

**Hardy Smith's** commitment to the members and to the academy really helps members to engage!

**Sandy Geroux**—for embracing me as a new member, and showing me the ‘ropes’ of NSA-CF. Lastly for allowing me to participate and give my opinion during the board meeting - *Steve Gavatora*

Thanks to **Dave Timmons** for his inspiring, motivating, and musical leadership this past year. He's been a great president and great contributor to the NSA CF chapter. He's made it fun while also bringing great insights and education to the meetings. Dave, you are a great example of all that NSA promotes as a professional speaker—*Ken Banks*

I appreciate my pal and wine buddy **Barbara Glanz** for insights to increase speaking. I appreciate my pal and chocolate buddy **Fiona Potter** for (taking on the newsletter) and giving me more time to speak. And given my vices, I appreciate my good metabolism  
- *Mare Petras*

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*Dave Glickman—  
thanks for taking time to  
share experience, insight  
and encouragement  
— Bill Bender.*

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*. **George Morrisey**—for his wisdom, expertise and ongoing contributions to the Chapter and me personally.*

To **Janine, Hardy, Vic and Frank**... the true epitome of team work was seen each month as you all arrived on time, with stuff in tow and a great spirit of giving and help. Thank you for being members of the programs committee and helping to make our meetings rock this year!"

To **Cindy Krosky** for demonstrating such a sprit of courage and continuing to set an example long after you had held an office or been able to attend a meeting. You are truly an example of leadership, courage, wisdom, and the spirit of NSA

— *Monica Wofford*

I want to say 'thank you' to **Robyn Winters** who was the very first person I met at NSA and who, at that meeting, offered her unconditional help, something I will never forget. I also want to send a shout out to **Mare Petras** who became my life-line with advice for the newsletter (and life as a speaker). Even though she is both blonde and smart I won't hold that against her because she is so damned nice.

- *Fiona Potter*

I would like to recognize two individuals from my Master Mind group who are members of NSA-CF: **Denise McCabe** and **Shari Bowden**. Our Master Mind group was formed over 2 years ago, and while each member has unquestionably benefitted from this collaboration, I have personally witnessed the positive changes in my business, and in my self, as a result.

Denise and Shari each bring different strengths and skills to our mix (we have a whole-brained group!), and I am so appreciative of their advice, wisdom and optimism. They have made significant contributions to the continued growth and success of my business. Thank you both!

- *Robyn Winters*

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***Hardy Smith**— his creativity expanded the value NSA-CF gave through marketing efforts; his loyalty to learning turned into a 1:1 mentoring relationship with many academy members.*

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**Monica Wofford** — I can't live without her left brain logic and humor!

— *Betsy Barbieux*

I'd like to thank **Nancy Montgomery** for keeping our Chapter running, communicating and "administrating" by taking off our backs all of the back-end work that needs to be done for us to succeed. She's been a wonderful support for our leadership and has made our lives much easier. Well done, Nancy!

I'd also like to thank **George Morrisey** for being an active and vital member and advisor for our Chapter. Not only does he attend every month (when he's not having a hip replaced!), but he attended our Retreat, is always available for guidance and support, and keeps us motivated to achieve all he's done, for as long as he'd done it! You're a true inspiration, George - and a true reflection of the spirit of Cavett Robert  
— *Sandy Geroux*

I would like to make a tribute to our wonderful leader, **David Timmons**. I have known David since I attended my first NSACF meeting 5 years ago. Since that time I have known many wonderful professional NSA leaders, but few have the heart, soul and commitment to help enhance the professional careers of NSA speakers as much as David. David is a wonderful role model and inspiration to us all. I realize we all occasionally have conflicts during our Saturday meetings. However, I hope that our entire chapter will join me in thanking David and wishing him well at our June meeting and David's last NSACF meeting as our president. — *Ilene Gershberg*

That **Dave Timmons** — he's hot!!!

- *Dave Timmons*

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Members of this year's *Speaker's Academy* would like to express our appreciation for **Kathy Potts** who has served as our Dean this past year. She has done a fantastic job while creating an experience that has been extremely beneficial. Thanks to her motivation and inspiration, we will all come away from the Academy much better equipped for operating our speaker businesses.

## Today, I am a Writer—by Jennifer Samuel Chance



It is Saturday afternoon and I am looking at my laptop, sweating bullets. I promised to turn in this article for this newsletter and I am wondering why in tarnation I said yes!

My self-talk has been to date – ‘I’m not a writer, I speak, coach and tell stories. I don’t know what to write and who is going to read it anyway? Who cares what I have to say?’

I have fought and struggled with this writing thing for years now. Yes, I know that as a speaker, I am supposed to be a writing fiend and send out articles and blogs and newsletters and books and white papers and stuff. People will then have access to your knowledge and wisdom at their convenience. It could also make you a boatload of money, yada, yada. But - I HATE IT! I would rather eat 5 pounds of dirt than write something other than my grocery shopping list.

Writing hasn’t come easily to me. Now it’s not that I don’t have anything to say. I can talk up a storm about anything, whether I know anything about the subject or not. But writing? Oh, that’s a whole other story. I have written stuff in the past but managed to make it a tedious mental process. My perfectionist streak would rear its head and insecurities would flood my consciousness. I’ve said to myself, ‘It’s not good enough, I need to research more, this is too much information..., not enough information..., it’s not articulate..., it’s not even proper English..., I can’t even string a coherent sentence together. See, I just can’t write – it’s too hard, wahhhh!’ I then proceeded to edit and re-write and re-write again almost to the point of text extinction – sigh!

Well, have you heard the phrase ‘What you resist, persists’? Well, the universe has a funny sense of humor and has presented me with requests for written stuff. I feel that it’s about time I take this bull by the horns and do this writing thing. I’ve looked for help from ‘real’ writers, both known and unknown. In awe, I ask them how they do it because they seem to make words just flow out on to the page. With a similar feeling of awe, the writers asked me how I spoke and made the words flow effortlessly out of my mouth. Hmm, I hadn’t thought about it that way. It seems that we always take for granted the skills that come naturally to us.

We also want to be able to do what doesn’t come easily. The writers also shared that they have perfectionist streaks that are much larger than mine and may re-write and edit their work hundreds of times over. Hundreds? Maybe there is hope for me. I just need to get over myself. I’ve figured out that my resistance with writing has more to do with my own fear of exposure and vulnerability to the masses. I mean once my stuff is out there, it’s out there; there is no taking it back. I may be open to misinterpretation and misunderstanding and judgments by others – scary! But heck, I’m a grown up now. Its time I sit front and center in my own self esteem workshops – and just do it anyway.

My writings could be a good thing. It don’t have to be perfect, I’ll do the best I can. Bottom line is that no matter what one does, it takes hard work, discipline and determination to make it look easy. So, I’m going to do this writing thing for real and see what happens. I’ve managed to survive writing this piece with only 32 edits and re-writes – yea!

### To my NSA-CF Family:



Many, many thanks for all of your prayers, healing thoughts and cards, especially that awesome huge one from the last meeting. I traded in my old hip on a new model on May 13, came home on May 16, and have been making steady progress ever since although it is not moving as quickly as I wish it would (does it ever?). One of my blessings is to be able to call you all my friends and colleagues.

Thanks for being such an important part of my life. I hope to be with you at next month’s annual meeting but we will have to wait until a bit closer to see if I can handle a two-hour car trip each way as well as the meeting.

May God bless you all. — **George Morrisey**



**Eddie Peters** was named University of Iowa Alumni Association National Volunteer of the Year. Eddie was nominated by the Tama Bay and the Dallas/Ft. Worth Clubs for his simultaneous service to both clubs. Eddie is the founder of the Dallas/Ft. Worth Iowa club and has been Vice President of the Tampa Bay Iowa Club for 10 years. Well Done Eddie!

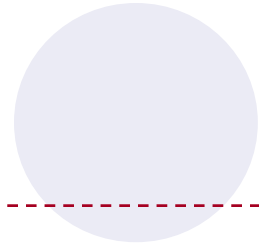
# Member Summary for 2007/2008

This was a great year for NSA-Central Florida. We were delighted to welcome a new professional member this month:

**Joyce Anthony Marsh**, Etiquette Masters , Tampa, FL—Welcome!

NSA-CF has had a wonderful year. To summarize our current Chapter membership:

- ◆ 77 Professional Members
- ◆ 3 Honorary Lifetime Chapter Members (George Morrissey, Gordie Allen and Rosita Perez)
- ◆ 13 Associates Members



## NSA-CF Gives Back!



NSA-CF President-Elect **Sandy Geroux** and President **Dave Timmons** present a \$2,500 check to Mitch Goldberg and Caroline Schumacher from Give Kids the World. Give Kids The World Village (GKTW) is a 70-acre, non-profit resort in Central Florida that creates magical memories for children with life-threatening illnesses and their families. 😊

## Introducing — Guerline Jasmin Incoming Newsletter Editor

I am delighted to accept the responsibility of your newsletter editor for the coming year. Since I've been a member of NSA Central Florida, the newsletters have been invaluable in so many ways. I hope to continue that legacy with enthusiasm.

Fiona Potter has done a marvelous job this past year. She gave me incredible tips to help find my own rhythm along with her office number, email address, and her home phone number.

I am excited for the opportunity to be of service to Sandy Geroux, our new president for this coming year. I will help her get her message out as I add my own Caribbean flavor. My plan is to create a newsletter that caters to your professional interests. So be ready. I will have many questions for you. Your input will be greatly appreciated.

I look forward to serving you with enthusiasm.



## Speakers E'Varsity 2008 Program

June 13-14, 2008 marks NSA's E'Varsity program, cram-paced with talented leaders.. including **Lou Heckler**, **Mary Lou Williams**, **Mark LeBlanc** (current NSA president), **Bob Chesney**, **Linda Sherwin**, and our very own **Dave Timmons!**

This two-day event covers everything from platform skills, electronic presentations, storytelling, marketing, managing contacts and much more.

The conference includes plenary sessions and concurrent break-outs which support both emerging and experienced speakers. To see the jam-packed agenda and read speaker bios, please visit [www.florida-speakers.org](http://www.florida-speakers.org)

**Register:** on-line at [www.florida-speakers.org](http://www.florida-speakers.org)

**Location:** Westin Hotel, 400 Corporate Drive, Fort Lauderdale ,FL 33314

**Phone:** 972-771331 (a room block is reserved)

Registration fees received on or before **May 10** for members \$227 and guest \$277. After May 10, members \$327 and guests \$377.

\*Registrations include continental breakfast, lunch breaks and admission to all sessions.



# Mr. Rosita Perez

by Michael A. Aun



One of my most beloved people on the planet is a guy named **Ray Perez**, whom I affectionately refer to as **Mr. Rosita Perez**.

Ray is one of these guys who over married. As my old high school football coach, J. W. Ingram, used to say, “he out ran his punt coverage.”

Ray is married to another one of my favorite people on the globe- the lovely **Rosita Perez**, CPAE Speaker Hall of Fame. Rosita is a former social worker and mental health administrator turned professional speaker. In an industry that is rarely as kind to the female gender of the species, Rosita climbed to fame and stardom by debunking stereotypes and is truly a legend on the platform.

This queen of the healthcare industry fashioned programs that traditional-thinking people would have laughed at. How could a middle-aged woman of minority descent with a flower in her hair dare to stand in front of a group of stuffy-shirt bankers or the elite sales people of the Million Dollar Round Table and deliver a speech? Not only could she tackle the tough subjects of change, but she would have her audiences in tears of anguish and sorrow in one moment and cries of laughter the next.

Her client list reads like a Fortune 500 all-star roster. I followed her several times on the platform and while her audience members would sometimes have trouble recalling her name, they never forgot two things: she was the

speaker with the flower in her hair and her powerful message. Talk about branding!

For decades, Rosita gave of herself in so many ways in her first career as a healthcare professional and in her second as a keynote speaker. Her humility and kindness were as much a hallmark of her brand as the lovely flowers she always wore in her hair when she took the stage with her guitar.

Business audiences would immediately be neutralized from their crossed-arms and “*what’s-this-woman-going-to-teach-me?*” attitude to belly laughter and tears of emotion in her powerful messages on challenges, choices and change.

Some of her most popular messages were for health care professionals on *Nurturance for the Nurturers*. Who gives care to the care giver? There is a place in heaven for the caregivers here on earth. Rosita’s messages to her thousands of audiences over the years were not lost on her loving husband Ray.

Ray has been Rosita’s caregiver for a number of years now. If there was ever a model built for what a loving husband should be-- *Mr. Rosita Perez* would be the mold they would use.

I used to love to hang with Ray at the National Speakers Association meetings or at the Veteran Speakers Retreat get-togethers.

He never sought the fame that came Rosita’s way and was content to sit quietly in the back of the room.

I’m a back of the room kind of a guy too. It’s were all the rebel-rousers sit. Ray actually upgraded our group when he joined us. His quick wit and clever humor made him one of the cool guys to hang with.

Now Ray is the pillar of strength in Rosita’s life. Always dedicated and loving, he has been not only source of Rosita’s best humor when she was on the platform but also her most precious moments off of it.

Every speaker that ever communicated with Rosita Perez has a war story about how this wonderful woman touched their lives. I have my share as well, but I was just as touched by *Mr. Rosita Perez* as I was by his wife. My admiration for him is matched only by his love for his bride.

Would that we all be so blessed as to have someone that loves us as deeply as Ray Perez loves Rosita. What a love story!



*The article was reprinted with the permission of Michael Aun, [info@aunline.com](mailto:info@aunline.com) who writes a weekly column Behind The Mike that appears in over 60 newspapers.*

## 2007-2008 NSACF LEADERSHIP

### PRESIDENT

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GEORGE MORRISEY, CSP, CPAE

Cavett Award

[gmorrisey@aol.com](mailto: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](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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## 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.

