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NSACF News March 2014

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Coming March 15th



Lois Creamer
Book More Business!™

Marketing for the Experienced Speaker

Ever wonder why some speakers "make it" and others don't? It's not a big secret. Successful speakers know the secrets of increasing productivity and profits by creating systems. Success systems that

President's Message



Click the link below for
[Eric's March Message](#)
Look forward to serving You!

Eric Papp
President

News from the NEW Nominations Committee

Looking for Leaders in All the Right Places!

by Beth Ramsay

There have been a few Bylaws changes and - - WAIT!!! Don't go! Don't let your eyes and brain glaze over! I've done all the work FOR you. Easy-peasy!

The only thing you need to know at this point, is that the way we select our leaders has changed. We now have a Nominations Committee in place who's mission is to find leaders to serve on the Board of Directors.

If YOU are interested in the possibility of leadership and would like to learn more, please contact me no later than our February chapter meeting. Also, if you know of someone who would be a great leader to serve, let me know that as well. The only criteria is that you be a professional member of our chapter, and care about the future of NSA-CF. See? Easy-peasy!

Here are the key changes you need to know:

1. Directors-at-Large terms are now TWO years (instead of the previous three-year terms).
2. We have added two officers (Secretary and Treasurer) to the four (Immediate Past President, President, President-elect, Vice President/Programs) we already had.

See? More easy-peasy!

Service to our chapter is an honor and a privilege ... not to mention fun and rewarding!

Call me at 239.851.2577

or

email me! Beth@BethRamsay.com



Beth Ramsay

Immediate Past President and Nominations Chair

Honor the Past ... Create the Future

by Randy Keirn, President Elect

NSA-CF Retreat (March 15 & 16, 2014)

If you attended last month's meeting, you heard from NSA's CEO Stacy Tetschner that the business of speaking has changed. Not only what we are doing (shifting from keynote to training) but also how it is being delivered (from in person to more digital).

As an organization that represents and supports professional speakers, we must also change. Here is what I believe... we need to honor the past while we create our future.

In preparation for our 30th year (2014-2015), we will be holding a Leadership retreat in Plant City (about 15 minutes east of our

work. Systems that are repeatable.

You will learn:

- Identify target markets - the quickest way to grow your business
- Qualify prospects faster and more effectively and be more productive
- Answer sales objections and close more sales
- Utilize powerful telephone and marketing skills that will really work
- Increase your bottom line by developing other revenue streams
- Get to the real decision maker and quit wasting time
- Increase productivity in your office and learn a repeatable process for getting and leveraging results
- Develop a memor-able positioning statement that is key to your business
- Create a "kick butt" one sheet that will capture the attention of clients and prospects
- Create secondary marketing materi-als that will capture attention
- Identify the things you need to be doing to create a real

meeting location). The retreat will kick off in mid-afternoon on March 15th (after the meeting and lunch) and wrap up around mid-afternoon on March 16th.

Board of Directors, professional members, academy participants, and invited guests are welcome to join us. The retreat and meals are on us. Hotel and other expenses are the responsibility of each individual. We are working on a group rate for the local hotel.

We will honor the past (and all of the amazing work that has been done to get us here) and then...we will **BOLDLY MOVE FORWARD** with a new vision and strategic plan. My belief is that we need to create a significant shift in how we support our professional speakers within our community. Education that has purpose, is practical, and when applied generates a profit is critical for success.

For those aspiring to become professional speakers, we will continue to support you through our Speakers' Academy and mentoring program. With all of your support, we can move this organization toward this new and wonderful future. It is ours to create!

News From The Speakers Academy

by Carolyn Quintin

Sandy Geroux is a "WOW" speaker delivering so many tips, websites, and ideas for our Speakers Academy in February that they didn't want her to stop! She put together a booklet for them jam-packed with what to do for product development, presentations, and tips to building a successful speaking business. Her company helps employers turn their workplace into a "WOW place" which is exactly what she did for us. Thank you Sandy for your enthusiasm, commitment and dedication as an Academy speaker that Wowed us!



Carolyn Quintin

Dean

Jennifer Samuel-Chance

Associate Dean

The Master Mind groups within the Speakers Academy are at full speed and some have said that meeting each other and the synergy that this created was worth the price of tuition! Several have applied for Professional Membership into NSA and are on the verge of being granted that designation. Some will attend the retreat and several have expressed interest in leadership roles in our chapter.

If you have any questions, please contact Carolyn Quintin at carolynquintin@gmail.com
727-692-4467

Highlighted Speakers Academy Member James Justin

by Carolyn Quintin

James' passion is to care and to share and he is known as a peaceful and loving person to his friends. His special interest is in leadership and team building. He's the founder and president of Enduring Success Institute where he serves as a business and personal development coach. His work experiences include psychotherapy;



- business - not just go from speech to speech
- And MORE

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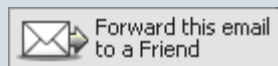
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social work; vocational rehabilitation; ministry and entrepreneurship. He earned his Masters in Social Work (MSW) degree from Boston College. As the author of two books, *Express Yourself* and *How to Develop Meaningful Relationships*, he is happily married to his high school sweetheart, Laretta for over 15 years. They have three sons.

James Justin

For more information about James visit jamesandlaretta.com or call 407-493-7486.

Highlighted Speakers Academy Member Dr. Laretta Justin

by Carolyn Quintin

Dr. Laretta Justin is an entrepreneur, eye doctor, author, inspirational speaker and business coach. Her life is an example for many. As a trail blazer, she is the founder, President and CEO of the Millennium Eye Center in Orlando, Florida where she practices Optometry and is co-author of the book *Express Yourself*. Dr. Laretta believes that we all possess the power to change our lives. Married to her best friend, James, she is a devoted wife and mother of their three sons. For more information about Dr. Laretta visit drlarettajustin.com or call 407-267-4160.



Dr. Laretta Justin

Speakers Academy Photos

by Brandi Winans



Guest Presenter Sandy Geroux "WOW's" the Academy!

What is Your **R**eturn **O**n **I**nvestment?

Each month, we ask that you post your **R**eturn **O**n **I**nvestment (**ROI**) from your NSA-CF Membership on the board inside the door so that we can celebrate your accomplishments and victories with you! At our February meeting, these items were posted on the **ROI** Board.

- I became a blogger from a referral in my MasterMind Group.

I found a wonderful editor resource --- been seeking the right help for years. I love MasterMind!

Please be sure to post your ROI's so that we can celebrate them with you. Thanks!

Professional Membership Advantage!

The NSA-CF Lending Library now contains the recordings made at the NSA Convention in Philadelphia this past July. If you are a professional member and do not know how to access the library, contact Nancy Montgomery at

administrator@nsacentralflorida.com

February Meeting Photos



Mission:

The purpose of the NSA-CF Chapter is to increase the quality, integrity, and visibility of the speaking profession; to promote the Standards of Professional Speakers of the NSA; to help speakers develop and attain success in speaking, training, and consulting; to provide an environment for members to share ideas; to support one another; and to encourage other speakers to become members of NSA-CF.

Vision:

NSA-CF is the organization of choice for NSA professionals in the Central Florida area, dedicated to igniting a passion for, and excellence in, the professional speaking community.

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