

Saturday Morning



How to Build a Top Gun Keynote Brand with Waldo Waldman, CSP

Are you struggling to build a unique brand that stands out in a world where speakers are a commodity? How can you get above all of the noise and get booked without constantly having to “sell”? Waldo’s program is about adding altitude to your current image and building a one-of-a-kind persona of expertise and value. Waldo will share how he evolved his distinctive brand along with the tools he uses to forge that brand into the culture of his clients. He will also show you how he was able to be featured in national magazines and media outlets and how you can do the same! If you liked Waldo’s January 2011 NSA *Voices of Experience* segment, you’ll love this session.

By attending this month’s NSA/Carolina meeting, you will be able to:

- create innovative marketing tools to build and leverage your credibility and expertise
- maximize visibility and stay on the radar of your prospects and clients before *and* after the meeting
- boost fees and profits with educational resources and client branded gifts and take-aways that extend beyond your speech

*Lt. Col. Rob ‘Waldo’ Waldman, MBA, CSP, is a high energy sales and leadership keynote speaker and author of the New York Times and Wall Street Journal bestseller **Never Fly Solo**. Known as “The Wingman,” he is a former decorated combat fighter pilot and top producing sales manager. Past President of NSA Georgia, he’s worked with dozens of Fortune 500 companies such as Aflac, New York Life, ExxonMobil, Nokia, and Panasonic. Waldo is a Top 40 under 40 Business Leader recipient in Georgia, and has been featured on Fox & Friends, CNN, MSNBC, BusinessWeek, SUCCESS Magazine and The Harvard Business Review. Learn more about Waldo at www.YourWingman.com*

Saturday Afternoon

Join in the **Hot Topic Roundtable Discussions** with expert facilitators. There will be four topics available for your choice. A debrief will follow so all participants can glean valuable information. This will be a fast paced learning session. Topics include:

1. Beginning Your Brand
2. Crafting a Blockbuster Signature Story
3. Developing Niche Markets
4. Effectively Selling Your Service

A Message from Our President...

Well, we're moving away from winter, and the days are getting longer and thank goodness they're getting warmer. I don't know if it's my age, my medication, or the fact that all my clothes are made in foreign countries, but this winter seemed to have some of the coldest days I can ever remember. Or, maybe it's just a memory problem on my part.



Speaking of winter, (that's a segue) The January meeting was jammed packed with tons of usable information to help you run a more efficient office, be more professional, attract and retain clients, and book more programs. VP of Marketing & Sale for eSpeakers, Joe Heaps started the morning off by explaining what eSpeakers is all about and why more and more speakers are finding the eSpeakers' system to play a major part in their business.

Past NSA Presidents, Lenora Billings-Harris, CPA, and Al Walker, CSP, CPEA both gave high praises to eSpeakers system and explained how the system was helping their business to be more profitable!

Anissa Starnes, Regional Director of Constant Contact started the afternoon off. She gave helpful tip after tip on the importance of having a regular newsletter, good clean design, and making it more meaningful and appreciated by your recipients. Just a few things she helped us understand were that e-newsletters really do work, and should be sent on a regular schedule. The best time to send your e-newsletter is on Tuesday or Thursday between 10:00 am and 3:00 pm. Keep each e-newsletters short and make it look like the cover of a magazine. She suggested using "Click here to read more" links for longer articles and to drive people to your website. She said 80% of people are now getting 100% of their email on a smart phone.

But now that spring is here, Rich Schlentz, VP of Programs, has a great April meeting you don't want to miss it! The topic will be on **BRANDING**. If you don't have a brand - you need one. If you do have a brand - you need a stronger one. Why do we run away and give up on finding our unique brand? Branding isn't that difficult. Well, not as difficult as piloting a fighter jet.

Speaking of a fighter pilot (that's another segue), We are excited and honored to have **Lt. Col. Rob "Waldo" Waldman, CSP**, with us sharing his knowledge of discovering your uniqueness and turning that into a one-of-a-kind brand that will set you apart! You need to be in Charlotte to experience this most informative session. Go online and register today. It's time to discover your unique brand. <http://www.nsacarolinas.org> and register with Pay Pal.

Then in the afternoon session, we have the always popular **Roundtable Discussions** on several hot topics to help in building your business whether you're a speaker, training, consultant, or life coach.

We look forward to seeing you in there! We're going to laugh some, be serious some, and return home a better speaker!

*Glenn Strange
President*

2011 NSA/Carolinas Meetings

April 9 Quarterly Meeting - Saturday Only
June 11 Quarterly Meeting - Saturday Only
September 10 Quarterly Meeting - Saturday Only
November 11-12 Speakers School

2011 NSA Meetings

NSA Convention – July 30- Aug 2-Anaheim, CA

**All NSA/Carolinas meetings are at the Hilton
Executive Park in Charlotte, NC
704-527-8000**

*The next NSA/Carolinas Board Meeting will be at
7:30am on Saturday, April 9th at the Hilton.*

2010 Board of Directors

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Chapter Announcements

It's that time of year when we ask members to **nominate the 2011 Member of the Year!** The Member of the Year is a special member who has shown outstanding leadership, dedication and service to the Carolinas Chapter this year. Ballots will be sent out to members next week with nominations due in the chapter office by April 1st.

If you have not seen our updated website please check it out! Please go to www.nsacarolinas.org Many thanks to John Fallon for his design of the new site. And, if have not recently updated your personal information in the chapter directory, contact John at: john@johnfallonpresents.com.

Welcome new members:

Patricia Ball, CSP, CPAE - Charlotte; NC, **Karen Jenkins** – Columbia, SC; **Margo Corbett** (NSA Academy Member), Clemmons, NC; **Kim Romaner** – N. Augusta, SC; **Yvonne Corppetts** - Elgin, SC; **Pamela Geer** (NSA Academy Member) – Charlotte, NC; **Vonda Skelton** – Simpsonville, SC; **Bill Whitley** – Charlotte, NC

Scenes from January Meeting



Rich Schlentz, VP of Programs, makes an excellent point



The Master's Breakfast, for CSPs and CPAEs, was well attended. Pictured l to r: **Lenora Billings Harris, Patricia Ball, Charles Petty, Bobbie Staten, Joe Heaps - eSpeakers, Laura Hamilton, Al Walker, Emory Austin, Denise Ryan.**

Membership in the NSA/Carolinas is possible once you become a Professional Member of The National Speakers Association or an NSA Academy Member. Please go to www.nsaspeaker.org and click on the Membership Link for further information. Non-members can attend our meetings at the guest rate. If you have any chapter membership questions, please contact the NSA/C office at nsacarolinas@aol.com

Location: Hilton Executive Park at I-77 & Tyvola Road
Charlotte, North Carolina (704-527-8000)

April 9th Meeting
Registration

Member Name _____

Staff Member/Spouse/Guest _____

Email _____

Check enclosed for \$ _____ or charge my credit card: Master Card Visa

Credit Card Number _____ Exp Date _____ Amount \$ _____

Signature _____

\$79 Pre-registration for **Members, Staff, or Spouse** for Saturday Meeting**

\$109 Pre-registration for **NON-Members and Guests** for Saturday Meeting**

April 9th Saturday Only Meeting from 9:30 am - 2:30 pm (registration begins at 9:00am)

**We strongly encourage pre-registration through PayPal on our Chapter website, www.nsacarolinas.org
This is the most effective way to ensure our numbers are correct for each event for meals and materials.**

All registrations must be received before Monday, April 4th.

After this date, an additional fee of \$10 will be added to the registration.

Phone, fax, or email registrations are accepted.

****No refunds or transferring of meeting registrations can be accepted once payment has been processed.**

Please make your own hotel reservations, and ask for our NSA/Carolinas group rate of \$89 at the Hilton Executive Park. There are limited rooms at this special rate, so please make your reservation ASAP!

**Mail check, payable to NSA/Carolinas,
& registration form to:**

Laura Hamilton, CSP
NSA/Carolinas
PO Box 30058
Winston-Salem, NC 27130
336 996-9405 Office / 336 996-9409 Fax



NSA/Carolinas Meeting Agenda

Saturday March 9th - *Business Casual is suggested.*

Please refrain from wearing cologne or perfume to the meetings to be accommodating to sense- sensitive participants.

- 9:00 Registration and Coffee
- 9:15 First Timers Orientation
- 9:30 Welcome – **Rich Schlentz, VP of Programs**
- 9:35 Update from NSA's Unconference in Atlanta – **Patrick Henry, President Elect**
- 9:50 ***How To Build a Top Gun Keynote Brand*** – **Waldo Waldman, CSP**
- 10:45 Networking Break
- 11:15 Waldo Waldman continues
- 11:45 NSA/Carolinas Business Meeting – **Glenn Strange, President**
- Noon Lunch
- 1:00 ***Hot Topic Roundtable Discussions***
- 2:30 Closing Remarks

NSA / Carolinas

A Chapter of the National Speakers Association

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