

Saturday Morning

Creating Systems to put You Center Stage



Ruby wowed them on Main Stage at the National Convention in 2010 as she challenged attendees to raise the bar in our professional interaction with our clients. And now she is coming to NC to share her secrets with us!

- Learn how Ruby has become a celebrity in her niche market and how you can too
- Find out how to get referrals and testimonials with one simple technique
- Learn how to avoid cold calling and still get booked
- Review strategies for planning your presentations to plant subliminal seeds that make audience members want to hire you
- Develop systems to improve your efficiency
- Learn strategies for becoming a hero to every meeting planner

Since 1994, **Ruby Newell-Legner, CSP** has been the behind-the-scenes force fueling the dynamic advances in customer satisfaction programs for the Leisure industry. In the last 16 years she has presented more than 2000 staff development sessions in 11 countries.

Her clients range from the only 7 Star Hotel to Ferrari World, the largest indoor amusement park in the world and includes 60 professional sports and entertainment venues. She trained the guest relations staff for Super Bowl XLI, the 2008 US Open and the 2010 Olympics.

Ruby has been a member of the National Speakers Association Colorado chapter since 1995, and served on the Board of Directors from 1996-1998. In 1997, she was elected as Member of the Year and received her Certified Speaking Professional designation in 2000. She is a member of the National Board of Directors for NSA and is serving as co-chair for the NSA Conference in Feb. 2012.

Saturday Afternoon

So You Want More Engagements? The Secrets to Selling Your Speaking Services



You may have seen Chuck on television, or heard him on CNN, CBS or NPR radio programs. His **business insights** are sought after for his strong position on ethics and sales leadership. **Chuck Gallagher's focus is business – but his passion is empowering others.** His unique presentations, from Expert Sales Training to Effective Business Ethics clearly demonstrate he brings something to the platform that isn't often found in typical business speakers. Chuck's personal experience in building businesses and sales teams while leading companies provides a practical and powerful framework for success.

On a nationwide basis, Chuck has helped countless individuals on their Journey to Success! But what about your journey as a paid speaker - Do you want to increase the number of paid speaking engagements on your calendar? If so, Chuck offers a "**real world**" practical approach to understanding of how to achieve "Sales Success in Speaking"! Join us for this fast paced practical approach to taking the steps needed to improve your sales and grow your business thereby achieving your success...!

A Message from Our Presidents...

I hope your speaking business is thriving and overcoming the weak economy we keep hearing about on the news. If you attended the April meeting, I'm sure you went away with tons of usable ideas that are making a positive difference in your business.



NSA/Carolinas was honored to have had Lt. Col. Rob "Waldo" Waldman, MBA, CSP, with us and he far exceeded our high expectations. He shared his knowledge, understanding, and wisdom. A few of the many things he discussed were, have a good coach, put your audience and their needs first, customers want content not attitude, content comes from who you are and where you're going, business comes from relationships, we all deal with fears, your message must have meaning and your passion must be greater than your fear. Thank you, Waldo.

After having a great lunch with networking time, things did not let up. The afternoon was dedicated to round table discussions, and fellow members openly give of their firsthand knowledge that they've gained from working in the speaking business. A special, thank you to Past NSA President, Patricia Ball, CSP, CPAE, Chuck Gallagher, Patrick Henry, and Past NSA President, Lenora Billings Harris, CSP.

This is the last time you'll have to endure my president's letter. See, I told you things were getting better! I can't say, thank you enough for the opportunity to have served as president of NSA/Carolinas. I'm deeply humbled, thankful, and honored to have been a small part of NSA/Carolinas' rich history.

There's not enough space to mention all the people that unselfishly gave of their time, knowledge, and support during my term as president. Because of the unusual circumstances, my term was not the normal 12 months, but 18 months, and I had the privilege of working with two different boards. Thank you to each one of you.

And, special thank yous to: Michelle Walker who works quietly in the background making sure our newsletter looks good, reads good, and meets deadline. Tom Stevens for all the years of keeping NSA/Carolinas website up to date and running smoothly. John Fallon for our new website design and dealing with never-ending updates. Jack Wiles for his unselfishness and making luggage tags for everyone. Lib and Jerry Fowler for believing in me. Al Walker, CSP, CPAE for reminding me on day one, "Never forget, you'll be Past President more years than you'll be President." And, to Laura Hamilton, CSP for picking me up when I was down and not hesitating to push me down when I needed it. She does more for NSA/Carolinas than anyone can possibly know. She is a blessing to many.

Timing is the key to greatness, and I can honestly say, "I am excited and looking forward to passing the gavel over to our incoming president." Patrick Henry is the right person at just the right time. So, buckle up, keep your hands and feet inside the car, and hold on for a great ride.

May God's blessing be upon you, your families, and your dreams.

*Glenn Strange
Outgoing President*

"Like iron sharpens iron so shall one man sharpen another." I first heard that bible verse at a Promise Keepers conference that I attended with my brother, my father, and Al Walker over a decade ago. I remember that conference very well. Not just because I was with my three favorite dudes in the world, and not just because we were in the same football stadium that I had seen my beloved Auburn Tigers play the evil University of Alabama since I was a kid. I remember that day so well because it was pouring rain. Franklin Graham stood on the stage under a huge awning, and like Moses to the Israelites, addressed the thousands of people who had gathered and said "Men, we hunt in the rain, we fish in the rain, we can praise God in the rain." About that time, Al Walker leans over to me and jokingly says "then get your butt out here in the rain with us, Franklin".



Like Iron Sharpens Iron, NSA/Carolinas has sharpened me into a better speaker. It is wonderful to stand before our audiences and receive praise and accolades, but it is my firm belief that if we are to grow as speakers, we need to associate with, be coached, critiqued, and encouraged by other speakers. As I enter into my term as NSA/Carolinas President, I want to first acknowledge the great work of our board of directors and especially President Glenn Strange. It is easy to be in charge when times are good. The true mark of a leader is one who makes the hard decisions when times are tough. The last couple of years have been difficult for associations across the country, and ours is no different. Glenn made some fiscal and operational choices that will ensure the health of our chapter for years to come.

As president, I want our meetings and activities to focus around three areas: GET BOOKED, GET BETTER, GET BIGGER. We have a terrific board of directors that will work to create opportunities for our members to thrive and I look forward to being a part of that leadership. I encourage every one of you to engage the chapter. Not just with your presence at meetings, but with your enthusiasm, encouragement, and ideas. Like Iron sharpens iron so shall one speaker sharpen another. I look forward to growing and sharpening together.

*Patrick Henry
Incoming President*

2011 NSA/Carolinas Meetings

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, June 11th at the Hilton.*

2011-12 Board of Directors

Patrick Henry *President*
Patrick@patrickhenryspeaker.com 615-491-3941

Rich Schlentz *President Elect*
rich@extraordinaryinc.com 336-317-4603

Richard Morreale *VP of Membership*
Richard@richardmorreale.com 336-598-2793

Bill Whitley *Secretary*
bill@billwhitley.com 704-996-2800

Louise Goodman *Treasurer*
louise@louisespeaks.com 843-235-3816

Meridith Powell *One Year Director*
meridith@mrpprofitstrategies.com 828-243-3510

Chuck Gallagher *Two Year Director*
chuck@chuckgallagher.com 828-244-1400

Glenn Strange *Immediate Past President*
glenn@glennstrange.com 864-439-3308

David Stelzl *Showcase Chair*
dstelzl@stelzl.us 704-243-0014

Jack Wiles *Chapter Photographer*
jack@thetrainingco.com 704-516-2270

John Fallon *Web Master*
john@johnfallonpresents.com 864-638-2101

Michelle Walker *Newsletter Editor*
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Laura Hamilton, CSP *Executive Secretary*
hamiltonseminars@aol.com 336-310-3975

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Chapter Announcements

It's that time of year when we ask members to **elect the 2011 Member of the Year!** This year's nominees are: John Fallon, Rich Schlentz, and Jack Wiles. **Ballots** will be emailed to members next week with **votes due in the chapter office by May 15th**.

Welcome New Member - Kevin A. Williams from Greensboro

Any questions about our **website**, www.nsacarolinas.org contact John Fallon at: john@johnfallonpresents.com



Members Patricia Ball, CSP, CPAE and Yvonne Corppetts talk shop with guests during lunch

Scenes from April's Meeting



Waldo Waldman, CSP teaches participants to Push It Up!

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)

June 11th 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**

June 11th is a Saturday Only Meeting from 9:30 am - 2:30 pm (registration begins at 9:00am)

Check out page four for the full meeting agenda

**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, June 6th.

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! Contact Koi at kle@hiltoncharexecpark.com to get the discounted rate

**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 June 11th - Business Casual is suggested.

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

- 9:00 Registration and Coffee
- 9:15 First Timers Orientation – **Rich Morreale, VP of Membership**
- 9:30 Welcome – **Rich Schlentz, President Elect**
- 9:35 Installation of 2011-12 NSA/Carolinas Board of Directors
- 9:40 Showcase – **Vonda Skelton**
- 10:00 **Creating Systems to put You Center Stage** with **Ruby Newell-Legner, CSP**
- 10:45 Networking Break
- 11:00 **Ruby Newell-Legner, CSP** continues
- 11:45 NSA/Carolinas Business Meeting – **Glenn Strange, President**
- Noon Lunch
- 1:00 **So You Want More Engagements? The Secrets to Selling Your Speaking Services**
with **Chuck Gallagher**
- 2:30 Closing Remarks

NSA / Carolinas

A Chapter of the National Speakers Association

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