

# NSA / Carolinas

A Chapter of the National Speakers Association  
August Issue

Meeting Date: September 11, 2004

Editors:

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## *Master the art of storytelling and transform your stories from good to AMAZING!*

A well-crafted and delivered story is the most effective vehicle for delivering content, communicating its point effectively and making a powerful impression on the listener. Stories communicate ideas and information as no other medium can. They connect with the heart, mind and soul of the listener and appeal to all learning styles. Doug Stevenson's *Story Theater Method* is a combination of acting, comedy and storytelling techniques within the context of business presentations.

*In this presentation, Doug reveals how to...*

- Strategically choose, craft, and deliver a story that captures attention makes a memorable point, and inspires action.
- Release the actor within with acting and comedy skills that you can use immediately.
- Be more entertaining while teaching strategic learning points.
- Move from good speaking to amazing storytelling with Doug's how-to techniques.



*Doug Stevenson*

Doug is a professional speaker and former actor and will show you how to make your content come alive with strategically chosen and crafted stories. He is author of the book, *Never Be Boring Again – Make Your Business Presentations Capture Attention, Inspire Action and Produce Results*, and creator of the *Story Theater Method for Making Content Come Alive*. Doug has presented breakout sessions at NSA six times, and the audiotapes of all of his sessions have become best sellers. He has also presented at numerous chapters for NSA, PSA, CAPS, and ASTD.

***And stick around for a unique afternoon experience...***

### *Marketing Yourself to the Media: Getting Yourself Recognized by the Press*

A panel of media representatives (*including The Charlotte Observer, News 14, and others*) is being assembled to talk about how to use the media to get exposure for your expertise. Learn how your local media wants to be contacted, the most effective way to make a pitch, and the best way to be known by the media as an expert resource.

**Bring your burning questions and join the discussion!**

## The President's Platform...Russell J. White (a.k.a. The BIG Guy)

### *From Passion to Profession*

I was completely surprised with the number of responses I heard to my vision for this coming year. The calls, e-mails, and letters of support I received tell me we are on the right track. Most every person I heard from offered to help the chapter this year, and this is why our community is so important at NSA/Carolinas.



At this year's national convention, every one of the CPAE (Hall of Fame) recipients talked about their NSA family and how important that family was in times of personal and professional troubles as well as successes. In my few years in NSA, I also have found some of the best friends I have ever had within this family.

No need to grab your hanky or airsickness bag, because I'm not talking about a group of people that stand around the campfire, holding hands and singing "We Are the World." I'm talking about a community of professionals who share business wisdom, product insights, and personal experiences. All of which will help you grow your business more quickly and less painfully than having to learn those lessons on your own. There is not another organization that so openly shares the tricks of the trade with their fellow members.

Does this sound like a circle you want to be a part of? Does this sound like a group that can help you make your business grow? Does this sound like professionals you'd like to be with, if for no other reason than to bounce ideas off? You can with two words: *Get Involved*.

Getting involved starts with one very easy first step: Be present. I have found myself looking at our national convention programs and saying to myself, nothing really speaks to my needs. But I always go... if for no other reason than inertia. It never fails. Every single convention I get back more than my investment in time and money, and this year was no different. Bottom line, I had to be present to put myself in the way of great ideas. Come to our meetings, put yourself in the fertile ground of speaker professionals, and watch your business grow. September 11<sup>th</sup> will be just that opportunity.

Our September program is one for which I have high expectations. As I said at our last meeting, we are planning programs for the professional speaker, and Doug Stevenson will get our year off to a great start. He travels the world teaching professionals the keys to the most important components to a speech: platform presence and well-crafted stories. Be present.

Mark September 11<sup>th</sup> on your calendar to join us, get involved, and put yourself in front of great ideas!

## NSA / Carolinas Dates

### 2004 NSA/Carolinas Meetings:

September 11  
November 5-6

**All NSA/Carolinas meetings are at the Hilton Executive Park**

*The next NSA / Carolinas Board Meeting will be 5-6:30pm on Friday, September 10<sup>th</sup> at the Hilton Executive Park*

### NSA Dates

#### 2005 Educational Retreat

January 6, 2005 – January 9, 2005  
Marriott Casamagna Cancun Resort  
Cancun, Mexico

#### 2005 Workshop

February 4, 2005 – February 6, 2005  
Hilton Burbank Airport/Convention Ctr  
Burbank, California

#### 2005 National Convention

July 9-12, 2005  
Hyatt Regency Atlanta  
Atlanta, GA

## 2004-2005 NSA / Carolinas Board of Directors

**Russell White** *President*  
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**Ray Leone** *Immediate Past-President*  
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**Paul Huff** *2 Yr. Director*  
paul@paulhuff.com 704-944-6070

**Laura Hamilton, CSP** *Executive Secretary*  
nsacarolinas@aol.com 704-843-4077

Chapter News and updates...

## Congratulations to **George Smart...** Our 2004 Member of the Year!



- Our following Chapter Members had a special part in the NSA National Convention in Phoenix: **Ray Leone, Lenora Billings Harris, CSP, Roger Herman, CSP, Jane Jenkins Herlong, CSP, Al Walker, CSP, CPAE, and Ty Boyd, CSP, CPAE.**
- **Mark your calendars for Speakers School on November 5-6, 2004.** Do not miss this incredible opportunity to learn more and grow your business!
- Congratulations to **Emory Austin, CSP, CPAE** on making the NSA Board of Directors
- Congratulations to **Lenora Billings Harris, CSP** for becoming President Elect of NSA!

**Location:**

Hilton Executive Park  
I-77 & Tyvola Road  
Charlotte, NC  
704-527-8000

*September 11<sup>th</sup> 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 \_\_\_\_\_

Signature \_\_\_\_\_ Amount \$ \_\_\_\_\_

\$49 Pre-registration for Members, Staff, or Spouse

\$89 Pre-registration for Guests

**You may also register online at [www.nsacarolinas.org](http://www.nsacarolinas.org)**

*Business casual is appropriate*

**All registrations must be received before September 7, 2004.** After this date, registration is an additional \$10. Phone, fax, or email registrations can be accepted. No refunds. *Please make your own hotel reservations – Contact Paula Wimmer and ask for our NSA Carolinas group rate!*

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

**Laura Hamilton, CSP  
PO Box 129  
Waxhaw, NC 28173-0129  
704.843.4077 / FAX 704.843.3308  
Email: [nsacarolinas@aol.com](mailto:nsacarolinas@aol.com)**

## NSA / Carolinas Agenda



### Saturday, September 11<sup>th</sup> Agenda

8:00 AM **Registration/Networking Breakfast**

8:30 **Welcome**, *President Russell J. White*

8:45 **Showcase Speaker** – Dr. Michael A. Beitler

9:00 **Story Theater – Making Content Come Alive**, Doug Stevenson

10:00 **Networking Break**

10:30 **Doug Stevenson** (*continued*)

11:40 **BIG Ideas from The BIG Guy**

12:00 PM **Networking Lunch**

1:00 **Media Panel**

2:15 **Closing Comments**

2:30 **Adjourn**

## NSA / Carolinas

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**First Class Mail**