

### Saturday Morning

Spend the morning with nationally known corporate humorist, comedian and head “Laugh Master” **Jeff Justice** in his Comedy Workshoppe. He will keep you laughing while showing you how to bring more humor to your presentations.



During this laugh-packed session you'll learn the secrets of Ad-Libbing and how to use simple, low risk humor techniques to add punch and pizzazz to any speech or training program. No matter what your topic, stand out from the crowd with the dynamics of laughter.

Jeff will also share the mistakes most speakers make using humor and how to avoid them as well as the Ten-Plus Commandments of Humor. Bring a story you'd like some help punching up and watch Jeff work his magic on it.

**Jeff Justice, CSP** is a nationally known humorist, author and speaker who has presented humor programs for businesses throughout the U.S. and Canada since 1993.

For the past twenty years, Jeff has taught over two thousand aspiring comedians, business professionals, trainers and professional speakers the art of stand-up through his Comedy Workshoppe which has been featured on CNN, TNN “Liars and Legends” (Jeff was the Legends part). He is considered one of the top teachers of humor and delivery skills in the country.

His innovative techniques have been featured in magazines, newspaper articles and on CNN. He is also the author of six humor books and two CDs including his latest, “How to Ad Lib Like a Professional (or Just Look Like One)”. As a comedian he has appeared on many nationally televised shows like, “Caroline’s Comedy Hour”, “Comic Strip Live”, A&E’s “Comedy on the Road” and Showtime.

### Saturday Afternoon

Start the afternoon with **Tray Dunaway, MD, CSP** as he demonstrates how one of the most boring medical topics in the world (coding and documentation) can be funny. By the infusion of humor, in his much sought after and popular healthcare seminars, Tray has now developed a successful keynote business as well. Be there for the “How To Add Humor to a Serious Workshop” and learn from the best!

Then stay tuned for **The Humor Panel** in the session, “How Humor Has Made Me A Lot Of Money”. Each Panelist will tell how they added humor to their area of expertise. Tray Dunaway, CSP discusses seminars, Tim Dumas discusses going from a career as a humorist to The Lab Guy, Lib Willis Fowler discusses keynotes, Meredith Powell discusses the youth markets, and Glenn Strange discusses magic. Don't miss this session!

## *A Message from Our President...*



Your NSA/C Carolinas board works hard to deliver new and exciting ways to give you great membership value with quality professional content that exceeds your expectations.

Our April meeting was no exception. Friday evening began with Emcee Kelly Swanson keeping the evening moving smoothly. Seven brave members each presented a 10 minute showcase and received constructive feedback from a panel of three highly qualified judges, Lenora Billings-Harris, CSP, Jane Herlong, CSP, and Al Walker, CSP, CPAE. Not only the seven participants, but all in attendance, were able to benefit from this exercise. We heard some really strong presentations and useful, applicable comments, and suggestions from the panel. This was a hit and will soon be repeated.

Saturday morning did not slow down as Clint Greenleaf, founder of Greenleaf Book Group, gave us need-to-know information about the publishing industry, and book sales secrets. He explained in easy to understand details about different publishing options available to us as speakers and authors. He went over the pitfalls and educated us on ways to avoid them. Many times we're given bad information from people that think they understand the business of publishing. We were very fortunate to have had one of the most knowledgeable and successful people in the business of publishing to educate us and answer our questions. Thank you Clint Greenleaf.

Following a great meal and a fun time socializing, we were back at it again. This time, Tony Leone, explained, educated, and guided us on the subject of, "Lead Generation Through Social Networking". Tony did an excellent job of explaining the how to's and the why's. Tony started using computers to communicate before he could talk. His father (Ray Leone) is a successful speaker, and his employer is Jeffrey Gitomer, CSP, CPAE. How could anyone else be more qualified to explain Social Media from a speaker's point of view? After all, Tony grew up attending NSA conventions, and has been surrounded by the speaking business his entire life, plus 9 months.

As you know, one of the most common desires we have as speakers and trainers is, "We wish we had more humor in our presentations." Humor is a powerful tool when used properly. Knowing this desire is a key to your success, the entire, **Saturday only**, September 11 meeting (9:00 am - 3:30 pm) is dedicated to improving your funny bone. Even people that say, "I can't be funny, because I'm not a funny person in real life," are going to walk away with a new funny for their presentations.

Adding humor to your speech is more than adding a few funny email stories and jokes. Understanding humor and comedy is serious business and no one understands that more than Jeff Justice, CSP, from Atlanta, GA. We are so excited to have Jeff with us in September. I first heard of Jeff over 20 years ago, when he was a headliner comedian, playing comedy clubs all across the US. In fact, I saw his comedy club act three times in one year. He was extremely funny, and one of the few comedians that worked TOTALLY CLEAN.

I could go on and on about Jeff's many achievements in the world of comedy, but one of the things he does better than anyone else is that he has the ability to explain comedy, and teach others to be funny. His comedy mind works faster than a speeding bullet, and he understands how to create humor around almost any subject. Not only will he explain the rules and laws of comedy so you may understand and apply them to your stories and speeches, he will work with a few individuals and add more punch and humor to their presentations. Jeff will give you the knowledge that will enable you to move your speech from good to great. Visit <http://www.jeffjustice.com>

We're looking forward to having Dr. Tray Dunaway, CSP, starting off the afternoon sessions. Besides being a brilliant doctor and an outstanding speaker, Tray is a truly funny person. His humor comes naturally and without effort. Tray speaks mainly to healthcare professionals, on a wide variety of subjects ranging from intense, to emotional, to dull and boring. Tray will demonstrate how he uses humor to overcome these challenges, and keeps his clients asking him back. Visit <http://traydunaway.com>

After Tray, we have a Humor Panel made up of speakers that rely heavily on humor for their success. Each will explain how they blend their unique humor style with their content and audiences. This will be a real eye opener for many. See, I told you comedy is serious business.

NSA/C Carolinas was well represented at the recent NSA Convention in Orlando. I'm sure convention highlights and trends in the speaking business will be the main topics during lunch and networking times. It's always interesting to learn what's going on with our speaker colleagues from other areas around the world.

The Saturday, September 11<sup>th</sup> meeting offers a "Life Time Guarantee". If you invest one day of your time at NSA/C Carolinas, on September 11, you will be a funnier and a more powerful speaker for the rest of your life. I look forward to seeing you and hearing you laugh out loud in Charlotte. REGISTER NOW at: [www.nsacarolinas.org](http://www.nsacarolinas.org)

*Glenn Strange  
President*

## 2010 NSA/C Carolinas Meetings

September 11 Quarterly Meeting – Saturday Only  
November 12-13, 2010 Speakers School

## 2011 NSA/C Carolinas Meetings

January 15 Quarterly Meeting - Saturday Only  
April 9 Quarterly Meeting - Saturday Only  
June 11 Quarterly Meeting - Saturday Only  
September 10 Quarterly Meeting - Saturday Only  
November 11-12, 2011 Speakers School

## 2011 NSA Meetings

**Winter Workshop** – Feb 18-20 – Atlanta, GA  
**NSA Convention** – July 30- Aug 2-Anaheim, CA

**All NSA/C Carolinas meetings are at the Hilton  
Executive Park in Charlotte, NC**

*The next NSA/C Carolinas Board Meeting will be at  
7:30am on Saturday, September 11<sup>th</sup> at the Hilton.*

## **2010 Board of Directors**

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## Chapter Announcements



**2010 Chapter Member of the Year was Patrick Henry.** Congratulations to a most deserving member who has added zest and zeal to our association since the moment he joined. Patrick's dedication and commitment to the chapter is and has been phenomenal.

**Mark your calendars for November 12-13 in Charlotte as our Annual Speakers School will be held.**

This year's featured faculty will be Mike Frank, CSP, CPAE and Patricia Fripp, CSP, CPAE. These tremendous speakers will share their expertise for an outstanding weekend experience. Patrick Henry, Speakers School Chair, promises great results from this information-rich Speakers School. For your invitation, go to [http://www.youtube.com/watch?v=7gw90PD\\_rY&feature=player\\_embedded](http://www.youtube.com/watch?v=7gw90PD_rY&feature=player_embedded) More details will follow in the coming month.

### Scenes from NSA/C June Meeting



Richard Morreale and Kelly Swanson conducting the first timers meeting



Wally Adamchik, CSP, Clint Greenleaf, Joy Millis, CSP, and a visitor



Laura Hamilton, CSP, New Member Louise Goodman, and Jane Herlong, CSP



Becky McCrary, CSP and Joy Millis, CSP



Ty Boyd  
CSP, CPAE

Membership in the NSA/C 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](http://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](mailto:nsacarolinas@aol.com)

**Location:** Hilton Executive Park at I-77 & Tyvola Road  
Charlotte, North Carolina (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 \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

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

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

***September 11<sup>th</sup> Saturday Only Meeting from 9:30 am until 3:30 pm***

**We strongly encourage pre-registration through PayPal on our Chapter website, [www.nsacarolinas.org](http://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 Friday, September 3<sup>rd</sup>.**

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/C 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/C Carolinas, & registration form to:**

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



# NSA/Carolinas Meeting Agenda

**Saturday September 11<sup>th</sup>** - *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 – **Richard Morreale, VP of Membership**
- 9:30 Welcome – **Rich Schlentz, VP of Programs**
- 9:35 Showcase- **Kevin Brode**
- 9:50 “Jeff Justice’s Comedy Workshope” **Jeff Justice, CSP**
- 10:50 Energy Break
- 11:20 **Jeff Justice, CSP** continues
- 12:20 NSA/C Business Meeting – **Glenn Strange, President**
- 12:30 Lunch
- 1:30 “How To Add Humor to a Serious Workshop” **Tray Dunaway, CSP**
- 2:35 “How Humor Has Made Me A Lot Of Money” **Humor Panel**
- 3:20 Closing Comments

## NSA / Carolinas

*A Chapter of the National Speakers Association*

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**First Class Mail**