



Get Booked, Get Better, Get Bigger

Next Meeting Date: September 10, 2011

August Issue

Saturday Morning

The Power of Trademark Stories



If you want them to remember you long after your program is over, you must have a powerful trademark story. Don Hutson, CSP, CPAE will share his insights on the power of developing and perfecting trademark stories and how to generate non-traditional income.

Don Hutson's, careers in speaking, management and sales have brought him many honors. He successfully worked his way through the University of Memphis, graduating with a degree in Sales. After becoming the #1 salesperson in a national training organization, he established his own training firm and was soon in demand as a professional speaker.

Don's client list includes over two-thirds of the Fortune 500, and he is featured in over 100 training films. He is CEO of U.S. Learning, Chairman of Executive Books, and makes some 75 speaking appearances per year. Perhaps you have seen him on national television where he has been featured on both PBS and Fox News.

Don is the author or co-author of twelve books, including ***The Sale***, and his two Wall Street Journal and New York Times International best sellers, ***The One Minute Entrepreneur*** and ***The One Minute Negotiator***.

Don is a member of the prestigious Speakers Roundtable. He was President of the National Speakers Association, and received its coveted Cavett Award. He has also been inducted into NSA's Speakers Hall of Fame.

Connect and Convert: How to Attract, Engage and Convert Prospects to Profits!



Terri Murphy will empower you to harness the power from the platform and keep the connection going long after the program is over.

As a specialist on creating profitable online relationship strategies, she will share ways to keep you connected with both traditional and online channels to get more bookings and sell more products

Terri Murphy is the Chief Information Officer of U. S. Learning in Memphis and president of Terri Murphy Communications, Inc. As a consultant and speaker, Terri helps to create new relationships with cutting edge traditional marketing and online communication strategies.

She is a published author of five books, including her most recent book with Donald Trump, "*The Best Real Estate Advice I Ever Received*" and has authored four additional books on sales and leadership. Terri has produced and hosted both television and radio programs, and been featured on ABC, NBC and CNBC News as a sales industry expert.

Afternoon Session

This session is designed *only* for people who need more business. Join in the panel discussion on *How To Increase Sales and Generate Leads in Tough Economic Times* with featured panelists Louise Goodman, Laura Hamilton, CSP, Jane Jenkins Herlong, CSP, Joy Millis, CSP, Vonda Skelton, and Bobbie Staten, CSP as they share their innovative secrets for successful bookings.

A Message from Our President...

What an exciting time to be a professional speaker. Never before has our message been needed more by the clients whom we serve. NSA/ Carolinas and the National Speakers Association exist to serve the needs of the working professional speaker.



For that reason, we are committed to bring in some of the most prolific and successful professional speakers in the country. If you have been an NSA member for longer than five minutes then you have heard of the "Spirit of Cavett". NSA founder, Cavett Robert, used to say "let's make the pie bigger and help everyone to a slice". That statement may not be in alignment with the spirit of competition and cut throat ambition that exists in many professions, but it is alive and well in NSA and the speaking profession is better for it. NSA chapters were created so NSA members could have a place to network and learn, on a local level, in between national meetings.

So join us on September 10th to network and be close to the great speakers we have for this special meeting. Don Hutson, CSP, CPAE, a legend in the speaking industry, will be addressing *The Power of Trademark Stories*. Learn from the best on how to enhance your current stories and develop new ones. He will also be addressing *How to Generate Non-Traditional Income*. Now, who doesn't need to hear those topics?

Terri Murphy will dazzle in her presentation on *How To Convert Prospects Into Profits!* With Terri's vast knowledge in the field of communications this will be a must see session.

In the afternoon session, we have an all female panel sharing with us *How To Increase Sales and Generate Leads in Tough Economic Times*. We have some of the best in the business sharing their secrets to success. Thanks to Louise, Laura, Jane, Joy, Vonda, and Bobbie.

To register, go online to www.nsacarolinas.org and register with PayPal. I look forward to seeing you there.

*Patrick Henry
President*

2011-2012 NSA/Carolinas Meetings

September 10 Quarterly Meeting - Saturday Only
November 11-12 Speakers School
January 14 Quarterly Meeting - Saturday Only
April 14 Quarterly Meeting - Saturday Only
June 9 Quarterly Meeting - Saturday Only
September 15 Quarterly Meeting - Saturday Only
November 9-10 Speakers School

2012 NSA Meetings

2012 NSA Winter Conference February 3-5, 2012
2012 NSA Convention July 14-17 2012

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

2011-12 Board of Directors

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Chapter Announcements

Jack Wiles, 2011 Chapter Member of the Year



Congratulations to **Jack Wiles!** A very deserving Member of the Year, Jack has served in the background for years serving on the board, making luggage tags for members and guests and being the official photographer for NSA/Carolinas.

Jack has been a professional speaker for over 20 years. He is also a senior author for Syngress/Elsevier, the largest security related book publisher in the world. He is working on his 5th book for them. Jack is also a decorated Combat Veteran who served with the 101st Airborne Division in Vietnam where he was awarded 2 Bronze Stars for his actions in Combat. He retired from the Army with 28 years service, and spent his last 7 years in the U.S. Army Reserve (Lieutenant Colonel) assigned directly to The Pentagon.

When we asked Jack what this meant to him, he said, "It was such an unexpected honor being named Member of The Year. When I consider this chapter has some of the best and most well respected speakers in the world on its membership roster, I am humbled and very appreciative of the honor. THANK YOU fellow professionals!"

Dutch Boling, President of NSA/Carolinas in 1984-85 passed away recently. Dutch was a speaker, coach and author whose amazing gift of encouragement was always present. He was the fourth president of our chapter and his leadership set the tone for the remarkable legacy that CSA (Carolinas Speakers Association) began and NSA/Carolinas continues. We will miss Dutch Boling!

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)

September 10th 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**

\$110 Pre-registration for **NON-Members and Guests** for Saturday Meeting**

September 10th is a Saturday Only Meeting from 9:30 am - 2:30 pm (registration begins at 9:00 am)

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 meals and materials.**

All registrations must be received before Monday, September 5th.

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 September 10th (*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 – **Richard Morreale**, VP of Membership
- 9:30 Welcome – **Jane Jenkins Herlong**, CSP, VP of Programs
- 9:35 The Power of Trademark Stories with **Don Hutson, CSP, CPAE**
- 10:45 Networking Break
- 11:05 Connect and Convert: How to Attract, Engage and Convert Prospects to Profits! with **Terri Murphy**
- 12:15 NSA/Carolinas Business Session – **Patrick Henry**, President
- 12:20 Lunch
- 1:00 How To Increase Sales and Generate Leads in Tough Economic Times featuring **Louise Goodman, Laura Hamilton, CSP, Jane Herlong, CSP, Joy Millis, CSP, Vonda Skelton, and Bobbie Staten, CSP**
- 2:30 Closing Remarks

Scenes from the June Meeting

Ruby Rocked



Chuck Captivated



Vonda Skelton Wowed



First Timers Orientation



*2011 Member of the Year
Jack Wiles and newly
installed NSA/C President
Patrick Henry*



2011-2012 Board of Directors

