



*Use It On Monday*

**Next Meeting Date: April 17, 2009**  
*March Issue*

## ***Technology, Social Media and You***

You have asked for sessions on technology and we are delivering in April. Come to this meeting with an open mind, an attitude to learn and your laptop. During this hands-on weekend, you will be taken to your next level with technology in place when you depart! This weekend is not just about learning...it's about doing!

### **FRIDAY NIGHT**

**Jeff Cobb - *Minimum Bucks, Maximum Bang: Leveraging the Internet to Boost Your Brand and Blow the Doors Off Your Business.***



Blogs, YouTube, marketing strategy – there's plenty of buzz out there these days about all the shiny new tools on the Web. But when you cut through all the hype, how can the Internet help you do what businesses really need to do: find prospects and convert them to customers? As a seasoned Web entrepreneur who has helped build multiple successful businesses, Jeff Cobb has a keen eye for what works when it comes to marketing on the Internet. In this session, we'll roll up our sleeves and work with Jeff to actually start implementing some of the Internet strategies he feels are most effective for boosting business. Bring your laptop: this is a working session! Jeff is also going to show you the best way to use YouTube.....Someone is going to make it on YouTube so be prepared to be videoed!!

**Jeff Cobb** is an Internet marketing and social media fanatic who spends far too much of his time trying all the great new tools the Web has to offer. An entrepreneur at heart, he has helped build multiple, successful Web-based companies and currently serves as managing director of his latest venture, Tagoras, a market research and consulting firm. Jeff speaks frequently on new media, marketing, and online learning. He also blogs weekly at <http://www.hedgehog-fox.com> where he offers ongoing insights into how to leverage the social Web for business. He works closely with clients to integrate Internet marketing, social media, and customer education approaches into business strategy and speaks frequently on a range of topics related to new media, marketing, and innovation.

### **SATURDAY**

**Ted Janusz – *What Every Speaker Should Know About Web 2.0***



Learn the ins and outs of using social media tools. We explore the World of Web 2.0. We will address the ways you should use social networking to promote your speaking business and the ways in which you should not use social networking.

We will have fun creating a podcast live during the session. Bring your 2-3 minute marketing message to create your own podcast. You will also learn how to design your own social networking presence on Facebook.

**Ted Janusz** is a member of the National Speakers Association of Ohio and author of *Kickback: Confessions of a Mortgage Salesman*, one of the best-selling books on mortgages on Amazon.com. This powerful book resulted in Ted being invited to appear live as a guest on the Geraldo show on Fox News Network to discuss predatory lending. Ted conducts hundreds of seminars each year on a variety of managerial topics. Following a nationwide "American Idol-like" search, Janusz was one of only 13 instructors selected to conduct "eBay University" for eBay at sites across the country. Several hundred people gather at each of these Saturday events to learn how to start their own businesses on the wildly popular Internet auction site! Ted's methods and knowledge keep him in high demand!!

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



I hope this finds you well. I realize that statement is far more challenging in these times than it was several months ago. We read of the lack of confidence on Wall Street and we hear of fellow speakers experiencing hard times. Yet, we also know the importance of planning for the future and increasing our capacity to be more effective in our businesses.

I have clients who are continuing to invest in their people. These clients will be better positioned to capitalize on opportunities when they come. How about you? If you are slower than usual, what are you doing to increase your capacity and potential? Come to the chapter meeting in April and do that very thing. Last year we surveyed members and one of the hot topics was technology. Our next meeting is about using and leveraging the internet to be more successful. I hope you will join us.

Also in this newsletter we present the board slate for the next board year which begins in June. We are taking a unique step which will see me renew my term as President. Glenn Strange will assume the role of President Elect which was left open by the untimely passing of John Cooper. By extending my term for six months we give Glenn ample time to prepare for the job and to attend Camp NSA. Camp NSA is a specifically designed program for President Elects to assist with their leadership in the chapter. Glenn will take over as President in January of 2010 and will serve for 18 months also. This will get our succession plan back on schedule and insure the future viability of the chapter.

These are unique times. I invite you to Charlotte where you know you will find like-minded professionals who share your aspirations and your frustrations. It will be worth your time and you will get material you can use on Monday.

Stay inspired.

*Wally Adamchik*  
2008-2009 NSA / Carolinas President

## 2009 NSA/Carolinas Meetings

April 17-18 Quarterly Meeting  
June 12-13 Quarterly Meeting  
September 11-12 Quarterly Meeting  
November 13 – 14 Speaker School

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

*The next NSA/Carolinas Board Meeting will be at  
3:30 pm on Friday, April 17<sup>th</sup> at the Hilton*

## 2009 NSA Convention

**2009 NSA Convention – July 18-21**  
Marriott Desert Ridge Resort & Spa • Phoenix, AZ

More info at [www.nsaspeaker.org](http://www.nsaspeaker.org)

## **2008-2009 Board of Directors**

<b>Wally Adamchik, CSP</b>	<i>President</i>
wally@beafirestarter.com	919-673-4499
<b>Glenn Strange</b>	<i>President Elect</i>
glenn@glennstrange.com	864-439-3308
<b>Jack Wiles</b>	<i>VP Membership</i>
jack@thetrainingco.com	704-516-2270
<b>Bart Queen</b>	<i>VP Programs</i>
bartqueen@c-3communications.com	919 531-9246
<b>Jerry Bellune</b>	<i>Secretary</i>
jerry@jerrybellune.com	803-359-2646
<b>Wesley Ford</b>	<i>Treasurer</i>
wesley@wesleyford.com	910-295-4428
<b>Becky McCrary</b>	<i>Immediate Past President</i>
becky@beckymccrary.com	864-967-3705
<b>Tim Dumas</b>	<i>2 Year Director</i>
tdumas@nc.rr.com	919-325-2888
<b>Glenn Strange</b>	<i>1 Year Director</i>
glenn@glennstrange.com	864-439-3308
<b>Richard Morreale</b>	<i>Hospitality Chair</i>
richard@richardmorreale.com	336 598-2793
<b>Rich Schlentz</b>	<i>Showcase Chair</i>
richschlentz@triad.rr.com	336 317-4603
<b>Patrick Henry</b>	<i>Deputy Program Coordinator</i>
patrick@patrickhenryspeaker.com	615 491-3941
<b>Laura Hamilton, CSP</b>	<i>Executive Secretary</i>
nsacarolinas@aol.com	336-996-9405
<b>Tom Stevens</b>	<i>Webmaster</i>
tstevens@esquareleadership.com	919-245-1026
<b>Michelle Walker</b>	<i>Newsletter Editor</i>
spacemichelle@lycos.com	919-412-5154
<b>John J. Fantry, Jr.</b>	<i>Attorney</i>
jfantry@bellsouth.net	803-691-8900

## Chapter Announcements

**Member of the Year nomination form** will be emailed to members by March 9. Please nominate a deserving member for the 2009 year. Deadline for a nomination is April 1st. The Member of the Year will be recognized at the June 13 meeting.

The NSA/C board is submitting the **2009 -10 Slate of Officers** for the membership's approval. Members will vote at the April 18 meeting. New officers will be installed at the June 13 meeting.

President - Wally Adamchik, CSP	VP of Membership - Kelly Swanson	One Year Director – Tim Dumas
President-Elect - Glenn Strange	Secretary - Richard Morreale	Two Year Director – John Fallon
VP of Programs - Patrick Henry	Treasurer - Rich Schlentz	Immediate Past President – Becky McCrary

Due to increased costs for our meetings, the board voted to **increase registration fees \$10**. Member's registration will now be \$59 and guests will be \$99 for the Saturday meeting

John Cooper's wife, Catherine, and family would like to thank all the members of the chapter and NSA for your generosity during this difficult time. John will be sorely missed.

**Glenn Strange** was recently named "South Carolina Magician of the Year" at the magician's annual convention in Columbia, SC in January. Congrats to Glenn.

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

*April 17<sup>th</sup> & 18<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 \_\_\_\_\_

- \$25 Pre-registration for **Members, Staff, Spouse, NON-Members & Guests** for Friday Night Only
- \$59 Pre-registration for **Members, Staff, or Spouse** for Saturday Meeting
- \$99 Pre-registration for **NON-Members & Guests** for Saturday Meeting
- \$74 Pre-registration for **Members, Staff, or Spouse** for BOTH Friday Night & Saturday Events
- \$124 Pre-registration for **NON-Members & Guests** for BOTH Friday Night & Saturday Events

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.

Thanks for helping us with this endeavor!

**All registrations must be received before April 10<sup>th</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/Carolinas group rate of \$105 at the newly renovated 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

**Friday, April 17, 2009** – (business casual at all events)

6:00 pm – Buffet Dinner

6:45 – *Minimum Bucks, Maximum Bang: Leveraging the Internet to Boost Your Brand and Blow the Doors Off Your Business* – **Jeff Cobb**

**Saturday, April 18, 2009**

8:00 – Registration and Continental Breakfast

8:20 – First Timers Orientation – **Jack Wiles - VP of Membership**

8:30 – Welcome – **Wally Adamchik, CSP - President**

8:35 - Showcase Presenter - **Jonathan Bregman, DDS**

8:50 – *What Every Speaker Should Know About Web 2.0* – **Ted Janusz**

10:20 – Energy Break

10:45 – **Ted Janusz** continues

11:45 – NSACarolinas Business Meeting – **Wally Adamchik, CSP - President**

11:55 – Networking Lunch

1:15 — **Ted Janusz** continues

2:15 – Closing Comments

## NSA / Carolinas

*A Chapter of the National Speakers Association*

PO Box 30058

Winston-Salem, NC 27130

336 996-9405 *Office*

336 996-9409 *Fax*

Email: nsacarolinas@aol.com

**First Class Mail**