



Use It On Monday

Next Meeting Date: **January 8, 2009**
December Issue

Friday Night – Past Presidents’ Day Celebration



Join us in paying tribute to the Past Presidents of our Carolinas Chapter. As a special treat, **Ty Boyd, CSP, CPAE** past NSA's President, NSA Cavett Award recipient, and past NSA/Carolinas Member of the Year will speak to the audience on ***Reflections of the Speaking Business***. Ty is recognized in speaking, radio, and television industries as being the best of the best. And, you will not want to miss **Steve Rizzo, CPAE** with his unique and hilarious brand of **comedy**. This is an evening we will long remember.

Saturday Morning – Jeffrey Gitomer, CSP, CPAE and Steve Rizzo, CPAE

How to Be Funny and Make Money: *The Fun and Reality of The Speaking Business*

Participants will learn...

- How to succeed in our business while enjoying the process
- How to add humor that actually makes people laugh
- There's no such thing as a bad audience
- Never be nervous before a speech again
- What to do when speaker bureaus want to lower your fee
- How to laugh off stress and drill for optimism
- How to create new ways of thinking to transform these challenging times into opportunities
- How to bring out the best in yourself and others
- And all of your questions answered!



Jeffrey Gitomer, CSP, CPAE is creative, on-the-edge, writer and speaker whose expertise on sales, customer loyalty, and personal development is world renowned. He is known for presentations, seminars and keynote addresses that are funny, insightful, in your face, off the wall and on the money. He is the author of The New York Times Best Sellers-*The Sales Bible*, *The Little Red Book of Selling*, *The Little Black Book of Connections*, and *The Little Gold Book of YES! Attitude*.

Jeffrey's customers include Coca-Cola, D.R. Horton, Caterpillar, BMW, AT&T Wireless, MacGregor Golf, Ferguson Enterprises, Kimpton Hotels, Hilton, Enterprise Rent-A-Car, AmeriPride, NCR, Stewart Title, Comcast Cable, Time Warner Cable, Liberty Mutual Insurance, Principal Financial Group, Wells Fargo Bank, Baptist Health Care, BlueCross BlueShield, Carlsberg, Wausau Insurance, Northwestern Mutual, MetLife, Sports Authority, GlaxoSmithKline, AC Nielsen, IBM, *The New York Post*, and hundreds of others.



Steve Rizzo, CPAE spent much of his life learning how to pursue and achieve his own definition of success. Luckily for audiences worldwide, that definition has evolved to include showing others his blueprint for realizing their dreams and achieving personal excellence and professional satisfaction.

As Steve's friend and fellow comic Drew Carey says, "He used to be a stand-up comic, but now he is a speaker who is inspiring people all over the world." Steve is a best selling author of *"Becoming A Humor Being -a Writer's Digest Award winner* and has 15 Years as a professional comedian headlining comedy clubs throughout the country. His special appearances include: *Showtime Special*, *Evening at the Improv*, *The Comedy Channel*, and *Fox TV-Comic Strip Live*. Steve is also a consultant on MSNBC, CNBC and Oprah and Friends Radio network, and a Creator and Executive Producer of his own PBS Special.

Saturday Afternoon – Past Presidents Panel

Join our **Past Presidents** as they serve on a panel to discuss **"The State of the Speaking Business."** This is a wonderful opportunity to learn from the history of the business and see the direction in which we are headed. Q&A will be included in this fast paced- information packed discussion.

A Message from Our President...

Way back in the 14th century, British author Geoffrey Chaucer said, "All good things must come to an end." Well, one of my good things is coming to an end--but one of yours is continuing. January will see the completion of my term as your chapter president. I have heard from clients and from speakers who are involved in leadership positions in their associations, and now I myself confirm: board service is a rewarding experience. I encourage you to get involved in this chapter. NSA/Carolinas remains one of the strongest chapters in all of NSA by many measures. Of course, that is evidence of the quality of our members. I invite you to actively contribute to this legacy.

As I mentioned at the outset, a good thing of yours is continuing-- and that is the leadership of Glenn Strange. I proudly pass the gavel to him, and look forward to his stewardship of our chapter. His leadership in putting together a highly successful Speakers School in November was top-notch. His insights during intense chapter re-chartering conversations with NSA have been keen. I have admired and respected him during our time together. He is not only a gifted magician and humorist; he is a leader.

I began my term with the mandate to "Use It On Monday." My goal was to give you content and relationships that you could put to work in your business immediately. The past eighteen months have seen the worst economy in decades and knocked many of our peers out of the business. But the best defense is a good offense. NSA/Carolinas meetings are a superior value. They give you the ammunition to go on the offensive and win the battle. I am confident you will continue to attend meetings to gain information you can "Use On Monday."

Finally, I did nothing alone. My board members were outstanding. Each made valuable contributions, and I am grateful to every one of them. Any impact I may have made, or praise I may have received, was only possible because of their loyal and selfless support. My heartfelt thanks to them--and to you. Stay Inspired.

*Wally Adamchik, CSP
Immediate Past President*

January and my term as President will be here before we know it. I'm looking forward to this time with much excitement. Wally Adamchik CSP, the man that literally wrote the book on leadership, has done a tremendous job as President and is passing over a strong chapter with board members that are truly a pleasure to work along side. It's reassuring to have such a great resource of dedicated unique individuals that consistently give of their time, talents, and knowledge to keep our chapter strong. Wally will continue serving on our board as Past President and I will be relying and recommendations.

In November, at the NSA Camp in Phoenix, I had the privilege of spending time with the President Elects for all the NSA Chapters. It was a great experience and I met some truly memorable people. One thing I came away with was the realization that NSA/Carolinas is a healthy, well-organized chapter with a rich history of dedicated members that are always willing to step up and deliver their best.

With 83 people in attendance and many of those being first-timers, this year's Speakers School was a success. I have received many emails and thank you cards, but the real "thank you" goes to the awesome faculty that unselfishly shared their knowledge, and to the members that worked behind the scenes to make everything fall into place and run smoothly. One comment I heard from several first-timers was, "I can't believe how friendly everyone was and how willing they were to answer my questions." Thank you, NSA/Carolinas members!

While attending the recent NSA Fall Conference, I heard several respected speakers and meeting planners comment that they were seeing signs of a positive turn around in the business of speaking. Let's hope this trend continues and we'll look forward to 2010 being a great year for our chapter and for your speaking career. Thank you for the opportunity to be your president and I am honored to serve you and NSA/Carolinas.

*Glenn Strange
President*



2010 NSA/Carolinas Meetings

January 8-9 Quarterly Meeting
April 9-10 Quarterly Meeting
June 11-12 Quarterly Meeting
September 10-11 Quarterly Meeting
November 12-13 Speakers School

2010 NSA Meetings

2010 Winter Conference – February 12-14, 2010
Marriott Nashville Airport – Nashville, TN

2010 National Conference – July 17-20, 2010
Orlando World Center Marriott – Orlando, FL

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

*The next NSA/Carolinas Board Meeting will be at
3:30pm on Friday, January 8th at the Hilton.
Members are invited to attend.*

2009-2010 Board of Directors

Glenn Strange glenn@glennstrange.com	<i>President</i> 864-439-3308
Patrick Henry Patrick@patrickhenryspeaker.com	<i>VP Programs</i> 615-491-3941
Kelly Swanson Kelly@kellyswanson.net	<i>VP Membership</i> 336-889-9479
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Rich Schlentz rich@extraordinaryinc.net	<i>Treasurer</i> 336-317-4603
Tim Dumas tdumas@nc.rr.com	<i>1 Year Director</i> 919-325-2888
John Fallon john@johnfallonpresents.com	<i>2 Year Director</i> 864-638-2101
Wally Adamchik, CSP wally@beafirestarter.com	<i>Immediate Past President</i> 919-673-9499
David Stelzl dstelzl@stelzl.us	<i>Showcase Chair</i> 704-243-0014
Laura Myers lb.myers@earthlink.net	<i>Hospitality Chair</i> 828 243-2952
Tom Stevens tom@thinkleadershipideas.com	<i>Webmaster</i> 919-554-7863
Michelle Walker spacemichelle@lycos.com	<i>Newsletter Editor</i> 919-412-5154
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Laura Hamilton, CSP hamiltonseminars@aol.com	<i>Executive Secretary</i> 336-310-3975
NSA/Carolinas Office nsacarolinas@aol.com	336-996-9405 336-996-9409(f)

Chapter Announcements

Past President's Day

The January Meeting features a Past Presidents' Day when our past NSA Presidents (we have had seven from our chapter) and NSA/C Presidents return to be recognized for their commitment and dedication to the chapter. An invitation only, **Master's Breakfast** for CSPs, CPAEs along with Past Presidents will be held on Saturday morning.

Video Demo Day

Need new footage of you speaking or training for your web site or as a demo? Then you have a great opportunity to help with NSA/Cs' Fund Raiser for members and guests on January 8 from 8:00 am - 5:00 pm at the Hilton Executive Park. NSA/C has hired a professional videographer who will provide a two camera (with complete light and sound package) 15 minute raw footage shoot of your best performance. This will be provided to you on a DVD. For the investment of \$300 you can be part of this wonderful offering! If you are interested in participating, please let the NSA/C office nsacarolinas@aol.com know of your intent no later than December 7. If you would like to attend the Video Demo Day as an audience participant, at no charge, please let our office know.

Welcome New Members

Mike Frank, CSP, CPAE - Columbus, OH

Chuck Gallagher - Greenville, SC

Laura Myers - Asheville, NC

Meridith Powell - Asheville, NC

Becky Sansbury- Raleigh, NC

Nicoa Dunne - Raleigh, NC has joined as an NSA Academy Member

Please update your NSA/Carolinas Web site Directory Information if you have not done so recently.

Forgot your password? Contact our great webmaster, Tom Stevens at tom@thinkleadershipideas.com

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

January 8-9th 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 per person registration for **Members, Staff or Spouse, NON-Members, and Guests** for Friday Night Event Only**
- \$59 Pre-registration for **Members, Staff, or Spouse** for Saturday Meeting**
- \$84 Pre-registration for **Members, Staff, or Spouse** for BOTH Friday Night & Saturday Events**
- \$99 Pre-registration for **NON-Members and Guests** for Saturday Meeting**
- \$124 Pre-registration for **NON-Members and Guests** for BOTH Friday Night & Saturday Events**

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 January 4th.

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 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, January 8 – (*Business Casual is suggested*)

6:00 Buffet Dinner

6:45 Recognition of our Past Presidents - **Laura Hamilton, CSP**

7:15 *Reflection* with **Ty Boyd, CSP, CPAE** and *Comedy* with **Steve Rizzo, CPAE**

Saturday, January 9 – **Past President's Day** (*Business Casual is suggested*)

7:00 Past Presidents, CSP, CPAE Master's Breakfast (by invitation only) **Joy Millis, CSP** hosting

8:00 Registration and Continental Breakfast

8:20 First Timers Orientation –**Kelly Swanson, VP of Membership**

8:30 Welcome and Introductions of Past Presidents– **Patrick Henry, VP of Programs**

8:55 Installation of 2009-10 Board of Directors - **Becky McCrary, CSP**

9:00 **Jeffrey Gitomer, CSP, CPAE and Steve Rizzo, CPAE**

"How To Be Funny and Make Money: The Fun and Reality of The Speaking Business"

10:15 Energy Break

10:45 Session Continues

11:45 NSA/Carolinas Chapter Business – **Glenn Strange, President**

12:00 Networking Lunch

1:00 **Past President's State of the Speaking Business Panel** (participants to be announced)

2:15 Closing Comments

NSA / Carolinas

A Chapter of the National Speakers Association

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