

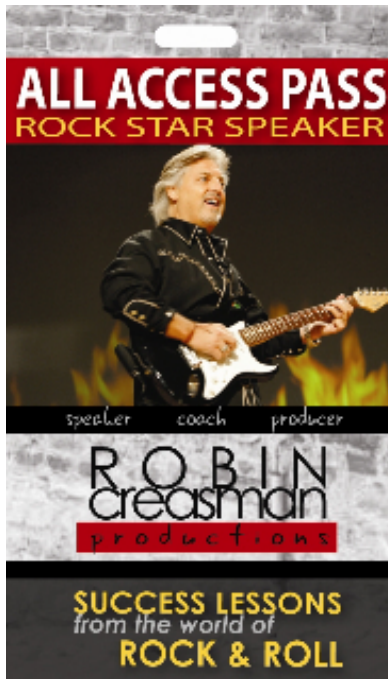


Use It On Monday

Next Meeting Date: January 16, 2009

December Issue

Robin Creasman - All Access - All Weekend!



Robin Creasman, known as The Motivational Musician & Rock Star Speaker, is an award winning television producer, speaker, author, and performance coach who has over 20 years in the television, entertainment, music, and professional speaking industry. He's the author of the soon to be released book *How to Stand Out like a Rock Star*. He's produced and directed television specials for NBC, ESPN, TNN, the BBC, Fox Sports, PAX and Decca/MCA Records. He's worked with celebrities and rock stars including country music's Vince Gill, Trisha Yearwood & Waylon Jennings; Mark Knofler from Dire Straits, NASCAR's Jeff Gordon, football's Terry Bradshaw, Graham Nash from CSN &Y, and Paul McCartney.

Over the last few years, Robin has turned into a highly regarded performance & media marketing expert who has personally coached and/or produced over 100 speaker videos for some of the top names in the business. Robin helps both emerging and established speakers take their speaking skills to the next level through his personal coaching and workshops. Robin knows how to craft an engaging and informative presentation, direct you in delivering an entertaining speech, and produce the perfect speaker video that meeting planners are looking for and one that will get you booked!

Friday - Unplugged on One Sheets

Robin opens with tips and tricks on how to take your one sheet to ROCK STAR STATUS!!!! Bring your current one sheet or any collateral you currently use or have plans to use for a truly "hands-on evening" of feedback from Robin and your colleagues. This is a *working* session. Come prepared to start your ROCK STAR TRANSFORMATION!!!

Saturday - The Rock Star Speaker...

How To Stand Out, Market & Perform Like A Rock Star

What does American Idol, Miley Cyrus & The Rolling Stones know about "stardom" that we need to know as speakers? Delivering a Rock Star Performance + Buzz worthy Branding + Smart Marketing = Fans, and when you have fans, your days of selling are over. Most speakers live in a "me TOO" world. We all look alike, sound alike, and talk alike. Most Rock Stars live in a "look at ME" world. Discover how YOU can Stand Out Like A Rock Star... you'll get more business, make more money and be more successful!

By attending this session you will learn...

- Why it's important to develop an entertainment marketing mindset
- How to define the who, what, why, & WOW of You
- How to craft your presentation through the eyes of a producer
- Three keys to successful personal marketing

A Message from Our President...

The sky is falling. The sky is not falling. We are doomed. We are fine. Confused? You are not alone. Our economic roller coaster presents unique challenges and I know many of you are concerned. We simply do not know what is going to happen and that uncertainty can paralyze. You don't need paralysis you need a plan. You need people to talk with about your plan and I know exactly where to find them - so do you.



Your NSA chapter is the place you must be when you need to talk about your speaking business. Where else can you find people who do what you do, understand the challenges you are facing, can offer support and, more important, ideas to help you develop your plan. You can't afford not to be with us in Charlotte in January. Robin Creasman spoke from the main stage at our convention this summer and now he will speak from our stage. His message about getting noticed is on target and can help you get the attention you need to get work.

We will also feature an economic overview by Professor Randy Parker from East Carolina University. I have seen Randy speak several times. His delivery is not what you would expect from an economics professor! He speaks with passion and humor and brings clarity to a very unclear economic situation. He can't tell you what stocks to pick but he will tell you things you have never hear before.

Businesses all over the world are worrying about what might happen. But, now is not the time to worry; now is the time to take action. In the Marines, we did contingency planning based on intelligence. We would pick the three most-likely scenarios for a situation we were facing, and then develop plans for each one. Our job was to execute at a moment's notice. We planned while we had time, and then implemented one of those plans based on the situation we finally did face.

Rather than agonizing about impending doom, I invite you to attend in January to get information and intel you can use on Monday.

And don't forget the Masters Breakfast on Saturday morning for CSPs and CPAEs.

Wally Adamchik
2008-2009 NSA / Carolinas President

2009 NSA/Carolinas Meetings

January 16-17 Quarterly Meeting
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 1:00 pm on Friday, January 16th at the Hilton

More info at www.nsaspeaker.org

2008-2009 Board of Directors

Wally Adamchik wally@beafirestarter.com	<i>President</i> 919-673-4499
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Jack Wiles jack@thetrainingco.com	<i>VP Membership</i> 704-516-2270
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Rich Schlentz richschlentz@triad.rr.com	<i>Showcase Chair</i> 336 317-4603
Laura Hamilton, CSP nsacarolinas@aol.com	<i>Executive Secretary</i> 336-996-9405
Tom Stevens tstevens@esquareleadership.com	<i>Webmaster</i> 919-245-1026
Michelle Walker spacemichelle@lycos.com	<i>Newsletter Editor</i> 919-412-5154
John J. Fantry, Jr. jfantry@bellsouth.net	<i>Attorney</i> 803-691-8900



Chapter Announcements

Jeffrey Gitomer, CSP received his CPAE at the NSA Convention. Jeffrey becomes the 7th CPAE in our chapter. Congratulations to Jeffrey!

The Masters' Breakfast will be held at 7:00 a.m. on Saturday morning. CSP and CPAE members only are invited to attend this special time.

Member of the Year - be thinking of a deserving Member of the Year for our chapter. The nomination form will be in the April newsletter.

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 tstevens@esquareleadership.com Thanks.

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

January 16th 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** for Friday Night Only
- \$49 Pre-registration for **Members, Staff, or Spouse** 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 Friday Night (\$25) & Saturday Events (\$99)

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.
Thanks for helping us with this endeavor!

All registrations must be received before January 9th.

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 \$95 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 16, 2009 – (business casual at all events)

6:00 pm – Buffet Dinner

6:45 – *Unplugged on One Sheets* – **Robin Creasman**

Saturday, January 17, 2009

7:00 am – Masters' Breakfast for CSP and CPAE members only

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

8:50 - *Economic Update* - **Dr. Randy Parker**

9:20 – *How To Stand Out, Market & Perform Like A Rock Star* – **Robin Creasman**

10:20 – Energy Break

10:45 – **Robin Creasman** continues

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

11:50 – Networking Lunch

1:10 — **Robin Creasman** continues with coaching attendees

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