



*Use It On Monday*

**Next Meeting Date: June 12, 2009**  
*May Issue*

## **A Weekend for Crafting Your Business and Your Signature Story**

### **FRIDAY NIGHT**

#### **Be the Pro - Roundtable Discussion**

There are many facets to our business- marketing, sales, content, etc. Rather than sit with one person in a Meet The Pro session, we will rotate tables over the course of the evening and exchange ideas, tips and techniques. Sit with people with the same number of years in the business and talk about your biggest challenge today. Then sit with people who speak on the same topic as you and talk about recently released research and books on the topic. How about sitting with people who call on Associations, Corporations or the education market and exchanging marketing tips? These are just a few examples of the groups and the topics we will offer. We all have something to offer and this format will get it on the table for all to learn. After each rotation we will get THE BEST tips from each group and share it with everyone in the room. You can call it facilitated networking, best practices exchange or Be The Pro. Whatever you call it, you will get information you can use on Monday and relationships that can last a lifetime.

### **SATURDAY**

#### **Doug Stevenson – Story Theater - Crafting Your Amazing Signature Story**

Doug Stevenson says that as a speaker, it's not what you say that is important, it's what your audience remembers. It's not only about content; it's about connection. Your audience can't begin to remember all of your content, but they do remember your stories and how your stories made them feel.

With his proven Story Theater Method, you can quickly learn to use stories effectively to make a point, communicate your vision, or sell a product or service. Doug will share acting and comedy techniques that you can implement right away to make your stories more engaging and effective. He'll also coach a few volunteers on their stories so you can see how subtle acting techniques increase the impact, humor and power of a story.

Here's what you'll learn and experience:

- Learn how to craft a story using the nine steps of story structure
- Learn why you must *show* and tell rather than just tell
- Learn specific humor techniques that work for everyone
- Learn the role authenticity and congruence play in storytelling
- Discover subtle acting tips that make a story come alive

He will show you how deliberate crafting and subtle acting techniques transform a story and make it more powerful. Doug will coach two speakers on their stories. Witness how subtle changes improve impact immediately



**Doug Stevenson** is a former professional actor, now speaker, trainer and speaker's coach. He is the creator of **The Story Theater Method** and author of the book, *Doug Stevenson's Story Theater Method* (previously titled: *Never Be Boring Again*.) He is also the creator of *The 21-Step How to Write and Deliver a Dynamite Speech System*. Doug has presented Story Theater in the US, Canada, England, Ireland, Denmark, Austria, Germany, Australia and Singapore.

Doug has blended his acting experience with his experience on the keynote platform to bring a unique perspective to professional speaking. His Story Theater clients include Oracle, Cisco, Microsoft, Lockheed Martin, Bayer Pharmaceuticals, State Farm Insurance, Abbott Labs, The National Education Association, The Denmark Ministry of Finance, the Irish Management Institute, and numerous executives, trainers and professional speakers, including 54 CSPs and 7 CPAEs!

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



Once in a while we encounter someone who changes our lives. In June, our chapter will host one of those people. Doug Stevenson changes lives. I can say this because he changed mine. Before I met Doug I was a pretty good talker and I was making a few dollars. After working with

Doug, who I met at our chapter meeting, I was on my way to being a speaking professional and my income improved. Doug changed my life. I know many NSA members who say the same thing. I want you to be able to say this. And to do that, you need to be with us in June. How can we call ourselves professional speakers if we don't get coaching to get better at speaking? Doug is one of the premier coaches in NSA today. He will share his philosophy on speaking in a funny and thought provoking fashion. Even if you have seen Doug before this will be a good booster shot for your business.

On Friday night we will be doing **Be The Pro**. This is a variation on Meet The Pros based on the fact that we all have something to offer. We will conduct a series of facilitated round tables over the course of the evening. Table topics and groupings will be based on years in the business, your niche, and association vs corporate, for example. We will then share best practices from each table for the entire group to learn from as well. We all want tips and techniques to help our business. **Be The Pros** will give you plenty.

There are hints of economic recovery and there are fears over Swine Flu. You can invest in your future and participate in the recovery or you can quarantine yourself in a stagnant past. I know that sounds harsh but it is true. Clients are demanding we be superior. Chapter participation is part of being superior. I hope you will join us in June.



Wally Adamchik  
2008-2009 NSA / Carolinas President

## 2009 NSA/Carolinas Meetings

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, June 12<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)

## **2009-2010 Board of Directors**

<b>Wally Adamchik, CSP</b> wally@beafirestarter.com	<i>President</i> 919-673-4499
<b>Glenn Strange</b> glenn@glennstrange.com	<i>President Elect</i> 864-439-3308
<b>Kelly Swanson</b> kelly@kellyswanson.net	<i>VP Membership</i> 366-889-9479
<b>Patrick Henry</b> patrick@patrickhenryspeaker.com	<i>VP Programs</i> 615 491-3941
<b>Richard Morreale</b> richard@richardmorreale.com	<i>Secretary</i> 336-598-2793
<b>Rich Schlentz</b> rich@extraordinaryinc.net	<i>Treasurer</i> 336-317-4603
<b>Tim Dumas</b> tdumas@nc.rr.com	<i>1 Year Director</i> 919-325-2888
<b>John Fallon</b> john@johnfallonpresents.com	<i>2 Year Director</i> 864-638-2101
<b>Becky McCrary</b> becky@beckymccrary.com	<i>Immediate Past President</i> 864-967-3705
<b>Marcia Jackson</b> marcia@mljackson.com	<i>Showcase Chair</i> 704-366-5929
<b>Laura Hamilton, CSP</b> nsacarolinas@aol.com	<i>Executive Secretary</i> 336-996-9405
<b>Tom Stevens</b> tom@thinkleadershipideas.com	<i>Webmaster</i> 919-554-7863
<b>Michelle Walker</b> spacemichelle@lycos.com	<i>Newsletter Editor</i> 919-412-5154
<b>John J. Fantry, Jr.</b> jfantry@bellsouth.net	<i>Attorney</i> 803-691-8900

## Chapter Announcements

**2009 Member of the Year** ballots will be sent to Members by May 5. Deadline to return your vote is May 15.

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The 2009-10 Slate of Officers will be installed at the June meeting along with the announcement of the 2009 Member of the Year Award.

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The NSA Convention is in Phoenix July 18 -21. If you'd like to volunteer to be a people mover, please contact chairperson, Kelli Vrla, CSP at [Kelli@KelliV.com](mailto:Kelli@KelliV.com)

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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](mailto:tom@thinkleadershipideas.com) Thanks.

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

*June 12<sup>th</sup> & 13<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
- \$84 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 June 5<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 \$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, June 12, 2009** – (business casual at all events)

6:00 pm – Buffet Dinner

6:45 – *Roundtable Discussions* – **Wally Adamchik, CSP**

**Saturday, June 13, 2009**

8:00 – Registration and Continental Breakfast

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

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

8:35 - Installation of 2009-10 Officers – **Becky McCrary, Past President**

8:45 - Recognition of 2009 Member of the Year – **Glenn Strange, 2008 Member of the Year**

9:00 – *Story Theater - Crafting Your Amazing Signature Story* – **Doug Stevenson**

10:00 – Energy Break

10:30 – **Doug Stevenson** continues

11:30 – NSA/Carolinas Business Meeting – **Wally Adamchik, CSP - President**

11:45 – Networking Lunch

1:00 — **Doug Stevenson** continues

2:00 – Closing Comments

## NSA / Carolinas

*A Chapter of the National Speakers Association*

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