



Just Start

Next Meeting Date: June 11, 2010

May Issue

Friday Night – Showcase Your Best Material

What do you call a room full of people who all want to be the center of attention?

- a) An American Idol audition b) A tattoo convention c) A great opportunity for NSA Carolinas members to showcase their latest story.
The answer my friends is C.

Join us on Friday night where we will be having an NSA/Carolinas Showcase Smack Down. * Eight (8) NSA/C members will deliver 10 minutes of material to be analyzed, criticized, and glamorized by the audience. The hardest thing in the world for many of us to do is take constructive criticism. What better place to get it than from your own members. If you have a new story that you would like to try out... this is a great opportunity. If you have an old story that you would like to modify...this is your chance. If you haven't spoken in so long that you have forgotten what it feels like to be up in front of an audience... this will be good practice! To showcase, please email Laura Hamilton, CSP at nsacarolinas@aol.com to sign up. *NSA/C members will have first priority but guests may register as well.

Saturday Morning

Breaking Into The Book Biz...The inside scoop on the publishing business from a leading book publisher



If you have ever considered writing a book or have written a book and want to know the inside outs of the publishing business, you'll want to attend this amazing session with Clint Greenleaf. By attending this session you will:

1. Understand and evaluate the four basic publishing options
2. Learn the keys to success (and how to avoid the pitfalls) of each option
3. Learn about increased books sales and best seller secrets from an industry insider

Clint Greenleaf was in the Marine ROTC program at Holy Cross before graduating with an accounting degree and going to work at Deloitte as a staff accountant. He earned his CPA and retired from accounting at age 22. Clint is the founder and CEO of Greenleaf Book Group in 1997 after writing and publishing two books, selling foreign publication rights, and securing a multi-book contract with Adams Media. Since then, he has built the company into one of the industry's leading book distributors. Greenleaf Book Group has represented more than one thousand titles, four New York Times bestsellers, six Wall Street Journal bestsellers, and is one of the Inc. 500 fastest-growing companies in America. Clint sits on the University of Texas Libraries Board, blogs for inc.com, is a regular guest host on Fox Business Network and has been featured in the Wall Street Journal, Inc magazine, Fox, MSBNC, Money magazine, Men's Health, Forbes and Entrepreneur. Clint speaks about publishing and entrepreneurship across the country and internationally.

Saturday Afternoon

Lead Generation Through Social Networking

Have you ever wondered if you could actually write business from social networking? Would you like an opportunity to know how to generate solid leads through LinkedIn, Twitter, Facebook, etc? Then, you'll be happy to know that we have an expert from Jeffrey Gitomer's office to show us the way. This is a no-miss session for the seasoned and novice social networker.

A Message from Our President...



Our April meeting contained everything an NSA/Carolinas member could ask for...great food, good fellowship, lots of networking time, and an abundance of usable ideas that could only have come from the best of the best.

Dr. Charles Petty, CSP, CPAE, started things off on Friday evening by sharing his wit, wisdom, and honesty about the business of speaking. His wisdom comes from 26 successful years in the speaking business. It's easy to understand how he continues to remain at the top of his profession.

Saturday morning, Laura Stack, CSP, gave us six hours of usable content in an hour and a half. It's no wonder she's known as the Productivity PRO. Her handout information was detailed and packed full of proven ways to achieve maximum results in minimum time. No one wanted to see her time end.

John Fallon educated us on the proper use of PowerPoint/Keynote, enabling us to move our visual presentations to the next level. He gave us examples of both good and bad PowerPoint/Keynote practices. Every attendee received an information packet to keep and refer to for their future visual presentations.

After lunch, Kelly Swanson directed our NSA Members Only Session. The purpose of this session was to enable members to learn more about each other's speaking careers and offer ways to help one another grow in their speaking business. This session received high value praises from all in attendance.

I once heard a speaker say that speakers are the only group of people that have written more books than they have read. I don't remember who said it. I just remember someone saying it. On **Saturday** morning at our June meeting we are fortunate to have Clint Greenleaf, Chairman & CEO, of Greenleaf Book Group. He is someone you will definitely remember. Do you know how you turn your presentation into a published book or which publishing model you should use? Clint will discuss publishing options (traditional, self-publishing, new technology, and independent publishing), the pros and cons, and how to set yourself up to succeed in each model. He'll also talk about book sales in the traditional space (bookstores, airports, online, etc.) as well as non-traditional outlets.

And, you will definitely need to stay for the **Saturday afternoon** session on writing business through social networking with a representative from Jeffrey Gitomer's office. We know Jeffrey's success with this form of media and now his staff will share their valuable information with us. Thanks, Jeffrey!

One of our NSA/Carolinas goals this year is to provide more value to our members. On **Friday night** eight members will have the opportunity to grow and improve their speaking skills. Each will showcase new material or just polish and improve some of their old material. Practicing and rehearsing in front of a bedroom mirror can only help you to a point. It's not until you stand in front of a live audience that you really start to improve, connect, and change people. Email Laura Hamilton today and sign up at nsacarolinas@aol.com

So, have you started yet? Remember, this year's theme is "Just Start." Maybe it's a new book, a new training topic, or a Blog. Whatever is on your dream list, the time to start is now!

We look forward to seeing you on June 11-12 in Charlotte.

*Glenn Strange
President*

2010 NSA/Carolinas Meetings

June 11-12 Quarterly Meeting
September 10-11 Quarterly Meeting
November 12-13 Speakers School

2010 NSA Meetings

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, June 11th at the Hilton.
Members are invited to attend.*

2010 Board of Directors

Glenn Strange *President*
glenn@glennstrange.com 864-439-3308

Patrick Henry *President-Elect and VP Programs*
Patrick@patrickhenryspeaker.com 615-491-3941

Kelly Swanson *VP Membership*
Kelly@kellyswanson.net 336-889-9479

Richard Morreale *Secretary*
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Rich Schlentz *Treasurer*
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Tim Dumas *1 Year Director*
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John Fallon *2 Year Director*
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Wally Adamchik, CSP *Immediate Past President*
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David Stelzl *Showcase Chair*
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Chapter Announcements

2010 Chapter Member of the Year- The winner will be announced at the June 12th Chapter Meeting. This year's nominees are Patrick Henry and Becky McCrary, CSP. Congrats to the nominees!



Laura Stack, CSP, NSA Vice President and NSA/C President, Glenn Strange pose for the camera



Laura Stack, CSP gives great information to Joy Millis, CSP



Wally Adamchik, CSP and Charles Petty, CSP, CPAE sharing speaking secrets



Denise Ryan, CSP, Laura Hamilton, CSP and Kelly Swanson have lots of fun

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)

June 11-12th 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 June 7th.

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!

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 10 – *(Business Casual is suggested)*

6:00 Buffet Dinner

6:45 Welcome – **Glenn Strange, President**

6:50 **Showcase Your Best Material** – participants are the featured speakers

Saturday, June 11 – *(Business Casual is suggested)*

8:00 Registration and Continental Breakfast

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

8:30 Welcome - **Patrick Henry, VP of Programs**

8:35 – Installation of 2010-11 Board of Directors - **Becky McCrary, CSP**

8:40 – 2010 Member of the Year award – **Glenn Strange, President**

8:45 **Clint Greenleaf**, Founder, Greenleaf Book Group - “Breaking Into The Book Biz...The inside scoop on the publishing business from a leading book publisher”

10:00 Energy Break

10:30 **Clint Greenleaf** continues

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

12:00 Networking Lunch

1:00 Lead Generation Through Social Networking

2:15 Closing Comments

NSA / Carolinas

A Chapter of the National Speakers Association

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