



Use It On Monday

Next Meeting Date: September 11, 2009

August Issue

Friday Night - The Starfish Story Revisited

In the world of professional speaking, there is one story that seems to be used, re-hashed and re-used ad nauseam and that is the STARFISH STORY. *We have all heard about the man walking along the beach finding a little boy throwing starfish into the ocean. "What are you doing?" the man asked. "Saving starfish-" the boy replied. The man looked up and down the miles of beach covered with starfish and said "There are too many, you'll never make a difference." The little boy replied, "I made a difference to that one" and threw another starfish back into the water.*

What if we handed that tired old story to a humorist, a motivational speaker, a trainer, and a magician and asked them to make it their own? What would it look like? Could it be made fresh and authentic? We are going to find out. If you were at the NSA convention in Phoenix you may have seen this done. It was a huge success. So join us to watch some of our talented NSA/C members put a new spin on an old story and discuss afterwards how we can stay fresh and relevant on the platform.

Saturday Morning - Scott McKain, CSP, CPAE



How to Create Distinction in a Shifting Marketplace

Based upon Scott McKain's latest Amazon bestseller (#1 of customer service books), "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails," this program will teach how you can differentiate yourself in the marketplace — and why, from the meeting professional's perspective, so many speakers seem exactly alike.

As Scott says, "You cannot differentiate what you cannot define," so, you'll learn how to define yourself and your business — and how you can stand out and move up in a competitive business during a challenging economy.

You will learn:

- *The Three Destroyers of Differentiation — those insidious aspects that pull you back to the pack like a magnet*
- *The Four Cornerstones of Distinction — the four all important qualities any speaker of distinction must possess*
- *The High Concept Strategy — how to define and grow your business — and why specializing by industry might NOT be the right way to proceed!*
- *Tips on creating the "Ultimate Customer Experience"™*
- *How to develop compelling platform material that is congruent with your distinct place in the speaking industry*
- *And, more business advice and presentation techniques from a CPAE Hall of Fame Speaker, NSA Board Member, Vice Chairman of a holding company that owns nineteen diverse businesses, Co-Founder and Principal of the Value Added Institute, Vice Chairman of Durham Capital Corporation, and author of three #1 Amazon bestselling books*

Saturday Afternoon – Bill Swanson



How to Shoot Promotional Videos

Join Bill for an interactive workshop on how to shoot promotional video using green screen technology.

You will learn:

- *How to shoot video with a green screen background*
- *How to use software to create video background of your choice*
- *How to create a home video studio*

Bill Swanson is a web developer specializing in websites that can be quickly and easily maintained by the website owner. Bill is also a technology trainer with over ten years of experience teaching software skills, programming, and web development.

Bill is the owner of ExactingDesign.com where he assists small and medium sized businesses to create and update their web presence. Additionally, Bill is enslaved by his wife, Kelly Swanson (yep, our Kelly Swanson), to build, update, add interesting features to, and create images/video for her website.

A Message from Our President...

Wow. It is tough to describe our recently completed national convention but wow is a good word. Each convention has something for everyone and this one was no different. It was wonderful to see so many attendees from our chapter. I think we had over 25 attendees from our chapter. Wise CPAEs, established veterans, invaluable staff and even our youth attended and benefited from the experience. I know next July seems far away but go ahead and pencil in the next convention. We are in Orlando next year and you will not regret it.



Closer to home we will meet in September and have Speakers School in November and you can write those on your calendar in pen. Scott McKain CSP, CPAE and Willie Jolley CSP, CPAE will headline those meetings and I know they will entertain, educate and impress. Look too for a convention update from convention attendees as we share lessons learned. As always, you will get material you can use on Monday. Professional education and professional networking – you will get plenty of both.

On a sad note we must take a moment to grieve. I don't want to single anyone out however several members have lost close family members since we last met. Life goes on but only with the love and support of friends and family. Such was the message of keynote speaker, Nando Parrado, at convention and such is the case here in the Carolinas. On behalf of the chapter I extend condolences to those who are hurting. With that said, we continue to collect used books for a worthy person. When you come in September and November make sure you clear your bookshelves of a case or two of books and we will get them in the hands of someone who can use them. Speakers are caring people and this is a chance to show you care.

Finally, I humbly accept the Bill Brooks Memorial Chapter Member of the Year award. I know there were far more deserving contributors but I appreciate your recognition.

See you in Charlotte.

Wally Adamchik
2008-2009 NSA / Carolinas President

2009 NSA/Carolinas Meetings

September 11-12 Quarterly Meeting
November 13 – 14 Speaker School

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

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, September 11th at the Hilton

2009-2010 Board of Directors

Wally Adamchik, CSP wally@beafirestarter.com	<i>President</i> 919-673-4499
Glenn Strange glenn@glennstrange.com	<i>President Elect</i> 864-439-3308
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John Fallon john@johnfallonpresents.com	<i>2 Year Director</i> 864-638-2101
Becky McCrary, CSP becky@beckymccrary.com	<i>Immediate Past President</i> 864-967-3705
Marcia Jackson Marcia@mljackson.com	<i>Showcase Chair</i> 704-366-5929
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Chapter Announcements



Wally Adamchik, CSP Is 2009 Member of the Year

Comments from the nomination forms included: Wally has demonstrated straight forward, no-nonsense leadership as our president. He has been committed to coordinating the Raleigh Lunch and Learns for several years. He has been a role model and ambassador for NSA/C Carolinas. Congratulations, Wally!



Becky McCrary Receives Her CSP at the NSA Convention

This has been a great summer for **Becky McCrary**. She received her **CSP** and was recognized at the NSA Convention. She was also awarded from the Carolinas Chapter, **Booster Award**, for outstanding member recruitment. And, she has been elected to the **NSA Chapter Leadership Council**. The CLC works to educate, support and encourage current and future NSA chapter leaders. Congrats to her for all her accomplishments.

2009 Speakers School will be held on November 13-14. This is a must attend Speakers School so mark your calendars today! **Glenn Strange**, President-Elect and Speakers School Chair, announced the faculty and topics for this year's school at the June Meeting.

FRIDAY NIGHT

- Willie Jolley, CSP, CPAE: "7 Steps for Surviving & Thriving in Economic Tough Times"

SATURDAY MORNING

- Dee Taylor-Jolley: "Running A Profitable Speakers Office"
- Max Howard: "The Habit of Excellence"
- Missy Weld: "Working with Bureaus"

SATURDAY AFTERNOON- Meet the Pros

- Jerry Bellune: "Getting Free Publicity in the Media"
- Laura Hamilton, CSP: "Writing Business Close to Home"
- Patrick Henry: "Recession Proof Your Speaking Career"
- Max Howard: "Finding and Telling Your Personal Stories"
- Bob Janet: "Speaking for Associations and Turning it into Corporate Business"
- Becky McCrary, CSP: "Nurturing a Niche Market"
- Kelly Swanson: "Six Secrets to Being Unforgettable on the Platform"

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

September 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, Spouse, NON-Members, and Guests** for Friday Night Event Only**
- \$59 Pre-registration for **Members, Staff, or Spouse** for Saturday Meeting**
- \$99 Pre-registration for **NON-Members and Guests** for Saturday Meeting**
- \$84 Pre-registration for **Members, Staff, or Spouse** for **BOTH** Friday Night & Saturday Events**
- \$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 September 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/C 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/C Carolinas,
& registration form to:**

Laura Hamilton, CSP
NSA/C Carolinas
PO Box 30058
Winston-Salem, NC 27130
336 996-9405 Office / 336 996-9409 Fax



NSA/Carolinas Meeting Agenda

Friday, September 11, 2009

6:00 pm – Buffet Dinner

6:45 – *Starfish Story Revisited* - Patrick Henry, VP of Programs

Saturday, September 12, 2009

8:00 am – Registration and Continental Breakfast

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

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

8:35 - Showcase Presenter – **Willa Brigman**

8:55 – *How to Create a Distinction in a Shifting Marketplace* – **Scott McKain, CSP, CPAE**

10:00 – Energy Break

10:30 – **Scott McKain, CSP, CPAE** continues

11:30 – NSACarolinas Business Meeting – **Wally Adamchik, CSP - President**

11:45 – Networking Lunch

12:45 — *How to Shoot Promotional Videos* – **Bill Swanson**

2:15 – Closing Comments

NSA / Carolinas

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