



Use It On Monday

Next Meeting Date: November 7-8, 2008
November Issue

Friday Night - Warren Greshes, CPAE - *If You Have No Clients, You're Not A Speaker.*



"I can shake a tree and 20 people will fall out who can deliver a speech, but maybe one or two people will fall out who can actually bring in business." In this pragmatic, real world talk, 22 year speaking veteran Warren Greshes, CPAE, will tell you why and how you need to be selling every day, in order to develop a successful speaking and training business. Learn why you need to sell even if:

- ~ You have salespeople working for you.
- ~ You work with or hope to work with speakers' bureaus.

Warren Greshes has travelled the world delivering keynote speeches and seminars on the subjects of sales, success, motivation and customer service for the last 22 years. Warren has been a member of NSA since 1986, has served on the NSA Board of Directors and in 1998 was inducted into the NSA Speaker's Hall of Fame.

Saturday Morning – Sharon Bowman - *Terrific Tips For Turning Passive Listeners Into Active Learners!*



You know there are better ways to get your message across to your audiences than straight lecture. But what do you do to engage listeners when you have a lot to cover in a short amount of time? How do you turn listeners into excited learners, eager for more? During this highly-interactive program, you'll learn how to use dozens of short, quick presentation strategies that engage and involve audiences throughout an entire presentation or training, regardless of the topic of your talk or size of your group. You'll also leave with your own copy of Sharon's best-selling book "Preventing Death by Lecture" as well as other resources that will help you take your own presentation and training skills to a new and exciting level. Join us for a high-energy, hands-on, unforgettable Speaker School learning experience!

Sharon Bowman has been a professional speaker, author, teacher, and trainer for over thirty years. Sharon is a professional member of NSA, ASTD, President of Bowperson Publishing and Training Inc., and director of the Lake Tahoe Trainers Group. Sharon delivers customized, public and in-house training programs, as well as interactive keynotes and conference sessions.

Saturday Afternoon – Meet the Pros!

Sharon Bowman - *Write It Now! Ten Tips to Self-Publish Your First (or Next) Book.*

The saying goes: "Everybody loves to have written, but nobody likes to write" - even authors. So discover how to make your message memorable by getting it onto paper, and out to your audiences, quickly and easily. Find out what self-published authors already know about making the process as pain-free (and economically doable) as possible. Create another revenue stream to supplement your speaking. Take away lots of tips and resources to help you write - and publish - your first (or next) book!

Laura Hamilton - *Writing Business Close To Home*

If you're exhausted from traveling in the speaking business you will want to visit this session. Laura will teach you the way to target market local business so you can sleep in your own bed every night. She has been in the speaking business for 22 years. Thirteen years ago she took control of her travel schedule and sought a more balanced life. She will offer ideas, tips, and tall tales of writing local business to assist with your specific balancing act!

Patrick Henry - *Writing Business in the Youth Market*

Patrick got his start speaking to young people. He has spoken to over a thousand student groups in the last twelve years but knew that it was time to segue into the adult arena when at a youth event, he felt the overwhelming desire to tell the whole audience to "to pull their pants up" Patrick will share a few ideas on how to get business in the youth market.

Marcia Jackson - *Death By Power Point*

In this interactive, hands-on program, you will explore a variety of easy, quick, and practical ways to bring energy and learning back into your PowerPoint®-based presentations and trainings. (Bring some samples of your PowerPoints and get some powerful suggestions!)

Becky McCrary - *Writing Business in a Niche Market*

Emerging speakers often say they can speak to anyone on any topic at any time. But where are you a STAR? Becky McCrary guides you to cut through the clutter to find your own expertise and eligible markets. Find your niche, nurture your niche, and allow them to catapult you into other markets, even other topics, as a STAR.

Glenn Strange - *10 Things That Can Kill a Presentation*

Once upon a time, many years ago, in a nearby county, Glenn discovered a magic shop and a reason to be funny in public. He began performing for kid's birthday parties....or anyone else that would stand still. Today Glenn uses comedy, magic, with true life humorous stories to make people happy on the inside and laugh on the outside. Join him as he shares with you how to recognize and eliminate the little things that can kill your presentation.

A Message from Our President...

November will be here before you know it. That special time of year when we celebrate the Marine Corps Birthday, Veterans Day, and NSA Carolinas Speakers School! Of course, a celebration requires people and you can't celebrate if you are not there. NSA Carolinas was the first chapter to conduct this event and it remains one of our most important events. It is also an opportunity to showcase our expertise to aspiring speakers across the region.



You may be thinking you don't need to attend Speakers School, that your business has advanced beyond this forum. Perhaps that is true and if that is true that would mean you are in a position to influence people to attend and get the benefits of attending NSA. Benefits you have prospered from. You probably see people and have people come up to you at events and tell you, "I can do what you do," or "I want to do what you do." I challenge you in the coming days to be on the look out for that person and for you to extend an invitation to them to attend. If you get their contact information I will call them and personally invite them. If you get their contact information to John Cooper he will probably knock on their door and ask them to attend. Coop is our host this year and all indications are that we will have another superior event.

We open on Friday night with Warren Greshes, CPAE. That alone will be worth the price of admission. Then we have Sharon Bowman telling us how to better interact with our audiences and the popular meet the pros sessions where we go deep to answer questions. I am confident everyone who attends will learn something they can use on Monday. There is something for everyone. I hope you will join us. I ask that you spread the word to those many people you know could benefit from attending.

2008-2009 NSA / Carolinas President

2008-2009 NSA/Carolinas Meetings

November 7-8, Speakers School
January 16-17 Quarterly Meeting
April 17-18 Quarterly Meeting
June 12-13 Quarterly Meeting

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

2008 NSA Fall Conference

2008 NSA Fall Conference – Nov 20-23
Doubletree Paradise Valley • Scottsdale, AZ

More info at www.nsaspeaker.org

2008-2009 Board of Directors

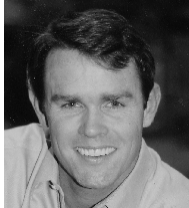
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John Cooper



Laura Hamilton



Patrick Henry



Marcia Jackson



Becky McCrary



Glenn Strange

John Cooper – This year’s Speaker School Coordinator and President Elect NSA/C

Laura Hamilton, CSP – Laura has been in the business for 22 years and she is President of her own speaking, training, and consulting business. She has a diverse background working with profit and non-profit businesses, organizations and associations.

Patrick Henry – Patrick is a motivational entertainer who uses music and his songs to relay powerful messages to the audiences to whom he speaks. As a professional singer and musician, Patrick has performed from coast to coast and almost every state in between. As a professional speaker Patrick has spoken to over five hundred thousand people ranging from students to business groups.

Marcia L. Jackson – Marcia is owner and president of Training Resources, a management consulting firm that, for 14 years, enhances the business performance and working relationships of both large and small service organizations. She is a certified trainer and facilitator with special training in the Five Factor Model of Personality, Accelerated Learning Techniques, and Generational Differences.

Becky McCrary - She’s called the Carol Burnett of Conventions. Becky spent 20 years in financial services, experiencing every aspect of the operation from the teller line to lending, from branch manager to volunteer. She is a nationally recognized expert on member service and relationship networking, a member of the National Speakers Association and...a recovering wallflower.

Glenn Strange - Glenn’s funny business specializes in providing quality entertaining programs for corporations, and associations all over the United States. His interactive program uses comedy, magic, with true life humorous stories to make people laugh, feel good about themselves, and look at their life in a bit of a “Strange” way.

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

November 7-8th 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 _____

- \$95 Pre-registration for **Members, Staff, or Spouse** for BOTH Friday Night & Saturday Events
- \$125 Pre-registration for **NON-Members and Guests** for BOTH Friday Night & Saturday Meeting

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 October 31st.

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 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, November 7, 2008

6:00 pm – Pasta Dinner

6:45 – Welcome - **John Cooper**, Speaker School Coordinator, President Elect NSA/C

7:00 - *If You Have No Clients, You're Not A Speaker* – **Warren Greshes, CPAE**

8:30 – Informal Networking

Saturday, November 8, 2008

8:00 am – Registration and Continental Breakfast

8:20 – Welcome – **John Cooper and Wally Adamchik, CSP President NSA/C**

8:30 – *Terrific Tips for Turning Passive Listeners into Active Learners!* – **Sharon Bowman**

10:00 – Energy Break

10:30 – **Sharon Bowman** continues

11:45 – Networking Lunch

12:45 – Entertainment with **Patrick Henry**

1:00 – 1:30 *Meet the Pros* – **Session One** (Registration for this Session will be Saturday morning)

1:35 – 2:05 *Meet the Pros* – **Session Two** (Registration for this Session will be Saturday morning)

2:10 – 2:30 – *The Perils and Pure Pleasure of the Speaking Business* -**Laura Hamilton, CSP**

2:30 – Closing Comments

NSA / Carolinas

A Chapter of the National Speakers Association

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