



# Soundly Speaking

## AT OUR SEPTEMBER 15<sup>th</sup> MEETING: David Avrin, the Visibility Coach

### It's Not Who You Know, It's Who Knows YOU! How to Raise Your Profile by Boosting Your Brand

“The greatest enemy of success in business is anonymity,” says David Avrin, a 20+ year marketing, PR and professional branding veteran. In this energetic, informative, and often irreverent presentation, David will show you how to stand out in your category and craft a compelling message, a memorable brand, and a newsworthy persona. Join us at **9:00 AM** for a practical session on what to do to set yourself apart from your competitors and raise your visibility.



During the afternoon session, David will share some speaker-branding success stories to help you look at your brand and professional persona from a fresh perspective. You'll leave with a notebook full of new ideas and a renewed sense of what is possible and, most importantly, the action steps you need to take to raise your visibility.

Having worked with dozens of professional speakers, including several CPAE hall-of-famers, David knows the speaking business well and demonstrates what speakers, trainers, consultants and coaches need to do to set themselves apart from their competition and raise their visibility.

With clients across the country, and as far away as Singapore, Bangkok and London, David has a strong track record of favorable promotion, having successfully pitched stories to Oprah; the *Today* show and *Good Morning America*; CNN; and Fox, MSNBC, ABC, CBS and NBC news. He has been quoted in such publications as *Entrepreneur*, *Fast Company*, *Sports Illustrated*, *Franchise Times*, *The New York Times*, *The Wall Street Journal* and thousands of other media outlets.

Come and get a behind-the-scenes look at how the news media makes decisions on what stories to cover and which experts to interview.

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## Upcoming Programs

### Saturday, October 20, 2007 Monthly Meeting and Afternoon Session 9 AM – 12 Noon, 1 – 3 PM

Our own VP of Programs, David Nour, is going to share best practices on various social networking technology tools, such as LinkedIn, ZoomInfo, Spoke and Ryze. Don't miss the informative session in the morning and a hands-on workshop in the afternoon to give you the tools to increase your business development, due diligence efficiency, and effectiveness.

### Saturday, November 17, 2007 Monthly Meeting 9 AM – 12 Noon Orvel Ray Wilson, CSP – Guerilla Marketing

### Saturday, December 15, 2007 Monthly Meeting 9 AM – 12 Noon Ron Culberson, CSP



## President's Message

### Waldo Waldman

Lack of communication can take the most carefully laid plans and destroy them with the corrosion of doubt. It can transform the most confident person into a “second-guesser,” and that’s bad for everyone on your team.

I remember flying a combat mission in Iraq when I lost radio contact with my wingmen. I was flying in the “dark.” Having no radio contact at 20,000 feet and separated from my wingmen by 10 miles on a night-combat mission in hostile territory was not an ideal situation. What if I lost my engine or was engaged by ground fire? How could I call for help? Was something wrong with my radios?

I was quickly reduced to a second-guesser—filled with doubt and fear, clueless. This is the state that fighter pilots call “tumbleweed”—having no situational awareness (SA) and barely hanging on.

Suddenly my backup radio blared with the terse (yet comforting) sound of my flight lead, “2, come up frequency 239.9.” I realized then that I had accidentally typed in the wrong frequency of 233.9! I was relieved! My flight lead continued, “Vipers, check!” We responded in a crisp, monotone cadence, “2, 3, 4.” With a brief position update, Viper flight was now marching to the same beat. We had SA. We were ready for battle.

Looking back, it was a single act that changed everything. One second, I was in the dark, unknowing, afraid and full of doubt: a second-guesser with no SA. Then, with the crackle of the radio and the reassuring sound of my flight lead, I was back in the game and had regained situational awareness—just like that!

Communication is not important, it’s critical. This holds true in every walk of life, but in particular in our personal relationships and in business. Communication keeps people focused on their responsibilities and builds situational awareness in rapidly changing environments. It makes or breaks a mission, and is all based on trust.

As you look at your speaking business and your relationships with your business partners, staff and members of NSA, are you:

- Taking the time to check in with your colleagues and friends to make sure they are on the right frequency and not tumbleweed?
- Ensuring that all team members are on the same wave length and understand their roles, responsibilities and objectives?
- Picking up the phone (rather than just e-mailing) to clarify information, rather than making assumptions?

In life, there will always be times when we’ll be tumbleweed: a second-guesser filled with fear and doubt. This holds true if we’re just starting out in the world of professional speaking or are seasoned veterans. At NSA Georgia, we want to create an environment where open communication is the norm and where we can build our SA in the speaking world—a place where we can possibly show up tumbleweed—with problems, challenges and fears, but with the knowledge that we can share them openly with each other and get the help we need.

When our problems are acknowledged and we know who to go to for help (and that it’s *okay* to ask for help), we create an environment of mutual support and trust, which gives us courage to face our fears and take the necessary risks to grow in the speaking industry.

Let’s make open and honest communication the norm at NSA GA and give each other the wings to fly the tough missions in our businesses. It all starts with you.

And remember: You’re not up there alone!

*Waldo Waldman builds team unity within organizations as a high-energy inspirational keynote speaker. A former combat-decorated fighter pilot with real world corporate experience, he brings an exciting and valuable message to organizations by using fighter pilot strategies as building blocks for peak performance, teamwork, leadership and trust. To learn more about Waldo, visit [www.yourwingman.com](http://www.yourwingman.com), e-mail [Waldo@YourWingman.com](mailto:Waldo@YourWingman.com), or call 770-333-9867.*

## Seize the Moment

### Martha Lanier, Past President



On the third Saturday in January 2001, I attended my first NSA Georgia meeting. I was in awe of the people I met. Two months later, I joined as an associate and was petrified when I learned that new members had to come forward and speak about themselves for 30 seconds. I started hyperventilating so badly, I thought I was going to pass out. I have no idea what I said or if it made sense. All I remember is that I survived. Never in my wildest dreams did I ever imagine that 5 years later I would be president of this incredible organization.

What a privilege it has been for me to serve NSA Georgia in such an honorable capacity. I quickly realized that the strength of an organization lies not only with the board of directors, but also with the many volunteers and the dedication of the entire membership. NSA Georgia has a reputation of being one of the strongest chapters in NSA. Of course, this doesn't surprise me.

This past year was incredible! Last fall we were informed that we had to move to a different meeting facility, and we're truly thankful we found a new home at PIAG. To regain control of our website, we interviewed a number of web designers, and realized we had the expertise right in our chapter with one of our vendor members, Jill Pullen. After months of compiling information and meeting with committees, Jill and Excelvation, Inc., created a totally new website for us, designed specifically to drive meeting planners and prospective members to our site. In the spring, we were saddened to learn that Melissa Pelfrey and Christie Cagle from AOG were no longer able to assist us with administrative support, but were pleased to have Linda Stanley step up to the plate and make a smooth transition.

We learned how to build our businesses from incredible speakers who included NSA President Lenora Billings Harris, CSP; David Glickman; Jeff Magee, CSP; Alan Zimmerman, CSP, CPAE; Laura Stack, CSP; past NSA President Thom Winninger, CSP, CPAE; and Lois Creamer. Many of our own members—Gene Griessman, CSP; David Greenberg, CSP; Doug Smart, CSP; and Kay duPont, CSP, also shared their expertise and experience. Additional events included Patricia Fripp, CSP, CPAE, in the fall, followed by a holiday party with more sweets than the law allows.

Our Speakers School was a huge success because of our marketing efforts and speakers Brad Montgomery, CSP, and Kristin Arnold, CSP, along with our own Jean Houston Shore, CSP; Kay duPont, CSP; Ken Futch, CSP; Jim Mathis; and Roger Reece. Implementing only one tip from each of these speakers enhanced the value of your membership and you definitely took your business to a higher level.

Our fast track program jump-started careers for many of our associates, helping some obtain their professional membership in NSA, and also advanced careers for some of our members who enrolled to pick up new ideas. At our June meeting, 12 of our members had an opportunity to have a 2-camera shoot when they presented segments of their programs during the afternoon session.

Just when I thought it couldn't get any better, we ended the year with our awards gala at the Ravinia Club with one of the largest attendances we've ever had. We were entertained throughout the evening by Vinny Virelli, and many enjoyed winning door prizes donated from our members. Our guest of honor, NSA President Mark LeBlanc, was the icing on the cake. What an honor to have him attend our gala and install our new board for 2007-2008.

As president, I had the privilege of presenting 4 presidential awards for outstanding achievement:

**Rich Hart** for using the resources in our chapter and implementing them to accelerate his career and move him from associate to full member in NSA just in time for the national convention.

**Charles Williams** for outstanding service to NSA Georgia. From the moment he joined last August, he has always been right there whenever anyone needed help. Most of the time he never asked, but just did what needed to be done. He even attended board meetings so he could learn more about our chapter.

**Roger Reece** for making a contribution to the value of membership by continuously sharing speaking leads throughout the year. To me, this is carrying on the true spirit of Cavett Robert, founder of NSA, who believed that there is enough business for everyone to share.

**Jim Ziegler, CSP**, for his dedication to helping both associates and members advance their careers. He invested much of his valuable time working with speakers who asked for additional help, showed a solid commitment, and didn't give excuses. I don't know of any other speakers in our chapter who are busier or travel on the road more than Roger and Jim, yet they always take the time to share and lend a supporting hand.

**Vinny Verelli** for being named Member of the Year. He was recognized earlier in the year at a chapter meeting, and also at our national convention, for his dedication and endless hours of working behind the scenes to make each of our programs and events huge successes.

The highlight of the gala evening for me was having the honor of announcing the winner of the annual Kay Herman Legacy Award, our most prestigious award. **Jean Houston Shore, CSP, CPA, MBA**, is most deserving of this distinctive

award. She is well respected for her expertise, forever stepping in to offer help, and her dedication in introducing and volunteering to implement procedures that have helped our chapter continue to grow and improve year after year.

Throughout the year, I have had the joy and pleasure of developing new friendships and deepening others. Each of you has been there offering me support and pitching in to help in so many different ways. I've learned much from your leadership skills, knowledge and expertise. I have enjoyed getting to know our associates and watching you grow your businesses. I was thrilled when many of you received approval for membership in NSA. You remind me of how excited I was when I became a member.

This experience showed me how important it is to "seize the moment" and take advantage of opportunities when they come your way, even when you're not sure you're ready. It is by taking risks and stretching our comfort zones that we grow, develop and achieve results that are greater than we think is possible.

Thanks again to every member of the 2006-2007 board, the many volunteers, and everyone in the NSA Georgia membership. The value I gained from serving as your president has given me rewards far beyond my wildest imagination. For this, I thank you. When you see an opportunity to serve our chapter, I hope that you too will seize the moment and accept the challenge—the rewards are extraordinary!

*Martha Lanier is president of IGNITE Your Potential, Inc. She speaks to organizations on achieving peak performance, leadership and communication skills. To learn more, visit her website at <http://www.MarthaLanier.com> or call her at 770-886-6033.*

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## Thank You!

To my NSA GA colleagues:

What an unforgettable gala evening! I am so grateful to have received our chapter's highest and most prestigious recognition, the Kay Herman Legacy Award. While many never knew Kay Herman in person, we see her legacy in so many ways. As new speakers visit our chapter and are warmly embraced, as veteran speakers continue giving tips they learned the hard way, and maturing speakers step up and start giving back, Kay Herman's generosity, encouragement and loving spirit spread to inspire us all.

I owe thanks to many NSA GA members who have been instrumental in my growth and development. The best among them connected with me in ways that went far beyond the professional limits of most associations, setting an example I try to follow. The biggest gifts have been learning to be present in the moment, viewing each connection as an opportunity to learn something, and recognizing that everyone gets it wrong sometimes.

It has been my joy to be a part of your fellowship for so many years. I've learned that it's best to do what you can when you can because the opportunities given to you may not come around again. I encourage those new to our chapter to jump in with both feet by getting involved at both the local and national levels as soon as you can! Also, don't think of any job as too small. It takes many people giving selflessly of their time to keep our chapter among the very best in NSA. As I view the lovely crystal statue in the years to come, I'll remember all of you and whisper thanks again for having made my life so rich.

With warmest regards,  
Jean Houston Shore

*Contact Jean at 770-643-9724, 1-888-639-8552 or [jean@thinkbusiness.com](mailto:jean@thinkbusiness.com)*

## Kay Herman Legacy Award criteria:

Any member is eligible except those who have served as president in the last 3 years. The nominees must:

1. Have shown exemplary service to the chapter.
2. Have served in a chapter leadership capacity for at least 2 years.
3. Actively participated at the national level.
4. Stand as a positive role model within the chapter and NSA and unselfishly spend time helping other speakers grow.
5. Selflessly promote NSA and its members (help bring in new members).
6. Uses ethical practices and professionalism in business.
7. Continuously pursue a higher level of professionalism (constantly growing and trying to be better).

