



To succeed and thrive in these economic times, you ***must*** captivate and inspire your audience at sales presentations and professional meetings.

On June 13<sup>th</sup>, you have an exceptional opportunity to learn how to be a top notch speaker and presenter from the Pros!

Would you like to:

- Have total confidence speaking in front of any size audience?
- Give a polished and enjoyable professional presentation?
- Capture a groups attention in seconds and keep them at the edge of their seat?
- Engage, captivate, motivate and inspire an audience *every time*?
- Use the skills of professional speakers and actors to out-manuever, out-deliver and out-perform the competition?

If you answered “YES” to any of these questions, then you must attend the 3<sup>rd</sup> Annual National Speakers Association San Diego Chapter’s School of Public Speaking on June 13, 2006 at the beautiful Pt. Loma Nazarene University. (2<sup>nd</sup> Annual Co-Sponsor)

In this concise and content rich day you will learn the indispensable skills you must have to persuasively communicate your ideas at:

- Speeches
- Sales Presentations
- Board Meetings,
- Networking Events
- Trade Shows
- School Presentations
- Church, Synagogue and other worship Services
- Courtroom
- ANYWHERE TO NEED TO SPEAK BEFORE ANY SIZE GROUP, FORMAL OR CASUAL

You’ll learn from seasoned Professional Speakers who have presented to millions of people around the world for over 25 years. In this full-day intensive and *interactive* workshop, you will learn everything you need to know to become an effective speaker and how to use the

skills of professional speakers in presentations, marketing, sales, and any situation where you have to stand in front of a group.

You will hear from our top presenters how to:

1. Create and develop a speech or presentation – from one minute to one hour
2. Utilize presentation skills from a professional speech coach
3. Add humor to any style presentation

You should attend if you are a:

- Toastmaster
- Potential Professional Speakers
- Professional Speaker
- Sales Professionals
- Meeting Planner
- Business Owner/CEO
- Attorney
- Students
- Board Member
- Clergy
- Anyone who wants to speak and present better, *anywhere*

Date: June 13, 2009

Place: Pt. Loma Nazarene University

Time: 8:30 AM – 5:00 PM

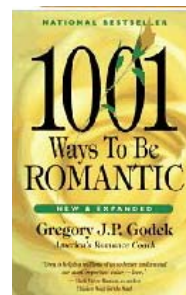
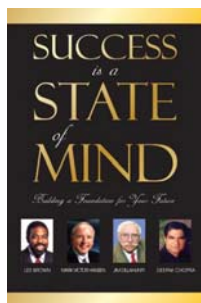
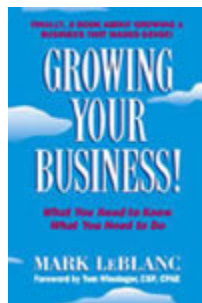
Fee: \$ 87.00 Early-Bird when you register by May 25, 2006  
\$ 97.00 After May 25  
\$ 107.00 At the Door

Lunch will be served and is included in your registration fee

**REGISTER TODAY!** Seating is limited at this event. Your registration fee includes lunch and your seminar materials.

The first 25 who register receive a special free bonus of 3 books:

- *Growing Your Business!* Mark LeBlanc
- *Success is a State of Mind* Jim Dillahunty, et al.
- *1001 Ways to Be Romantic* Greg Godek



If you're serious about getting in front of an audience and being able to inspire them and move them into action, you can't afford to miss this powerful program. Remember, seating is limited as we have reduced the number of attendees this year to provide more interaction opportunities, so register today at [www.nsasd.org/events/school](http://www.nsasd.org/events/school)

*Meet Your Seminar Presenters:*

## How to Develop a Dynamic Presentation from Scratch!

Barbara Sanfilippo, CSP, CPAE

Author, *Dream Big! What's the Best That Can Happen?*



You just got booked for that special keynote or program or have to create a presentation for your staff or clients. Where do you begin? How do you bring it alive so it's not just an information dump? In this idea-packed and energizing session, Barbara outlines a step-by-step approach to develop a program that will leave your audience begging for more. You'll leave with a detailed handout and tips on how to:

- Pick a title that grabs attention
- Research your topic with minimal effort
- Select your main points
- Fill in your outline with substance and motivation
- Tailor the program to your audience
- Spice up your presentation with stories, humor and audience involvement
- Keep your audience engaged and inspire them to act on your ideas
- Rehearse effectively and much more!

This dynamic program has been highly rated at many NSA annual conventions, workshops and chapter meetings. Barbara Sanfilippo, CSP, CPAE is an enthusiastic and popular speaker, author, coach and consultant specializing in sales, customer service, staff engagement and motivation. As one of only 125 speakers worldwide to hold both the Certified Speaking Professional and Speaker Hall of Fame designations, she is well qualified to share her insights with us. Barbara is the author of the book, *Dream Big! What's the Best That Can Happen?* and contributing author in *The Service Path—Your Roadmap to Build Strong Customer Loyalty*. Her presentations have taken her throughout the U.S., Canada, Europe, South America and Southeast Asia. Barbara is known for delivering high-content programs in an enthusiastic and entertaining style. Please visit her at:

[www.Barbara-Sanfilippo.com](http://www.Barbara-Sanfilippo.com)



## **The “IT” Factor and How to Get It!**

**By Terry Ross  
Owner/Director of Acting Professionally**

Great speakers, politicians and actors – they all have an indefinable something known as the “it” factor – a charismatic presence that draws people in, makes audiences lean in and want to hang on every word, and leaves them feeling empowered from having been in their presence. This workshop will give teach you the principles and give you the tools that all great and charismatic figures have mastered.

### **You will learn**

- **Making your entrance! Why the first 10 seconds of your speech are the most important**
- **Posture matters! How to make sure your body is communicating the message you want**
- **Know when to make your move! Incorporating movement – and stillness - for effective communication**
- **Speak up! Knowing the key words that communicate your message**
- **No more Johnny One-Note – creating interest by varying your vocal pitch and tone**
- **Believability - The importance of authenticity and how to communicate it**
- **Make ‘em laugh – incorporating the unifying principle of humor in your speeches**

**Note:** *Terry will also include some on the spot coaching with volunteers!*

Terry Ross brings over 25 years of experience in front of audiences as an actress on stage, film and television as well as 15 years as an acting, speech and movement instructor at the Masters of Fine Arts Program at the Old Globe, University of San Diego and San Diego State University’s Theatre and Film Department as well as serving as an acting coach on network series television.

She currently owns her own business, Acting Professionally, coaching actors and speakers of all ages. Annually she presents the only showcase of its kind in the United States, featuring actors of all ages on screen and stage which is attended by industry professionals in Los Angeles and San Diego,

and she is regarded by talent agencies in the area as the foremost coach in her field. Visit her at: [www.actingprofessionally.com](http://www.actingprofessionally.com)



## How To Find and Keep Your Sense of Humor in Your Presentation

By Russ Stolnack  
a.k.a Russ T Nailz

Award winning stand-up comedian, actor, auctioneer.

You just told a joke and nobody laughed? You have to be made to laugh and to that you will see a professional comedians sense of humor. You will try to show yours to him too! Take a look around and find something funny and hurry. In this interactive crash course in comedy you'll will see the map to the lighter side of life.

You can share the gift of laughter from the time you walk out of this session. You will also be able to generate your very own detailed hand out, so bring a pen and paper. This session will have you slapping your knee and knocking yourself into the reality that there is something funny about you and your message.

- Point out headlines that relate to your presentation
- Wear funny hats
- Figure out new ways to waste time during your program with humor
- Make your audience repeat your material after they leave
- Get professional feedback on your obvious comedic attributes
- Use your powerful sarcasm to win friends and influence people

This program is limited to open minded speakers and individuals that have a clue. Russ Stolnack is a decorated performer in several medias. He currently hosts a nationally syndicated money talk radio/television show. His television work includes news reporter, variety show host, commercial actor, writer, producer and more helping him win 6 Emmy Awards. The National Speakers Association crowned Russ winner of their Humorous Speaker Competition. He has never written a book and is currently thinking about it.

Russ Stolnack a.k.a. Russ T Nailz is a comedy club veteran and Las Vegas regular currently co-hosting a daily nationally syndicated financial program, "The Big Biz Show". He is also appearing weekly on the new Fox Business Channel. Russ is winner of The National Speakers Associations Humorous Speaker Competition, Emmy Awards for writing and acting, a cable ACE award and more. He has appeared in television commercials, movies and comedy programs, hosted his own morning radio show and worked as a TV news reporter. As a motivational speaker Russ brings endless experience and infinite training to entertain audiences and reminding everyone that humor has great value. His humorous "Executive Imposter" program has an audience believing he's a serious speaker for a few minutes. When he makes it obvious he's not serious, they start laughing and stop taking notes. Russ

is a trained benefit auctioneer too, and travels the country helping raise money for a number of clients. Married over 21 years with three children, Russ has created, recorded and sells original songs for children. Money raised helps ChildHelp USA fight child abuse. On television, on radio or on the stage, no matter where he is, Russ is just funny. Visit him at [www.russisfunny.com](http://www.russisfunny.com)



## Intelligent Motivation

by Jim Cathcart, CSP, CPAE

Whether you speak to inform, educate, motivate, entertain, facilitate, train or amuse... You want to attend THIS presentation! Jim Cathcart tells you what it takes to go from a clerk at a government agency to the top of the speaking profession. Learn how you can build a career as a speaker or simply motivate your audience into action.

- See how to stay authentic and believable with any audience.
- Feel as comfortable on stage as you do across a dinner table.
- "Get it" as to what your audience needs, wants and cares about.
- Become a favorite speaker and thought leader in your field.
- Help others build the confidence and courage they need to face a challenging marketplace.

In his 32 years of full-time professional speaking Jim has received almost every award a speaker can get. Here is just a short list:

- CPAE, Speaker Hall of Fame
- CSP, Certified Speaking Professional
- Toastmasters Golden Gavel Award
- Member of Speakers Roundtable (20 of the nation's top speakers)
- Legends of Speaking Award
- The Cavett Award (NSA's "Oscar")
- Lifetime Achievement Award from Greater Los Angeles NSA
- President of the National Speakers Association (1988-89)
- NSA San Diego named it's member of the year award "The Jim Cathcart Service Award"

Jim is the author of 15 books including two international bestsellers, veteran of almost 3,000 professional speeches, member of the founding faculty of iLearningGlobal.tv and TSTN. He personally designed the Professional Competencies system that NSA uses for all of its professional education. Visit him at [cathcart.com](http://cathcart.com)



## Expand Your Creativity and Roll With The Punches Through IMPROV!

by Milo Shapiro  
aka "The Improv Guy"

Professional improviser, Motivational speaker,  
author and speaking coach

Let's face it: You can prep, rehearse, and do check lists as much as you want, but none of that will prepare you for the giant banner on the wall falling down in the middle of your speech! Things can, do, and will go wrong when you speak. So how do you handle yourself for those kinds of things...or worse, for the times when it's clearly something you *have* done wrong?

Time and again at NSA conferences, we hear that improvisation classes help speakers with:

- Coming up with new ideas
- Dealing with the unexpected
- Adapting to requests that are outside their routine
- Being playful with their material and attendees

Part of what makes it so effective is that improvisers develop a very different *relationship* with what success, failure, and risk are all about. That *redefinition* opens up a lot of opportunity!

Beyond the fact that he leads attendees in improv games in his keynotes, Milo believes that his background in improv was the absolute key to him being able to get on the platform at all, even in his programs now that don't utilize improv. This program will discuss a little of the "why" of improv and move into improv games designed to boost your creativity, communication skills, and adaptability. The nature of improv is that you'll get out of it what YOU were supposed to...even if the person next to you has totally different "Ah-ha!"s.

We'll also talk about ways that you can deal with problems that come up and, better still, how to *prevent* some of them outright so you can save your creativity for more productive places.

Milo Shapiro began teaching improvisation in 1993. He traveled the US and Canada to build his own improv education and teaching skills while performing with TheatreSports for 14 years. His self-created training program, "TEAMprovising", uses dozens of improv games to build team unity. His most popular keynote presentation, "*You Gotta Fail...To Succeed!*" has the whole audience play improv games in the audience for about half the time. Milo's coaching business "Public

Dynamics”, helps individuals become more prepared, polished and powerful upon the platform. In conjunction with his teaching beliefs, he published his first book in February of 2008: “Public Speaking: Get A’s, Not Zzzzzz’s!” and he now gives a keynote speech about the book as well. Visit him at [www.IMPROVentures.com](http://www.IMPROVentures.com)