



September 4, 2008

Dear Glenna,

Thank you for your generosity in agreeing to present on January 17, 2009 for the National Speakers Association - Central Florida Chapter. We are looking forward to your visit and are confident our members will receive great value from your presentation.

NSA - CF has over 80 professional NSA members, 16 CSP's and 2 CPAE's. Our goal is to provide programming that meets the needs of the experienced speaker. To make things easier for you, the last page of this letter contains vital information that what you may need from us and that we need from you. There is also a checklist on page 3. Please read the entire letter as it provides more detail about our program.

Theme:

In keeping with our President Sandy Geroux theme of "*Risk Takers, Dream Makers*", we are asking our presenters to tie in *the theme* to their message and leave our audience with tips and suggestions to help them (and their business) "take risks and make dreams come true."

Program Logistics:

The following logistical information is provided to make your trip to our chapter as smooth as possible. You will be speaking on Saturday, January 17, 2009 at the Crowne Plaza Hotel Tampa East. The address is 10221 Princess Palm Avenue, Tampa, FL 33610. Their phone number is: 1-813-623-6363. (More details below)

The day begins with registration and networking at 8:30 a.m. The meeting runs from 9:00 a.m. to 12:30 p.m. Our meetings do not involve breakfast or lunch but we do provide morning beverages and a very nice continental breakfast and have an informal lunch gathering following the meeting in the restaurant.

Your Presentation is scheduled from 9:15 AM to 10:45 AM followed by a 20-minute break. We open the second session by quickly explaining the format at which time 2 to 4 questions, provided by you (pertaining to your content) are discussed amongst the participants seated at each table for twenty minutes. This is followed for 10 minutes by having each table give up their table's best idea (as selected by them). We then repeat the 20 minute / 10 minute split with the next one or two questions.

1. Our goal is to give our members time to work on the concepts provided by you.
2. Working on our business – not just absorbing information.
3. Provide an atmosphere where we can get to know each other better, build relationships, knowledge and a deeper understanding of the specifics of our businesses.

4. During this open discussion period, our desire is that you facilitate the conversations as needed or requested. We believe this can all be accomplished by engaging each other with the thought provoking questions you provide us.

Since we are a talkative group, we will make sure that a strict timeline is adhered to in order that we conclude on schedule.

A basic agenda is attached.

Lodging and Meals:

We have made a room reservation for you at our meeting hotel, the Crowne Plaza Hotel Tampa East. Your room fee will be billed to our chapter. NSA-CF will cover your hotel and meals from your arrival Friday through the end of our meeting on Saturday.

Dining with our President:

It would be our distinct pleasure to share dinner with you on the eve of your arrival if you choose. The Crowne Plaza provides a splended menu and comfortable setting. If you prefer, there are other choices nearby. We are never sure of members' schedules, however, our President and V.P. of Programs will definitely enjoy your company. If you should prefer to rest, we wholeheartedly understand.

Travel Arrangements:

Please make your own travel plans to arrive at **Tampa International Airport** on the Friday preceding your program. If you can save a significant amount of money on the airfare by staying over on a Saturday night, NSA-CF will gladly cover the cost of your hotel room for Friday and Saturday night. We are also happy to reimburse your airfare (coach airfares, please!). You can book a return flight on Saturday any time after 3:00pm. If it looks like your flight expenses will cost more than \$500.00, or if you have other special arrangements to be made please call Frank Trunzo, VP of Programs, at 813-719-3300, mobile 813-789-4227 or email him at Frank@SentryEvents4u.com

Frank Trunzo (or another board member) will meet you at the airport or hotel (if you are local) on Friday and take you to your hotel. We will also take you back to the airport for your return flight. If you would prefer to rent a car or the hotel shuttle due to arrival or departure times and/or wish to handle your own ground transportation, that is completely fine, just let me know.

Newsletter & Promotional Information:

Please send us your bio, a photo (preferably color) and the title and description of your program as soon as possible. If you can e-mail these, that would be the easiest method for us. Send to Frank@SentryEvents4u.com Thank you!

Introduction and Handouts:

Please fax or e-mail your introduction to us well (3 weeks is preferable) in advance of the program. I, Frank Trunzo, will introduce you; however, if there's a special person from the Chapter that you would like to introduce you, please contact that person directly and email us his or her name. Also, please send your handouts to Frank@SentryEvents4u.com in a PDF file and/or Word Document, and we will duplicate them.

Audio Visual Equipment:

We have a handheld microphone or a wireless lapel microphone available for your program. Let us know which you'll need, or if you'll need something different. If you need additional A/V equipment, please let us know. We can provide almost anything a speaker needs to make a great presentation including an LCD projector and screen.

Product Sales:

You are welcome to sell products at the back of the room after your program. (Note: Member feedback has told us they dislike a "hard sell" from the platform - FYI.) Some speakers donate a portion of their product sales back to the chapter, but that is your choice and by no means expected.

I hope this letter covers everything to help us both prepare for an outstanding program. We are delighted to welcome you to the National Speakers Association - Central Florida Chapter. Please accept our sincerest thanks for your time and effort in service to our members and guests.

Warmest Regards,

Frank Trunzo
Vice President of Programs
NSA - Central Florida

Phone: (813) 719-3300; Mobile: (813) 789-4227; Email: Frank@SentryEvents4u.com

SPEAKER CHECKLIST

Presenter: Glenna Salisbury

For: January 17, 2009

A hand-held microphone and a wireless lapel microphone are on site.

Please check the other items you will need us to supply for your program:

A/V Requirements needed by (Date) or earlier.

- CD Player
- LCD Projector and screen
- Laptop for power point (*Computer Format: _____ (we will try to accommodate)*)
- Overhead projector and screen
- Flip chart - Number: _____
- Volunteers for Product Sales
- Table for product sales
 - How many people to help? _____
 - How many tables will you need? _____

Room Set up: Theater style is the normal set up.

- Risers for a stage in front available (*only be provided if requested, as it is an additional cost to the chapter*)

The following items are needed from you by the respective dates:

Program Title and Description

Please send by: **December 27, 2008**

Length of program: (between 75 and 105 minutes)

Please send by: **December 27, 2008**

Photo (.jpg or .pdf file to Frank@SentryEvents4u.com) to accompany description.

Please send by: **December 27, 2008**

Handout Masters at least two weeks in advance if possible.

Please send by: **January 3, 2009**

Room and Flight Arrangements: We will make room reservations for you and gladly pick you up and take you to the airport. Please advise as early as possible, but no less than **7 days before**, so we can arrange to help with ground transportation and room etc. Please contact us by: **January 12, 2009** to make arrangements. Thanks!