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General Sessions

- V DVD CD.....220 Sunday General Session **Sharpening Your Point of View - Mark Sanborn**, CSP, CPAE; SPECIAL APPEARANCE: Kris and Tim O'Shea
- V DVD225 CSP Awards, DVD \$26 & Video \$22 - special price
- V DVD CD.....380 Monday General Session **The Practice of Presence: How You can Take Showing up to a Supernatural Level With Supernatural Results - Ian Percy**, CSP, CPAE; SPECIAL APPEARANCE: Kris and Tim O'Shea
- V DVD CD.....470 Awards Luncheon SPECIAL APPEARANCE : Dale Irvin, CSP, CPAE
- V DVD CD.....700 Tuesday General Session **Everyday Gifts: The Secret of Training Your Eyes - Nancy Coey; The Journey Within—What if the Hokey Pokey Is What It's All About? - Ben Vereen**; SPECIAL APPEARANCE : Kris and Tim O'Shea
- V DVD CD.....820 Luncheon General Session **The Complete Comedy Makeover: Finding Comedy Material in Your Life - Judy Carter; The Trail is the Thing - Mark Mayfield**, CSP, CPAE; SPECIAL APPEARANCE: Dale Irvin, CSP, CPAE
- V DVD 2CD...(CDs=\$28) 930 **CPAE Speaker Hall of Fame/Cavett Awards Banquet - Lou Heckler**, CSP, CPAE; **Al Walker**, CSP, CPAE
- V DVD 940 Vendor Interviews, DVD & Video only

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Friday, July 8

The 2005 Cavett Institute

- 010 **Business of the Business!**- Thom Winner, CSP, CPAE
- 020 **Capture the Moment: A Workshop for Professionals Who Want to Present With Impact - Chuc Barnes**, CSP
- 030 **Maverick Marketing: How to Stand Out From the Herd, Get Better Results and Wrangle More Bookings Your Way - Terri Langhans**
- 040 **How to Become the Master of Your Internet Domain - Jerry Gitchel**
- 050 **How to Create a Bestselling Career - Gregory Godek**
- 060 **Growing Your Business! - Mark LeBlanc; Closing - Russ Stolnack**

Also - PLEASE NOTE: NSA members applying for their CSP designation are required to attend or listen to the recordings of the professional competencies session and business ethics session. These required sessions for CSP Applicants at the 2005 Annual Convention were: **Understanding the Professional Competencies** (sku #685) & **NSA Ethics: Questions, Answers and Ideas** (sku #520)

Saturday, July 9

Professional Experts Group Sessions

- 070 Consultants **The Future of Consulting—Bouncing the Crystal Insights That May Influence You and Your Practice - Roger Herman**, CMC, CSP, FIMC
- 080 Health & Wellness **Winning in the Association Market—Book More, Bill More, Be More - Vic Osteen**, MS
- 090 Motivational **Strategies for Success and Significance - Nido Qubein**, CSP, CPAE
- 100 Diversity **Reversing the Ostrich Approach to Diversity: Pulling Your Head Out of the Sand! - Amy Tolbert**, PhD, CSP
- 110 Educators **Education to the Third Power: Three Excellent Eloquent Experts! - Willie Jolley**, CSP; **Mark Sanborn**, CSP, CPAE; **Susie Vanderlip**, CSP
- 120 Facilitators **Innovation—A Special Type of Facilitation Getting Groups to Find New Answers to Old Questions - Steve Epner**, CSP
- 130 Humor **Journey with a Humor Giant - Moderator: Shawna Schuh**, CSP
- 140 Writers/Publishers **The 10 Most Important Things I've Learned in 20 Years of Marketing Books - John Kremer**
- 150 Partner's Opening Reception **Dear Blabby: How Life Partners Can Survive the Speaking Profession Without Resorting to Divorce or Murder - Steve Wilson**, MA, CSP

Professional Experts Group Sessions

- 160 Business Coaching **Building a Six-Figure Business: Insights and Keys to Success from Highly-Experienced Coaches - panel featuring Alan Weiss**, CMC, CSP
- 170 International **Will It Play in Peoria? - Tim Gard**, CSP
- 180 Sales Trainers **Five Smart Ways to Grow Your Business, Multiply Your Income and Do it All in Less Time and With Less Travel - Jim Meisenheimer**, CSP
- 190 Seminar/Workshop Leaders **Master of Your Own Destiny: How to Create a Seven Figure Income Through Self-Produced Seminars - James Ziegler**, CSP
- 200 **NSA Orientation & First-Timers Welcome - Chris Clarke-Epstein**, CSP; **Terry Paulson**, PhD, CSP, CPAE

Sunday, July 10

Concurrent Sessions

- 230 **Reinvention! Who are You? What do You Need to be? - Thom Winner**, CSP, CPAE
- 240 **How to Build a Team That Generates Millions in Revenue From Your Most Profitable Resources - Bill Bachrach**, CSP
- 250 **The Top Technology Trends Transforming the Meetings Industry - Corbin Ball**, CMP, MS
- 260 **Forks in the Writing Road: Make Informed Decisions When Selling Your Books and Subrights to a Major Publisher - Dianna Booher**, MA, CSP, CPAE
- 280 **High Margin Products: How Every Speaker Can Create and Sell Expensive Products - Marilee Driscoll**
- 290 **Leverage the Power of the Mastermind: The Nuts and Bolts of Making a Mastermind Group Work - Melanie Mills**, MA, CSP

- 300 **Don't Wheeze—Quote Your Fees With Ease: Earn What You're Worth and More! - Clint Maun**, CSP; **Kathy Cain**
- 310 **How to Create a One Page Business Growth Plan - Joe Calhoon**, CSP
- 320 CSP/CPAE Only Session **Platform Excellence: Bringing You to the Stage!** - Facilitator: **David Brooks**
- 330 Office Management Track **Turn Your Telephone Into Your Most Powerful Sales Tool - Jeffrey Gitomer**, CSP
- 340 Partner Track **Mask-ularity: Revealing the Man Behind - Richard J. Avdoian**, MS, MSW, CSP
- 350 Office Management Track **One Big Happy Family: Speaker and Staff Panel - Jon Wee; Owen Morse; Donna Buttice, John Crudele**, CSP; **Amy Hansen; Ray and Linda Leone**
- 360AB (Double session-priced as 2 selections) **Designing Products with Innovation and Impact - Ed Bernacki**
- 370 AB (Double session-priced as 2 selections) Partner Track **How Humor Contributes to a Happy, Healthy and Help-full Marriage - Panelists: Margaret and Al Walker**, CSP, CPAE; **Jonellen and Lou Heckler**, CSP, CPAE; **Doris and Jeff Warren**, PhD

Monday, July 11

Mega Sessions

- 390 **Building Profitable Internet Marketing Models for Speakers, Authors and Consultants - Randy Gage**
- 400 **I Guess You Had to Be There—How to Find the Funny in Your Life, Your Speech and the Misfortune of Others - George Campbell**, CSP, CPAE
- 410 **Women—50 Percent of the Association, 50 Percent of the Business? Strategies to Create the Business You Want and Maintain the Life You Want - Panel: Lisa Ford**, CSP, CPAE; **Lenora Billings-Harris**, CSP; **Connie Podesta**, MS, CSP; **Roxanne Emmerich**, CSP, CMC; **Linda Edgcombe**, CSP; Moderator: **Marilynn Semonick**, CSP
- 430 **Interaction Insights: Innovative Strategies to Engage Your Audience - Kristin Arnold**, MBA, CPF, CMC, CSP
- 440 **The Trance-Forming Power of Your Personal Story: How Personal Stories Parallel Hero Myths - Grady Jim Robinson**, CPAE
- 450 Office Management Track **Negotiate Like the Pros - John Patrick Dolan**, CSP, CPAE
- 460 Partner Track **Ordinary Magic: Life is Fun, Funny and Filled with Magic - Brad Montgomery**, CSP

Concurrent Sessions

- 480 **Million-Dollar Internet Marketing Strategies - Bob Scheinfeld**
- 490 **I Gotta Try That! - Eric Chester**, CSP, CPAE
- 500 **Want to be a Power Speaker? - Ron Arden**
- 510 **How To Get Bookings: 17 Great Ways To Fill Your Calendar - Mike Rayburn; Josh Wainright**
- 520 **NSA Ethics: Questions, Answers and Ideas - John Patrick Dolan**, CSP, CPAE; **Frank Bucaro**, CSP, CPAE; **Stacy Tetschner**, CAE
- 530 **Be a Great Protégé: Take Your Speaking Career to New Heights With the Help of Great Mentors - Mike Robbins**
- 540 **But I Might Need It Some Day! How to Get and Stay Organized in Your Speaking Business - Patty Kreamer**
- 550 **Brand Aid: How to Prepare, Package and Promote Your Potentially Personal Platform - Meryl Runion**
- 560 Strategic Partnerships Council (SPC) Session **Understanding Trends and Issues Affecting Associations: How to be the Best-Ever Speaker on an Association Platform - Ed Hendrix**
- 570 Office Management Track **How to Make a Speaking and Training Business Profitable - Carl Henry**, CSP

Concurrent Sessions

- 580 **The Million-Dollar Internet Marketing Model - Bob Scheinfeld**
- 590 **POP! Build a One-of-a-Kind Brand, Book and Business Sam Horn**

- 600 **Online Assessments: An Exciting Way to Build Your Business and Your Passive Revenue** - Tony Alessandra, PhD, CSP, CPAE
- 610 **The Interaction/Facilitation Journey: Transforming Audience Interaction and Facilitated Programs Into Powerful Learning Experiences That Put You at the Top of Meeting Planners' Hiring Lists** - Cher Holton, CSP, CMC
- 630 **Money in Your Model! How to "Create" a Business Model You Can be Excited About!** - Francis Bologna, CPA; Mark LeBlanc
- 640 **You Can Enjoy the Journey! Tactics, Tools, Technologies and Treats That Will Transform the Road Worrier Into the Ultimate Road Warrior - Stu Needel**
- 650 **How Much is Your Sales Process Costing You? The Market Has Changed—Have You?** - Colleen Stanley
- 660 **Put Words in Their Mouth and Big Bucks in Your Pocket: How to Write a Keynote That Really Plays and Pays** - Marilyn Mobley
- 670 **To Product or Not to Product, There is NO Question: Packaging and Promoting Without Sounding Like an Infomercial** - Darren LaCroix
- 680 Office Management Track **Secrets to Developing, Marketing and Delivering Products That Sell** - Corrie Lisk-Hurst
- 685 **Understanding the Professional Competencies** - Chris Clarke-Epstein, CSP; John Molitor, PhD
- 690 **Questions and Answers with Randy Gage and Bob Scheinfeld**

Tuesday, July 12

Concurrent Sessions

- 710 **The Agony and the Destiny—Defining Your Specialization in an Ever-More-Demanding World of Niche Markets** - James DeSena, CSP, MBA
- 720 **Coaching: Your Next Revenue Stream** - Jennifer Corbin, PCC
- 730 **How to Make \$500,000 Per Year as an Enterprise Speaker** - Laurence J. Pino
- 740 **An Elephant That What? Creative Interaction Tools for Audience Impact** - Marci Segal
- 750 **How Many Words Do Your Pictures Say? How to Take and Use Digital Photos That Take Your Presentation to a New Level** - Dave Paradi, MBA
- 760 **I Trademarked My Book Title and Other Common Myths!** - Francine Ward, JD
- 770 **70 Seconds to Seven Figures: Transform Your Speaking Skills and You Will Grow Your Business** - Vince Poscente, CSP, CPAE
- 780 **The Seven Habits of Seven Humorists...How to be Funny on Stage** - Ronald Culberson, MSW, CSP; Tim Gard, CSP; David Glickman; Victoria Labalme; Brad Montgomery, CSP; Mark Scharenbroich, CSP, CPAE
- 790 CSP/CPAE Only Session **Information Entrepreneurship: Leveraging Your Business Expertise Into Viable Income Streams** - Panel
- 800 Office Management Track **Bureau, Bureau on the Wall: A Panel Session of Experts** - Brian Palmer; Nancy Lauterbach; Ken Kirsh, CMP; Benny Williford
- 810 Partner Track **Am I Hungry? How to Build Optimal Health Without Dieting!** - Michelle May, MD

Concurrent Sessions

- 830 **The High Cost of a Low Profile: Raising Your Visibility and Your Fees by Becoming More Newsworthy** - David Avrin
- 840 **Depth Perception: Taking Your Message to Another Level** - Max Dixon
- 850 **Beyond the Back of the Room: How to Generate National Book Sales and Build a Profitable Publishing Business** - Clint Greenleaf, CPA, BA; Meg La Borde
- 860 **Don't Get Lost in Translation: Speaking Strategies for Success in Asia** - R. Palan, PhD
- 870 **Putting E-courses, Teleseminars and Webcasts to Work** - Jean Houston Shore, CSP, CPA, MBA
- 880 **Big Planet, Small World** - Jerry Gitche
- 890 **So You Want to be a Corporate Spokesperson? The Nuts and Bolts of Getting Started** - Mary LoVerde

- 900 Bureau Partner Session **How to Get Hired in a Wired World: New Ways of Doing Business in a Digital World** - Holli Catchpole
- 910 CSP/CPAE Only Session **Business Model Excellence II** - Panelists: Paul Bridle; Mark Sanborn, CSP, CPAE; Joseph Sherren, CSP; Facilitator: Kristin Arnold, MBA, CPF, CMC, CSP
- 920 Office Management Track **How Speakers Can Raise Their Fees, Get More Speeches and Sell More Product With Publicity** - Pam Lontos, MA, CSP

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