

Greater Los Angeles Chapter Innovate and Invent: Create Your Future *Now!*

April 2007

In this Issue

President's Corner

FINAL LEG OF TRIPLE CROWN

GLAC Elections Coming May 2007

23rd ANNUAL SUMMER SYMPOSIUM - Success University

Featured Guest Speaker - Ann McIndoo

2007 NSA Convention

GLAC Chapter Member/Apprentice Highlight

News You Can Use

Toot Your Own Horn

Know your E-Zine Editors

President's Corner

President's Message

By the time you read this, NSA/GLAC will already have launched a new benchmark of success: Our Writers' Extravaganza with the Workshop on Friday under the direction of self-publishing guru Dan Pointer and Saturday's Professional Development program with niche market expert, Gordon Burgett, and Ann McIndoo (returning from Friday's session to talk about getting that book out of you in days,

Vision

Helping, encouraging and supporting members' professional development to increase their revenue and societal impact.

• FINAL LEG OF TRIPLE CROWN

May Media Mania Saturday May 12th Needs You!

Volunteers are needed for the following tasks:

Monitors - assigned to each media guest during speed pitching segment. Monitor will control lines and will time the pitches. Monitors will instruct people to line up and help move people along.

Raffle Ticket Sales - Self explanatory.

Product Sales - Will assist media guest with set up and break down. Will handle/assist with the product sales of any speaker/media guest during breaks or as needed.

Timers - Will keep media guest, pitch participants, and meeting on time.

Set Up Crew - Will handle rearranging the room as our media guests are moved about. Also will make sure we have the microphones where they should be. Pick up questions from the audience, if needed.

Please contact [Linda Coleman-Willis](#) or (323) 243-8258, if you are interested in Volunteering.

This will be your opportunity to pitch your expertise to the media. Here are some tips to assist you with your pitching.

- **Grabbing the media's attention** - How can you tie your area of expertise into a burning public issue that is grabbing headlines in the news?
- **Why is your expertise important** - What value does your expertise bring to the media's audience? When the media is looking for an expert in your field of interest, why would they turn to you?

Define your expertise - *What are credentials? Do you have a degree or certification in your area of expertise? Have you written books or articles? A short statement on this will nail you as a valid representative of your field of interest.*

- **Understand the economy of words** - *You only have 75 to work with in a 30 second pitch. Take out the thesaurus and dictionary, and select words that will precisely convey your message in the media's*

not years).

Another enhancement has been joining the virtual New York chapter in outstanding monthly program by way of the phone - teleseminar. New York is becoming the first NSA "virtual" chapter. Congratulations to them! And enjoy the added benefits of GLAC membership by signing up for a *ridiculously low* price, just because you're a member of GLAC! Call Lori Akina to learn the details (866)416-7252.

And yes, we're still working on the web site - More from Michael Turner who is chairing our efforts.

And, don't forget to take advantage of the September Summer Symposium - get the early bird special price discount. You'll be glad you did because the program's list of presenters is "over the top!" Thanks to Dave Rohlander and his crew. I'm eagerly looking forward to seeing the new format, including golf! You know we've arrived if we can also include a round of golf with our networking!

Check our web site, www.nsaglac.org for more information. Get involved now with GLAC, and help us bring even more improvements to you and all of us. This will mean money in your pocket!

Ed Poll
GLAC President, 2006-2007
LawBizR Management
edpoll@lawbiz.com
(800) 837-5880

mind.

- **First impression is a lasting impression** - You only have one chance to sell the media. Practice your delivery and then practice it again and again.
- **Delivering your message** - Speak slowly; don't race through your pitch. Let the media hear each and every word .

Good luck with your presentation. I look forward to hearing your pitches on May 12.

• GLAC Elections Coming May 2007

Marianne Matheis, Immediate Past President GLAC
Chair, Nomination Committee for 2007 Election



Are you an active member of GLAC? Would you like an opportunity to shape and influence the direction of GLAC in the coming years? If your answer to these questions is "yes," then running for a GLAC Board position may be the next step in your professional development.

If you would like to submit your name for consideration to a board position or would like more information about the GLAC elections, contact Marianne Matheis (714) 821-0942 or matheis@changespeaker.com. In her role as Immediate Past President of GLAC, Marianne is heading the nomination committee for the May 2007 GLAC Board election. Time commitments to any board position can range from 1 to 3 years.

"Serving on the GLAC Board is a commitment of your time and talents. However, my seven years on the board provided me with the best opportunity to:

- *learn the business of speaking*
- *actively participate and influence chapter activities*
- *form strategic alliances with professional colleagues*
- *acquire life-long friends" **Marianne Matheis***

• 23rd ANNUAL SUMMER SYMPOSIUM - Success

University

The **2007 Summer Symposium -- From Passion to Prosperity** -- will be held from September 6 to 9 at the Miramonte Resort and Spa in Indian Wells.

The Symposium will open on Thursday with a golf tournament (additional fee) followed by a Lovely Reception & Cocktail Party at **John Patrick Doaln's HOME** from 6 to 8 p.m. with comedian **Bruce Gold**, who will also be the emcee for the weekend.



On Friday morning there will be a Sales Boot Camp with **J. Scott Bailey, MBA** (\$75 additional registration fee). The Symposium will open at 2 p.m. with an Ice Social with the Exhibitors. At 4:30 p.m. **Majorie Brody, CSP, CPAE, PCC** will speak at a general session on Building Your Business: You Can Make It Happen. The day will be capped with dinner and entertainment. Throughout the day a video taping service with a green screen will be available for an additional fee.

On Saturday **Peter Montoya**, the author of The Brand Called You will speak from 8:30 to 10:30. **Jim Cathcart, CSP, CPAE, Bob Danzig and Howard Putnam** will present a CEOs Panel from 11 a.m. to noon. During lunch we will enjoy **Judy Carter**, author of The Comedy Bible. After lunch there will be Breakout Sessions. **Boaz Rauchwerger**, The Tiberias Success Formula will speak at a general session from 5:30 to 6:30 p.m. The day will close with Dinner and Casino Night

Sunday will open at 8:30 a.m. with **Steve Pavlina** speaking about Bloggng. He will be followed at 10:30 by **Dave Jensen**, Use It Don't Lose It Wrap-up Session. The Symposium will close with **Glenna Salsbury, CSP, CPAE**, Leaving A Lasting Legacy.

Early Bird registration for the Symposium is \$275 through May 15. You can register at www.nsaglac.org. To reserve a room at the Miramonte call 760-341-2200 and mention NSA/GLAC to get the special rate of \$129.

- **Featured Guest Speaker - Ann McIndoo**

Ann McIndoo, Author's Coach, and author of *So, You Want to Write*, inspired us all at the April meeting with her book writing workshop. She guided us through her step-by-step method of book creation. Ann is truly a book writing guru. Some authors she has worked with have gone from idea to book-in-hand in 41 days! Her positive energy was infectious. Every speaker in the room walked out of that meeting an author. Visit her website, <http://www.soyouwanttowrite.com>, and subscribe to her newsletter.

• 2007 NSA Convention

We need your help and support in making our conference attendees feel at home, but not that much, that they want to move here. Let's keep it a secret. I just got off the phone with **Sheryl Roush** (contact info follows), and she's pumped about creating an atmosphere and energy that will kick off the convention on a high note. Please contact her at your earliest convenience and lend her a hand in the planning and execution of a world-class, hospitality plan. We need at least 20 people and more to make this work.

=====
Sheryl Roush
National Speakers Association
2007 Convention Hospitality Chair
America's Finest City - San Diego!
sheryl@sparklepresentations.com
(858) 569-6555

Please make the decision, and **make the time to be a part of the hospitality initiative**, and of course, attend the convention. Contact Sheryl today, and together we can make the convention experience a better one, right from the start!

• GLAC Chapter Member/Apprentice Highlight

Tessa Albert Warschaw, Ph.D., is a distinguished author, psychotherapist/coach, and internationally recognized seminar leader, specializing in corporate negotiating strategies, entrepreneurial negotiating, and life coaching. She has a private coaching practice in West Los Angeles and Woodland Hills. She has served on the boards of Break The Cycle, NAFE Foundation's Esteem Team Mentoring Program, Madison Avenue Boys and Girls Club (Advisory Board), Women in Business, Women's Advisory Board for Mass Mutual, and is a standing member of the National Museum of Women's History.



Dr. Warschaw's clients include: American Express Financial Services, General Electric, Estee Lauder, Mondy, Mullin Consulting, Inc., Women in Film, NAWBO-NYC, NAFE-NYC, New York Life, Pepperdine University, University of Illinois, US Trust, Wachovia Bank, Wells Fargo, Smith Barney, as well as numerous small entrepreneurial companies.

Dr. Warschaw's professional services include: Executive Coaching, Partner Coaching, Individual Coaching, Negotiation Strategies for Corporate Teams, and Assessments for Style Awareness.

Dr Tess is a brand new Member of GLAC, we welcome her with open arms.

drtess@pacbell.net, www.bigthinkingwomen.com

• News You Can Use

Sheryl Roush is currently collecting quotations, original stories (up to 1,200 words) and poems for the **Heart of the Holidays**, celebrating yuletide traditions from Thanksgiving through New Year's. The book will be in stores on October 1st. Email your contribution(s) before April 16 to Sheryl@SparklePresentations.com.

Looking for speakers from the NSA/GLAC chapter to join in a mastermind group. Must have at least 5 years of speaking experience and working full time in your business. You may contact Beverly Tillman at drbeverly@themaximumperformancegroup.com or 310-766-9949

- **Toot Your Own Horn**

Sheryl Roush had "twins!" Two books rolled off the presses simultaneously this month, **Heart of a Mother and Heart of a Woman**, in lovely 6x7" sizes, perfect for Mother's Day gifts. Endorsed by Wally "Famous" Amos, Borders is featuring the twins for five weeks in their 1,000 bookstores nationwide. Contributors of original stories, poems and tributes from GLAC members include: **Judith Parker Harris, Cindy Chernow, Debbie Barnett, Dottie Walters, Jodi Walker, Peggy O'Neill, Jim Cathcart, Jo Condrill, Rheba Washington-Lindsey**, Soraya Deen, Blanche Katz, and Leland Pound.



Linda Mastromonaco is pleased to announce that she has joined the Irvine - Quail Hill sales office. A resident of Irvine, Linda specializes in the marketing and sale of residential property throughout Orange County.



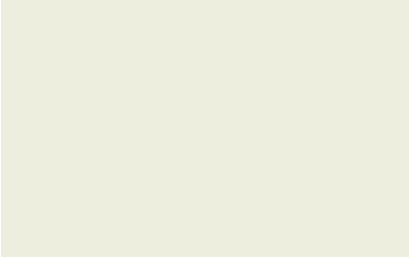
Linda's motto, "My work is my play," encourages her to enjoy life, not just endure it. Linda hopes to pass this experience on to each client. Linda's day and night availability allows her clients an open line of communication. Visit her webpage at www.camoves.com/Linda.Mastromonaco

Ed Poll was quoted extensively in a front page article in the Daily Journal, a major publication for the Los Angeles legal community. The March 19th article, entitled, *"Business Finds Legal Salaries Harder to Stomach: To Contain Costs, Corporate Counsel Seek New Ways to Price Legal Work,"* truly reflected Ed's expert status as a law firm management consultant

- **Know your E-Zine Editors**

Sherry Netherland, M.A. is a health and fitness expert who provides keynotes and educational programs about baby boomer health care issues and creating a fitness lifestyle. She is also a professional comedy writer and performer who can coach speakers to optimize their presentations with humor.
ilikefitness@gmail.com

Bob Walker is a writer and speaker who lives his life as an Adventurer. He weaves his experiences as a Salvage Diver.



Alaska Fishing Guide, Motorcycle Racer, Screenwriter, and Eagle Scout into presentations designed to teach problem solving, teamwork, and other valuable business skills. Possessing an Adventurer's Heart himself, Bob speaks with authority and good humor on the topic in a series of keynotes.

bobwalker4@cox.net