



Greater Los Angeles Chapter
MAKE YOUR BEST MOVE
Branding, Expertise, Sales, Talent

**April Showers Bring
May Flowers
April 2008 E-Zine**

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Chapter Vision

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

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President

Judith Parker Harris
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• **President's Message**

Spring Cleaning

Why are we so in love with springtime? Could it be because the air is fresh, the sky sparkling blue, the wildflowers vibrant and everything around us looks new again? How wonderful it would be to feel that way about our lives. To look at a loved one as if for the first time; To find renewed energy and passion for our life's work; To re-discover what attracted us to our best friends; To cherish our children, whatever their ages, as if they have just been put into our arms moments after birth; To look in the mirror and see a face and body without age, without worry and with eternal beauty, vibrancy and peace.



Well, everything old is new again and everything new is speeding by on the Information Super Highway, and like a breath of Springtime, we're bringing Tom Antion in to our [April GLAC meeting](#) to make sure you allow the opportunity of the Internet to wash your lives with the freshness of a spring shower.

Sorry if I'm a bit too flowery for you. But, seriously, look in that business garden of yours and tell me what is old and tired and dying that needs to be pulled up by its roots and thrown out. Now tell me what is new and fresh and ready for planting on the Internet so you can start making a fortune with your ever-expanding universe.

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I've been President of GLAC for 10 months now, and I hope you know by now that I'm about RESULTS. This year has been about making your BEST (Branding, Expertise, Sales and Talent) Move. We're on the final lap of the Branding contest. Can you tell me 5 things the Internet has to do with your brand? If they are not at the tip of your tongue, boy do you need this weekend.

You say, "I've heard Tom before." Good for you, then you know he can't be missed this time. You haven't heard him speak on social networking, on how extremely important video is right now, and on how he has 25 of the top 30 listings on some of his keywords. (This is unheard of and hasn't been possible for over 12 years.)

Now, I'd like to share with you some other exciting news on the horizon. GLAC is only a couple of months away from having a new President, Kelly Hill. So, here's my challenge for you. How about getting involved in chapter leadership? Volunteer; chair a committee or work on one. There's no better way to really get something out of this organization than to volunteer. We are all leaders in thought and communication. It's truly wonderful to work, share, plan and help lead the leaders. You'll see in this issue what that did for our own "Ask Bob" AKA Bob Walker. Is there a topic we didn't explore this year in Programs? Suggest it for next year. Is there a membership benefit you'd like us to offer? Join the membership committee. Would you like to be part of structuring the next May Media Mania? Step right up. Is there something about our meetings, location, website, ezine, etc. that you would like to change? Now's the time to GET INVOLVED. Talk to me, talk to other members of the Board. We're listed in this ezine every month and would love to hear from you.

So, back to that garden. What old thoughts, feelings, actions, habits and routines need to be up-rooted and thrown out? In the beautiful space you've created what new thoughts, actions and activities (business or personal) will now have room to grow? Want to speed up the process? Hang out with the change agents who are members of GLAC - form a team, make a change and enjoy the bounty of spring year round. As always, I challenge you to hit me with your best shot - and please let me know what it is!

To your ever-blooming success,
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 GLAC President, 2007-2008
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- **Ask Bob (is back!)**



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EXECUTIVE DIRECTOR

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You probably noticed - or worse - maybe you didn't notice that Ask Bob didn't appear in last month's Ezine. Evidently you didn't notice, because no one called to ask me (Bob) why Ask Bob was missing. The reason was that Bob was - well - missing.

While researching each topic and writing the column I get to spend many hours on the phone picking the brains of great speakers like Glenna Salsbury, Marilyn Snyder, Judi Moreo, Terry Brock, and Joni Wilson, to name just a very few. The exercise has been extremely valuable to me in launching my speaking career, but unless I hear from you once in a while, I don't have any more idea than a goat whether or not it's furthering your agendas or helping fulfill your business plans - and furthering everyone's careers is the point of the column.

I asked President Judith Parker Harris about it and could hardly believe the answer. Judith said if no one comments, everything must be okay. She went on to say that the only time I'll hear from you is if I hit a nerve or create a problem. Well, if that's the case, let me create a problem!

Am I really the only one who has questions? Does everyone else know everything they need to know about the business of speaking for a living? Does no one care to hear the views of the top professionals who are interviewed for the column? I don't think so. Why on earth would we miss the chance to learn what the Highly Paid Gurus know? This column is not about me - or you individually. It's about a chance for us as a group to ask questions of the experts who are willing to share their wisdom. All great leaders throughout history cite lifelong learning as the cornerstone of their success - and so should we!

In the absence of a current question I'd like to share some of my personal results from information gleaned in the eight months I've asked my own questions and studied the answers. Some of my results are directly attributable to Ask Bob interviews and some are from the knowledgeable speakers at our monthly meetings. Here are a few of my personal results:

- Graduated from being paid in rubber-chicken lunches to being paid in greenbacks.
- Signed a contract with a national seminar company.
- Great evaluations on the speaking circuit - my last audience gave me a rating of 6.0 out of 6.0 on the questions pertaining to my delivery, style, and their perceived value of my information.
- Back-of-the-room book and CD sales are good and rising rapidly.
- Bookings are up - Two four-day weeks a month in

twenty different cities through August. That's eighty full days on the platform between now and September 1. With that much platform time I have a great chance to become a professional speaker and qualify for full NSA membership by the time I renew my membership this fall.

- Assembled a team to help me perfect several keynote presentations and an effective website by the end of the summer.
- My new book, 7 Steps to Problem Solving Success, is in final edit and should go to press soon.
- Hired by the Santa Barbara Writer's Conference to conduct a workshop on finding the right literary agent.

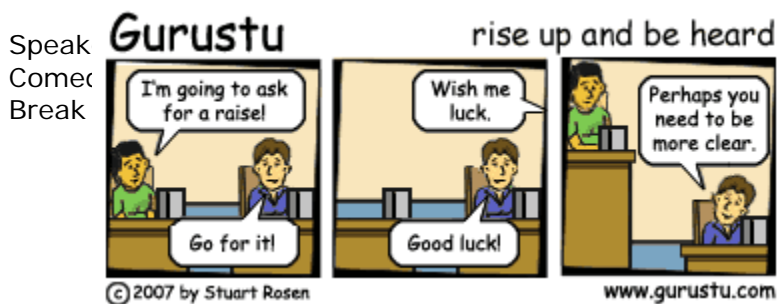
None of this would be working for me, but for a determined attitude of seeking information from top professional speakers, analyzing it, and applying it to my business plan. Zig Ziglar, move over to make room for me - and you!

Here's the contract. You ask questions about what's stopping you from realizing your dream of making a great living as a speaker and I'll find the appropriate top professional speakers to answer them for all of us.

Now, does anyone have a question?

Bob Walker
The Salvage Master

If you have a question, Ask Bob by emailing me at bobwalker4@cox.net. Each month I'll select a topic and research it thoroughly by picking the brains of the gurus, then make suggestions based on their advice and my own research.



CHECKLIST: WHAT CHECKLIST?

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I know. I understand. I have been there. Are you a "Socializer" on the Platinum Rule Scale? A high "I" in DISC? Or, Are you a "Thinker" from



the Platinum Rule and a "C" in DISC? (We cover personality studies next, but for now, KEEP READING please.)

Have you been in the moment, in your flow, doing a Keynote or Speech or seminar, and all of a sudden, you realize you are off track? Or does the opposite happen? You are so concerned with content, organization, and a question gets you off track and you are stuck or lost?

Well, of course, practice is the answer. Know your content. Or, after practicing and knowing your content is to create written and mental checklists.

A speaker can overcome shakey presentation skills, poor voice tone, maybe even adequate dress. Knowing your topic, staying organized in content and flow make YOU look like a competent and knowledgeable speaker.

Let's look at a few formats:

Seminar/Workshop:

Keep a typed or written checklist of major learning points. It's especially critical to mark off stories and activities so you do not repeat yourself. In a two day format, this becomes necessary to keep your flow and focus. If your audience takes you in a different direction, or you decide a different flow is necessary, then you can simply check off your list and reorganize.

Keynote:

Many studies demonstrate that the old model of standing at a podium and lecturing is the least preferred model for a Keynote talk. So, if you involve your audience, move around, two criteria are critical: memorize your learning points, and learn to memorize key bullet points as you conduct your Keynote. It becomes necessary for a speaker to be comfortable if you change your order, not to get flustered, and rearrange the order of your talk, mentally.

The more organized, the more you appear focused, the better communicator and presenter you will become. More importantly, audiences will rehire you, and your reputation will precede you.

Checklists are the Master Presenters secret to success. Mark off learning points subtly, and make mental notes through acronyms or mnemonics. Many times seminar attendees have looked at my notes, or checklists during breaks. They feel a sense of relief, a feeling of "I can learn how to speak better at work" just from seeing this technique. Great speaking does not have to be mystifying or secretive. Practice. Memorize key points. CHECLISTS!

If you would like more information, please contact Dr. Brian Grossman by e-mail DrBrian@DrBrianGrossman.com
The Corporate Performance Doctor
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- **Toot Your Own Horn**

Congratulations to **Eli Davidson** for her "front window" display of her book, *Funky to Fabulous* at the 3rd Street Promenade Barnes and Noble Store last month! Way to go Eli!

Our own **Sherry Netherland** (former and heavily missed GLAC Ezine Editor) has her hand in both Producing AND Directing the Los Angeles Premiere of Terrance McNally's, *Prelude and Liebestod*. This is must see theatre at its best. With Wagner's haunting music in the background, we experience a Leonard Bernstein-esque maestro's quest for artistic and erotic satisfaction. For mature audiences only. The show will run from April 12 - May 18 (Sat. at 5pm, Sun. at 7pm) at the Lonny Chapman Group Repertory Theatre. The theatre is located at 10900 Burbank Blvd. (between Vineland & Cahuenga) in North Hollywood. Tickets are \$15. \$12 for groups of 10 or more pre-paid. For information & reservations: Call 818-700- 4878

Give a hoot and hollar for **Sheryl Roush's** fourth book in one year's time released April 1st... in SPANISH. *Heart of a Woman* has been eloquently translated for *Corazon de Mujer* with fresh original Latino stories, poems and cultural proverbs added. At the same time, her *Heart of a Mother* book now has a Music CD loaded with touching tracks from top known talents, including Steve Gibb of Jersey Boys on Broadway, Charlie Souza (the original bass player for Tom Petty), and the women who compose and orchestrate for movies including X Men, Matrix, Pirates of the Caribbean, Star Trek and TV series. Sheryl is headed out for a national book signing tour. You go girl!!

- **Christmas in March**

The event was over. It had been a big success with the association members. All the other guests has left. As the very gracious Michael and Robert were helping me pack up my books and press clippings, Michael motioned me over. One of the young busboys shyly asked if he could ask a question. He apparently had been listening to every word as he quietly did his work throughout the evening.

It was as if he had peeked through a keyhole and seen Christmas morning taking place in the room next door. You could see the glow of hope in his eyes as he asked, "Could even someone like me be fabulous? "

Victor was his name. He explained that he was from Mexico. He too had grown up on a dirt road. He knew survival and not much else. Even the word fabulous seemed far from his reach.

What an honor to remind Victor that not only, could he be fabulous- but that he already WAS fabulous. Each and every one of us is fabulous. At our core is a wonderful magnificence regardless of our current circumstances. Taping into that 'Fabulous Factor' has helped many people achieve things they believed were completely impossible- including myself. Victor's eye's began to twinkle. I got to see someone transform from believing he was funky to remembering he was fabulous before my eyes.

He spelled his name slowly V-I-C-T-O-R as I inscribed a Funky to Fabulous book for him. With every letter he seemed to stand taller realizing that he too could be a victor and be his fabulous. He was beaming as he got a book and a hug. Seeing the visible impact of this moment was profound. Robert, Michael and I realized that we didn't have our meeting for the members. We had our meeting to bring hope to a young Mexican bus boy named Victor.

If I could give you a gift that you would treasure for the rest of your life, it would be Victor's smile. That smile gave me Christmas in March.

As professional speakers we get to have the honor of sharing Christmas in March, May and September. Even with those we may not know that we touch.

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- **MAY MEDIA MANIA PROMO**

You ain't seen NOTHING yet! Get ready to get booked on TV, Radio, Newspaper, or Magazine. You definitely won't want to miss our 6th Annual Media Mania event on May 10th.

Here now is a sampling of what YOU can do after attending the May 10th event. This is an interview of one of our Platinum Chapter Members, Eileen McDargh, being interviewed by Gregory Mandell on the Gregory Mandell Show, who by the way, will be one of our Media guest presenters at our May 10th event. The "youtube" video is about 25 minutes long. Eileen comes on about 10 minutes into the video:

[Click HERE to watch the Interview](#)

- **Coming Attractions**

MARK YOUR CALENDAR and GET OUT YOUR MAP!
GLAC's Triple Crown Season got off to a GREAT start at
our BRAND New location:

[CBS Television City](#)

7800 Beverly Blvd, Los Angeles, CA

You won't want to miss out on ANY of these next events:
[April 12, 2008](#) - A 3-Prong Internet Attack with Tom
Antion. PLUS:

GET YOUR FRONT ROW SEAT FOR THE CONNIE'S. The
only competition GLAC has for its members besides that
for the almighty client. Started in 1994 by Connie
Yambert, this tests the expertise of only the bravest few
who dare to craft 3- minutes into a masterpiece. Don't
miss seeing this thrilling, nail-biter of a contest. Move over
mambo cha-cha and waltz -- give me 180 seconds of
compelling story with a beginning, middle and end and
make me FEEL it in my bones while managing to end on
time! Now that's a performance you don't want to miss.

[April 13, 2008](#) - Tom Antion's "BUTT Camp"

[May 10, 2008](#) - A re- designed, new and improved MEDIA
MANIA, our 6th Annual!

June 14, 2008 - Our BRAND Finale, with our Brand
Contest winners announced. And a whole new
presentation from Dick Bruso, "The New Media Revolution
is HERE! Expand Your Brand through the Incredible Power
and Profitability of Podcasting".

[Please visit our web site for coming attractions!](#)

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