



## Greater Los Angeles Chapter

**MARKET YOUR BUSINESS AND EXPLODE YOUR GROWTH!**

### August 2008 E-Zine

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#### • **President's Message**

Wow- thank you for making our networking and leadership breakfast a huge success! We had over 60 people in attendance to network and hear more about getting involved in GLAC. What a fantastic way to kick off the season- some of our members joined committees and several new attendees joined our chapter. There was also great interest in our Pro Speak Academy which starts in December.



We are dark in August and head back to the The Doubletree Hotel (City of Commerce) on September 13th to launch our **Marketing Trilogy**. We are bringing in the top experts to give you the innovative marketing strategies that will grow your business. The Trilogy events are September 13th, October 11th and December 13th. We have put together a special Trilogy package rate to save you \$\$\$. (register by August 22nd) With the early registration you are also entered to win a one-on-one coaching session with GLAC's marketing advisor for the year- Arnold Sanow! (Awarded at the marketing boot camp in October.)

**Our Trilogy kicks off in September with Misty Williams of Strategic Marketing Solutions.** Misty will answer the question- how should I market myself? Her expertise is teaching you how to attract and keep the right clients. Also five highly sought after speakers join us for a "Speakers of Influence," panel discussion. These CSP's and Hall of Fame Speakers will share with

## **Coming Attractions**

## **Chapter Vision**

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

### Board of Directors

#### **President**

Kelly Hill  
(310) 740-5886  
[kh@kellyhill.org](mailto:kh@kellyhill.org)

#### **President Elect**

Gideon Grunfeld  
(310)499-4668  
[Gideon@scslawcareers.com](mailto:Gideon@scslawcareers.com)

#### **Vice President**

Liz de Clifford  
650-988-0409  
[liz@decliffordinternational.com](mailto:liz@decliffordinternational.com)

#### **Immediate Past President**

Judith Parker Harris  
(310) 858-1272  
[jph@healthesteem.com](mailto:jph@healthesteem.com)

#### **DIRECTORS:**

Peggy O'Neill  
(818) 713-0070  
[yopeggy@aol.com](mailto:yopeggy@aol.com)

David Jensen, MS  
(310)-397-6686  
[djensens3@aol.com](mailto:djensens3@aol.com)

Ed Poll J.D.  
(310) 827-5415  
[edpoll@lawbiz.com](mailto:edpoll@lawbiz.com)

#### **EXECUTIVE DIRECTOR**

Lori Akina  
[Lori@tjmanagement.com](mailto:Lori@tjmanagement.com)

you their tips and secrets for staying consistently successful. Hosted by our Immediate Past President, Judith Parker-Harris. You don't want to miss this meeting. Check the website for more details on the Trilogy. Feel free to email me your ideas and comments.

Kelly Hill  
GLAC President, 2008-2009  
[kh@kellyhill.org](mailto:kh@kellyhill.org)  
(310) 740-5886

### **• Pro Speak Academy 2008-09**

Eight years ago, the Greater Los Angeles Chapter of the National Speakers Association ("GLAC") created Pro Speak, formerly Fast Track, as a way to help emerging and serious aspiring speakers learn the business of speaking. We are proud that many of the more than 150 students who have graduated from the Academy have gone on to become professional speakers as well as important contributors to our chapter. . . **Kelly Hill, Graduate 2004, Current Chapter President... Gideon Grunfeld, Graduate 2004, Current Chapter President-Elect and Kristen Crawford, Graduate 2005, Chapter Member Of Year 2008**, just to name a few.

Sessions will begin Dec. 2008 and go through June 2009. We have a fantastic educational program planned.

If you are interested or know of anyone who could benefit from this proven successful program, please contact the GLAC office: 866-416-7252

### **Details on Program Outline**

### **• Speakers Showcase**

We are bringing back the Speakers Showcase to selected monthly chapter meetings. You MUST be a "professional" member status to participate. During the 2008-2009 calendar year, the showcase will be held during our regular monthly meetings in September, December, January and June. Two speakers will be selected to showcase at each of these meetings. Each speaker will have 5-7 minutes for his/her presentation. Complimentary coaching is available to those speakers who request it. Speakers will also receive written feedback from those in attendance. To be considered as a potential participant in the Showcase, please download the [Showcase Application form](#). If you meet the qualifications of a Professional Member, complete the application and send it in an email to Len Lipton, Chair of the NSA/GLAC Showcase, at [len@lenlipton.com](mailto:len@lenlipton.com).

### **• Chapter Sponsors**

Hugh Griffin of [Stuart F Cooper Co.](#)



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PROFESSIONAL BUSINESS PRINTERS

Mitch Davis of  
[Broadcast Interview Source, Inc.](#)



• **WELCOME New Members**

**New Apprentice Members:**

- Linda Blakeley of Beverly Hills
- Annette Fix of Laguna Niguel
- Michael Homeier (returning member from 2005) of Santa Monica
- Greg Larsen of Torrance
- Eduardo Martinez of Los Angeles
- Carol O'Day of Pacific Palisades
- Vicki Wagner of West Hollywood
- And Byron Walls of Los Angeles

Congratulations to ALL, and WELCOME!

• **Inspired?**



Blind faith doesn't always help you see.

• **Thrilled is an understatement**

As I stood in front of NSA GLAC as a winner of the "Best Use of Brand in Overall Market" award, I realized how far I'd come within my speaking career.



I am president of [Tech Exec Partners Inc.](#), an Information Technology consulting and direct hire staffing agency. We provide staffing services to corporations, government agencies and educational institutions. I've run professional associations and volunteered for boards and committees. I'm proud to be a woman owned business and speaking is a key way I've achieved visibility and business for my company.

Three years ago I joined our NSA GLAC chapter and soon after, I signed up for Fast Track, one of the best professional development programs I've ever taken. Fast Track was life altering. Faith Pincus, Gideon Grunfeld, Liz de Clifford, Ed Poll, my mentor Jodi Walker, and our guest speakers helped me define my goals for speaking as a business. I learned marketing tools which I could use in both my speaking business and my company.

Best of all, I made very dear friends through Fast Track, especially through my Master Mind group. I honed speaking topics, talking points and developed my speaker website: [www.DianneGubin.com](http://www.DianneGubin.com).

At a summer symposium I met internet radio company, Big Media USA, and soon moved forward to fulfilling my long time dream of hosting my own radio show. I developed the show concept; interviewed great guests, including Judith Parker Harris, Eli Davidson, Kim Hammer and other GLAC members. My internet radio show, [Dianne Gubin Talks Business](#), still brings me (and my guests) to the top of the search engines.

It gets better. The Brand Contest gave me a much needed push to complete my many unfinished projects.

For way over a year a live seminar, recorded and edited by Ian Rich, sat on my desk collecting dust. I didn't know how to implement getting my work into the world. Stuart Rosen, a graphic artist and expert in internet marketing, designed the cover art for my CDs, designed my websites, set-up a shopping cart, and more. My first products are now finally done! Thank you Stu! Check out my two CD sets: [www.](#)

[JobHuntingGame.com](http://JobHuntingGame.com) and [www.HireFireWin.com](http://www.HireFireWin.com)

One more word of appreciation for Stu Rosen. Stu creates a cartoon for my weekly e-Tip of the Week. Stu set up my social networking sites and put my video blogs on YouTube.

Dianne Gubin

[Dianne@DianneGubin.com](mailto:Dianne@DianneGubin.com) / 818-222-0300 x101

### • **Toot Your Own Horn**

**Sherry Netherland** Sherry Netherland's production of Terrence McNally's Prelude and Liebestod closes August 17th. Only 3 more shows to go! Performances are at 3pm, at The Whitefire Theatre, 13500 Ventura Blvd., Sherman Oaks, CA 91423. For Reservations, call 323-254-8907, Tickets \$20. This truly is must see theatre:

*"...stunning piece of work. . . a meticulous, detailed production."* -Neal Weaver, Backstage West

*"Critic's Pick! - 5 out of 5 stars. . . grabs hold of you. . . and refuses to let go. Bravissimo."* -Don Grigware, Grigware Talks Theatre

### • **Meet Your Editor!**

Executive Consultant and Author **Hans Norden**, is an expert in connecting business functions in order to form unique integrated business systems that adhere to corporate strategy, values and ethics. Hans has made his career in change operations for the service industry and he is the author of



"Authentic Solutions to Solving Business Problems". Hans Norden has lived and studied in The Netherlands, England, France and The United States. Hans currently lives in San Diego, California where he runs his own consulting practice under the name [Anticipated Outcome](http://AnticipatedOutcome.com).

**\*Please note:** All submissions for the e-zine, no matter how large or small, must be typed in WORD and sent as an e-mail attachment to [hans@anticipatedoutcome.com](mailto:hans@anticipatedoutcome.com). Put E-ZINE SUBMISSION in the subject line. Use Times New Roman, 12-point type, single space, and do not do any formatting. Deadline for submissions is the FIRST of every month (e.g. submissions for June MUST be received no later than June 1st)

## • **Coming Attractions**

Get ready for an ALL NEW Calendar of Events.

- Have you wasted time/money on marketing efforts that haven't work?
- Need an updated plan to gets more bookings?
- Ready to make six-figures in the speaking business?
- Want to see your business revenue explode?

### **3 programs jam-packed with solutions, strategies and techniques to help you accelerate your business profit!**

Register now for the **2008 MARKETING TRILOGY** to include our first three chapter meetings, Sept., Oct., and Dec. and be entered to win a one-on-one coaching session with GLAC's marketing advisor for the year- **Arnold Sanow!** (Awarded at the marketing boot camp in October.)

SAVE THESE DATES & TIMES:

**September 13, 2008** - Misty Williams of Strategic Marketing Solutions & Speakers of Influence CSP Panel (9:00 am to 12:30pm)

**October 11, 2008** - Marketing Intensive Boot Camp with Ford Saeks & Arnold Sanow (FULL Day event 9:00 to 4:00pm)

**December 13, 2008** - Jennifer Cummings - Marketing Mastermind behind several top earning speakers. (9:00am to 12:30pm)

**January 10, 2009** - Mark LeBlanc, Jill Lublin & George Hedley (FULL Day Event 9:00am to 4:00pm)

**March 14, 2009** - Alan Weiss (FULL Day Event 9:00 to 3:00pm)

**May 9, 2009** - 7th Annual MEDIA MANIA (9:00 to 1:00pm)

**June 13, 2009** - Performance Boot Camp (9:00 to 12:30pm)

We have added several FULL Day events to our calendar. Hope to see you ALL there!

**::Lori Akina [info@nsaglac.org](mailto:info@nsaglac.org)**

**:: <http://www.nsaglac.org>**

**:: 866-416-7252**

**EARLY REGISTRATION for the MARKETING TRILOGY**  
**Ends on August 22, 2008**

NSA/GLAC | 207 W Los Angeles Ave #218 | Moorpark | CA | 93021