



Greater Los Angeles Chapter

August 2009 E-Zine

[Chapter Vision](#)

[President's Message](#)

[Your "Topic Profile"](#)

[The Business of Speaking](#)

[Exciting Member NEWS](#)

[Meet Your Editor!](#)

[Coming Attractions](#)

Chapter Vision

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



• **President's Message**

Five Things I Learned At The NSA Convention

Four weeks have passed since I returned from Phoenix; enough time to let the memories sink in and for some conclusions to be drawn. Here are the top five things I took away from the Valley of the Sun:



1. Hall of Fame Speakers Workout-It was about 6:30 in the morning, and I went to the hotel gym to work out, expecting that it wouldn't be too crowded. It was. At first I noticed that every cardio machine was occupied and that the weight machines were getting a work out too. And then I noticed something far more interesting-the people who were there at that time of day. Our very own **Terry Paulson CSP CPAE** on the treadmill, decked out in Dodgers' Blue; and **Jim Cathcart CSP CPAE** was there too, doing a weight and abs workout that puts to shame most of the exercise programs you see on morning TV. There were other very prominent and accomplished speakers there too. There's a lesson in that for all of us. Part of what makes you amazing on the platform involves taking care of your mind and body. If our most accomplished colleagues are doing that, the rest of us should too.

2. Hall of Fame Speakers Make Every Moment Count-Tuesday the 21st was the last full day of the Convention. By that time, I had sat seen dozens of speakers on the main stage and even more in the concurrent sessions. I had seen our Chapter Vice President **Kristen Crawford** open the conference doing an amazing trapeze act. I had seen simulated high-speed skiing. I had seen two guys pass knives to each other, while Nito Cobain CSP CPAE stood in between wearing a hat on his head, which

Board of Directors

President

Gideon Grunfeld, J.D.
(310)734-6073
Gideon@lawfirmdevelopment.com

President Elect

Liz de Clifford
650-988-0409
liz@decliffordinternational.com

Vice President

Kristen Crawford
(323)575-2151
oddsonsuccess@gmail.com

Secretary

Yvette Page
(213)256-6363
ycallum@aol.com

Immediate Past President

Kelly Hill-Greenwade
(310) 740-5886
kh@kellyhill.org

DIRECTORS:

David Jensen, MS
(310)-397-6686
djensenss@aol.com

Ed Poll J.D.
(310) 827-5415
edpoll@lawbiz.com

EXECUTIVE DIRECTOR

Lori Akina
Lori@tjmanagement.com

supported half a dozen spinning plates. In short, I had pretty much seen everything and frankly I was becoming pretty hard to impress. Until our very own **Eileen McDargh, CSP CPAE** took center stage. She performed this part-rap, part-audience-participation, call-and-response number; it was polished; it was energy personified; it was art. And Eileen was only on the platform for perhaps three minutes introducing someone else. The voice inside my head said "HELLLLLLLOOOOOO!!!!" If that's the care she takes with an introduction, I am definitely getting up early the first morning I return to Los Angeles to rehearse my new keynote. And that's exactly what I did. Thanks Eileen.

3. Our Chapter is Different-This thought first occurred to me at the 2008 convention in New York City, but it really hit home in Phoenix. NSA now has 40 Chapters; the newest being the one in New Mexico. Most are much smaller than ours. Most don't have an Executive Director or a history that spans almost 30 years. Our size and history is on balance a tremendous advantage. But there is also a risk that we will see ourselves and be seen by other NSA Chapters as different, or as the President of another chapter put it, "California is like a foreign country that I don't understand." I left Phoenix feeling a greater urgency to reach out to the other large chapters, such as the Arizona, Washington, D.C., Colorado, and Northern California Chapters.

4. The Convention Feels Like Home- Nothing makes me feel like I belong to a community of speakers more than attending the National Convention. The sheer size and scope of the event reinforces that as members of NSA we are part of something bigger than ourselves. I especially felt this when I ran into GLAC members. Fortunately we had a very good turnout. In addition to those who have already been mentioned above, the following GLAC members were in Phoenix: Apprentice Member **Peter Charkalis**; Professional Members **Abe Carnow, Eli Davidson, GLAC President-Elect Liz de Clifford, Gary Hankins, Scott Hunter CSP, Judy Jernudd, Mark Little, Peggy O'Neill, Ed Rigsbee CSP, Dave Rohlander and Terri Sjodin CSP.**

5. It's What You Apply That Matters. We have all left conferences with our brains swimming with new ideas. This year's National Convention was no different. But the real test is not what we learn at such conferences, it's what we apply when we get home. For those of us who were fortunate to attend the Convention, this is the time make sure we use what we have learned. And for all of us, this is an unparalleled opportunity to take action to grow our respective speaking businesses. There will never be a better time than now to try new things. Upcoming GLAC events will give you lots of opportunities to learn and apply new information. I look forward to seeing you on Saturday, September 12, when Patrick Horton, who has coached some Hall of Fame Speakers, will help us **[adapt our marketing and platform skills to our changing audiences.](#)**

Until then, I wish you all the best.

Gideon Grunfeld, J.D.
GLAC President, 2009-2010
Gideon@lawfirmdevelopment.com
(310)734-6073

- **Your "Topic Profile"**

Choosing One Topic from Many is NO Easy Task

By Dave Morton

When choosing a topic for your program or talk, the objective is to filter through the possible choices until you identify the ONE topic that gives you the best opportunity to be hired. The sum of your possibilities will also offer some insight into how you might market and structure your program, talk or message. The sum of all your choices is your "topic profile." The topics list used for this article is available from the <http://nsa-arizona.org/fas/> web page. Keep in mind how planners and bureaus choose speakers: after name recognition and industry authority, topic is the primary filter.

Example 1 (topics in bold): Kelly Curtis works in the **financial services** industry and has a passion to help people achieve **life balance**. He has expertise in **sales** skills, **health and nutrition**, **psychology** and financial **success** strategies. After some consideration he decides **life balance** is his chosen topic yet feels like he can contribute to other topic areas as well. So, how can he use this topic profile to increase his exposure to meeting planners and corporations, while still being perceived as an expert in a single topic area?

How he can use his "topic profile" in his one-sheet copy

SAMPLE COPY 1:

In the financial services industry, **life balance** is sacrificed for the pursuit of **success**. Highly skilled **sales** people and consultants neglect their **health** and **psychological** well being to provide for their family. Too often, and unfortunately too late, they discover their family wants time together more than the dollar.

My **success** is enhanced by a **balanced** approach. My understanding of **nutrition** gives me the energy I need to serve the expectations of my clients. I learned early on how spending time with my family maintained my **psychological health** and re-ignited my spark and focus at the office. I watched my colleagues fall asleep at their desk, thinking hard work and long hours was the key. I discovered that **life balance** is the most powerful **sales** tool I have in my **success** arsenal.

Life balance is how I did it, and I want to show you: *How to Bring Joy in Your Life, While You Put Dollars in Your Bank Account.*

Example 2 (again, topics in bold): Carlease Burke is an accomplished Actress with 24 years of experience in Hollywood. She is also an exceptional Emcee, Presenter, Stand-up Comic and Writer. A woman of color, she is keenly aware of the polarizing and paralyzing effects of intolerance and fear. This

::Lori Akina info@nsaglac.org
:: <http://www.nsaglac.org>

:: 866-416-7252

blend of powerful communication skills and heartfelt personal experiences define her unique abilities. She has expertise in **creativity, diversity, humor, inspiration, motivation, multi-cultural issues, risk taking, self-help** and **success**. After some consideration she decided **diversity** is her chosen topic. Below is how she can use her topic profile to increase her exposure to meeting planners and corporations.

How she can use her "topic profile" in her one- sheet copy

SAMPLE COPY 2:

"Multi-cultural" was used to describe continents and nations in years past. The challenges of neighborhoods and businesses large and small now include issues of **diversity** that reach from every corner of the globe. Chances are: the values, customs and beliefs of many types and origins of people are in your own backyard.

Carlease Burke uses **creativity, humor** and **inspiration** to blend, bond and balance the gifts each person to build an environment of community. Her program, BE A STAR WHERE YOU ARE brings forward the brilliance and value of each individual to serve the betterment of all. Her skills as a working Hollywood actress give her the ability to capture the attention of her audience and engage their hearts and minds towards a solution.

She does all she can to give your employees, members, managers and leaders an opportunity to choose contribution over conflict. Her personal story will keep the audience clued to their seats and uplifted to see the advantages of a dynamic and diverse workplace or community. She will work hard so each person can **help themselves** to a new and powerful point of view.

The above samples reveal the skill set these speakers use to deliver a focused and powerful program on their best topic. They do not need to sacrifice their knowledge base, or the topic areas they enjoy to choose their best topic for marketing and positioning purposes. They can use their "topic profile" to make their chosen topic more powerful and desirable to planners and bureaus, and give planners and bureaus more reasons to understand why they are the expert.

I hope this is helpful as you pick the ONE topic that will focus of your expertise. Your overall choices give you direction and your best choice gives you a path. Call me with your questions, my number and contact information is below.

Dave Morton, President
Sound Choice
13681 Newport Ave. Suite 8116
Tustin CA 92780
949-548-6556
Misterdave@aol.com
www.SoundChoiceUSA.com

Dave Morton is President of Sound Choice and has worked with

Professional Speakers since 1991. His background is in audio and video media, and his work with Speakers includes marketing and product development.

©2009 Dave Morton's Sound Choice, Inc.

- **The Business of Speaking**

Speaking has been an amazing way to connect with "my people" and to grow my business. However, what I have learned over the years is there is a skill to promoting and managing a speaking profession.



A great resource to gain the knowledge and tools to build a speaking profession (and get paid for it) is the National Speaker's Association, Greater Los Angeles Chapter's (NSA/GLAC) Pro Speak Academy.

As a Pro Speak Academy graduate, I can honestly say, you learn all there is-and more-about the business of speaking. What impressed me even more was the willingness of each guest trainer to share their "inside strategies" for growing and profiting from their speaking careers.

Whether you have been speaking for some time or you have just dipped your toes in public speaking, NSA/GLAC's Pro Speak Academy will equip you with what it takes to make money in the speaking industry.

If you are at all interested in having a career in speaking, or use speaking as a way to drive new business (such as coaching or consulting), NSA/GLAC's Pro Speak Academy is the way to go.

Registration is open and we are accepting applications NOW. Class begins on September 26, 2009 and class size IS limited so DO not delay!

There will be one more teleseminar dedicated to The Business of Speaking and is scheduled for Sept 16, 2009.

Please contact me directly with any questions, comments or concerns. We are here to help!

Jo Della Penna

909-394-4603

Jo@TheBusinessofYou.com

[For more information and to download the application, CLICK HERE](#)

- **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](#).

***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. 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**

SAVE THE DATES

Sept. 12, 2009 - *Master the Power of Story: Taking Charge of Your Audience, Markets and Global Change.* with **Patrick Horton, PhD**

Sept 15, 2009 - Mastery Event, *LinkedIn, Blogging, Twittering* with Tony Karrer

Sept 16, 2009 - Teleseminar, *The Business of Speaking*, Pro Speak Academy Preview

Sept 17, 2009 - NSA Webinar, *Social Media Marketing*

Sept 26, 2009 - Start Date for [Pro Speak Academy](#)

Oct. 10, 2009 - *Experience the Meeting of the Future* with **Matt Homann**