



Greater Los Angeles Chapter

MARKET YOUR BUSINESS AND EXPLODE YOUR GROWTH!

December 2008 E-ZineHappy Holidays!

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Happy holidays and thank you for your support in 2008! GLAC is thriving because of your participation. I hope you will plan to join our [December member appreciation celebration](#).

Invite a guest to join in on the fun. If you are not a member - now is a great time to find out why GLAC would be right for you. Join us for great speakers, fantastic networking and a few holiday surprises!



In [JANUARY](#) we are back at CBS with our Immediate Past NSA President- Mark LeBlanc coming to share his program- "Growing Your Business When You Are The Business!" Mark will also be interviewed by our own Judy Jernudd. Leading financial expert- George Thompson will give us the top 10 money strategies for 2009 and Immediate Past President, Judith Parker Harris will lead our annual speaker's bureau and meeting planners panel. What a way to start the New Year!

[MARCH](#) promises to be one of the highlights of the year. Hall of Fame Speaker- Alan Weiss, CPAE is coming to share important strategies on how to win more business in a down economy. He will also address some of your top questions and concerns, as well as share keys on how to quintuple your income. Register early as we expect this event to sell out!

Before 2008 ends take time to reflect on three things that you accomplished personally and professionally. Make time to celebrate those successes! See you at the December meeting.

Kelly Hill
GLAC President, 2008-2009
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Helping, encouraging and supporting members' professional development to increase their revenue and societal impact.

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• **Member Appreciation Month**

Where would a chapter be without its members? The answer is simple. There would be no chapter. GLAC is strong because of the contribution and dedication of its members. When Kelly asked me to participate in the December meeting around the theme of member appreciation, I couldn't have been more pleased.



Having been a member of GLAC since 1995, I have many reasons to appreciate GLAC. I have had the opportunity to reap many rewards in terms of education and life-long friendships. I can still recall my first meeting, who was speaking and how I felt. The first two years I never missed a single meeting. Some of the people I met at that very first meeting are still my good friends today.

In addition. . . [Click here for continuation.](#)

Jodi Walker, CSP

Jodi is an international speaker, author and consultant. Her signature program The GO Principle: Moving Beyond Business As Usual helps her clients find innovative ways to take their strengths and talents to a whole new level. Known for her high energy programs, Jodi was once described by the L.A. Times as having "seemingly endless energy."

www.JodiWalker.com

• **Speakers Showcase**

Are you itching to get on the platform? We want to hear from YOU. During our regular monthly meetings in January and June, we want to SHOWCASE our members. You MUST be a "professional" member status to participate. 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.

• **Chapter Sponsors**

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THANK YOU Mitch for a very successful October chapter meeting.

● **Use It or Lose It**

By Dave Jensen, MS
GLAC Chapter Director



Have you ever attended an excellent course, seminar, or workshop, then returned to work and failed to apply what you learned? Of course, it happens to all of us. Why? There are a number of reasons why we "lose it and don't use it." So, next time you or your team want to get the most out of any educational endeavor, try the step-by-step system outlined below.

1. Brainstorm challenges and strategy.
2. Write a S.M.A.R.T. (Specific, Measurable, Attainable, Responsible, Timed) goal.
3. Create an insights, ideas, and behaviors page.
4. Review your favorites with a partner.
5. Create a list of four behaviors
6. Link the new behavior with an old habit.
7. Review and celebrate progress

To expand on this step-by-step system (that REALLY works!), please [click here](#)

P.S. Dave Jensen is a Senior Lecturer in Leadership Education at Emory University's School of Business and president of the training/consulting firm S3, Inc. He and his team help organizations achieve extraordinary results using expansive thinking. Dave is also a coach and popular speaker at conferences, meetings, and workshops. He can be reached in Los Angeles, CA at (310) 397-6686.

● **Internet Social Networking**

By David Rohlander



There seems to be an infinite number of ways to connect/network on the Internet. The real limitation is not

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technology but rather your time and attention. As well as the time and attention of the people you want to network with and get to know.

Ideally your presence on the Internet is merely an extension of your brand. If you have defined your brand well it is very clear who your market is and what your value proposition is. All of your efforts need to be congruent.

If your target market is . . .

[Click here to continue](#)

- **Media mania Success Story**

Twelve days have gone by since Greg Mantell released his show on YouTube - the one with my interview - and I have been happily emailing everyone I know. It suddenly dawned on me that this all started back in May and I want to give a BIG THANK YOU to NSA/GLAC. You provided a fabulous opportunity two ways. One was the actual TV appearance with Greg and one was Jacquie Jordan.

>From May 15 until the taping on October 7, I was a very busy person, as Jacquie can attest. I am tremendously impressed with how she trains people, step-by-step, for media appearances. Then came the taping, which I felt went well, but wasn't certain until the video was released recently. Now I'm collecting fan mail! Wow!

Thank you, thank you again! See you on December 13!

Best regards,
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[YouTube Video](#)

- **Toot Your Own Horn**

Congratulations to **Sherry Netherland** who was honored with the 2009 Artistic Directors Achievement Award of the Valley Theatre League in the category, Best Director, for her production of "Prelude & Liebestod."

Sherry Netherland is also on stage again, in a play called, "Inspecting Carol." It is an absolutely hilarious send up of The Christmas Carol. This will be the best stress reliever of your holiday season- promise!

It opens December 5th and plays through January 11th. (Friday, Saturday at 8 pm, Sunday matinee at 2 pm - no shows Christmas week)

Lonny Chapman Group Repertory Theatre, 10900 Burbank Blvd., No. Hollywood, CA 91601, www.lcgrrt.com
Contact 818-700-4878 to make your reservations.

- **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**

Get Ready to Bring in the New Year with a BANG!

SAVE THESE DATES & TIMES:

[December 13, 2008](#) - **Jennifer Cummings** - Marketing Mastermind behind several top earning speakers. AND. . . our own **Lola Gillebaard** giving us a comedy wrap up for the year 2008. Plus a special **Member Appreciation** Presentation
The day will be facilitated by **KTLA's Manny Medrano**, a GLAC Chapter Member who will share success tips from the platform.
(9:00am to 1:00pm)

We will be moving BACK to the CBS Television City Cafe for the January, March and May meetings:

[January 10, 2009](#) - Immediate Past NSA President, **Mark LeBlanc**, a Panel of Meeting Planners and Speaker's Bureau Experts - Moderated by **Judith Parker Harris**, **GLAC Past President**, and this day will be facilitated by **George Thompson**, a Financial Expert who will share The

Top 10 Money Strategies for 2009.
(FULL Day Event 9:00am to 3:00pm)

March 14, 2009 - **Alan Weiss** making his ONLY presentation in California in 2009! George Hedley, CSP will also speak, and our Annual Connie Contest, hosted by Peggy O'Neill, GLAC Connie Award Winner 2008
(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!

[Register TODAY! for the Dec 13th Meeting](#)