

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

February 2007

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## President's Corner

### President's Message

We're "dark" this month though there is much activity going on around us. National's mid-year meeting is taking place in Denver and a gaggle of GLAC'rs will attend. I hope you are among those. The mid-year meetings always provide a heap of learning and a great opportunity to network with some really nice people. As I've said many times before, NSA'rs are the most loving and giving professionals I've ever been around.

### • Dottie Walters Passes Away Feb 14, 2007

Dottie was one of the founding members of the Greater Los Angeles Chapter of the National Speakers Association. She was truly one of the pioneers of the speaking business and there is no aspect of this business that she didn't touch or influence. Her book, *Speak and Grow Rich*, is one of the all time best sellers in our industry. She also produced audio recordings, books, booklets, and her news magazine for speakers, *Sharing Ideas*. One could even hear her being interviewed at 30,000 feet, as she often was highlighted in the airlines audio programs.

Dottie conducted weekend seminars, teaching thousands how to succeed in the speaking business, and continued to challenge her students to grow and improve. She was also a very smart business woman and we learned just by observing her in action.

Just three years ago, NSA/GLAC presented Dottie with our Lifetime Achievement Award. She packed a lot into her lifetime, and inspired us all. Dottie was a legend and will be missed.

Go here to learn more about Dottie.  
[www.paidpublicspeaking.com/dottiewalters\\_story.html](http://www.paidpublicspeaking.com/dottiewalters_story.html)

### • TRIPLE CROWN SPRING EVENTS

### 3 Special Events in a Row in '07 that will Ignite Your Business!

This is the opportunity of year! THREE Months, THREE Fantastic events (OK, *really* there are four, but we like the THREE), and a savings beyond belief. Ignite your business NOW, this is a WIN-WIN deal for ALL.

Our web site continues to be my focus. Like building a house, however, it takes twice as long to complete as anticipated. We're almost there, so have faith. In the meantime, you might prepare your "bio." In bullet point format, set forth your name, educational background, work experience, hobbies, involvements in this and other professional organizations, and the topics or subject matter that is the focus of your speaking career.

It's been said that successful sales people think like their prospects. In other words, if you were a meeting planner, what would you want to know about you that might get you hired. Said in another way, think "benefits" as well as "features" when you create your bio ...

As you can tell from reading this newsletter, Sherry and Bob have done a marvelous job again, this time in our 2nd issue. Our hats are off to them. This is just one more benefit for being a member of GLAC. And if you haven't yet signed up for our special teleseminar series, you should. It's off to a great start ... Contact Lori Akina, our able executive director, for more details.

As for me, February is always a special month. It's my birthday month ... and this year is leap year. My wife and I took a leap of faith (actually she did and I followed) and purchased a vintage Airstream trailer. This past week-end was our first jaunt ... and what an auspicious beginning it was. We traveled a bit (not too far for our first adventure) up to coast and parked over- looking the ocean ... with a fabulous full

March 10, 2007 - **Fred Gleeck** *Internet Bootcamp*  
April 13, 2007 - **Dan Poynter and Anne McIndoo** *How to Write, Publish and Promote YOUR Book*  
April 14, 2007 - **Gordon Burgett and Anne McIndoo** *How to Publish Niche Books*  
May 12, 2007 - **5th Annual May Media Mania**

The simple truth is, the Spring Triple Crown has everything you need to ignite your business. One event without the two others is like a tripod with only two legs. The internet is here to stay and we who master it, EARN! You've got to have something to sell and the product pyramid still starts with a book – your book. Then, the big question, "Who cares, if no one knows about you?" and that's where MAY MEDIA MANIA comes in.

The race is on! See you all at the finish line.

When you **Register for the COMBO Package Deal**, you can save up to \$90.

#### • **Preparing for a Video Shoot**

Written by Dave Morton, Sound Choice © 2007 Dave Morton's Sound Choice, Inc.

How you plan for a video shoot is as important as what you do the day of the shoot. If you are a professional speaker, you need to think of video as part of your business process and a necessary tool to update your demo, create products and improve your skills as a presenter. If you treat video as the "big event," it can push you to do things that are not productive; for example, creating new material just for this big event, a whole new set of slides, or new clothing that is untested on the speaker's platform. New elements, like music or a new wireless mouse you are touching for the first time on the morning of the shoot, are bad ideas as well. It is more productive to focus on two things: do what you do the way you always do it, and have fun. Anything that takes your mind away from connecting to your audience is a mistake.

Professional videography is a good choice, and when the meeting and the circumstance require professional expertise, it is the way to go. Video tape your presentations often and get familiar with the process, the planning, the event, and the review of your performance. The more it becomes a part of what you do, the better your chances are of getting great footage to edit. Whether it's your camera or their camera, a great camera or a consumer camera, tape what you do.

Good planning begins months prior to a taping. As a producer, I am most concerned about the outcome of a shoot when only a few days or weeks are available to do

moon welcoming us on the first evening. I began to wonder, when we first bought the trailer, how I might take the lessons learned from this and apply them to my business as a law firm management consultant. It wasn't too long before I found my answer. Now, I write "lessons learned" from our Airstream experiences for my blog. You can see the "lessons" thus far at :

[www.lawbizblog.com](http://www.lawbizblog.com) and [www.lawbiz.com](http://www.lawbiz.com).

And, one day, I may even have enough material for a book. As Karyn Busman said at our last GLAC meeting, we can find material anywhere and everywhere we go.

I look forward to seeing you again at our next meeting in March. Our Spring line-up is one of the most exciting programming periods in our chapter. Check out the programs elsewhere in our newsletter.  
Best wishes,

Ed Poll, J.D., M.B.A., CMC  
GLAC President, 2006-2007

everything necessary. Everyone affected needs to be in the loop - you, the meeting planner, the on-site coordinator, the on-site AV staff, hotel security, hotel engineers, the videographer, and the hotel banquet staff. Do not trust just anyone to get the communication job done unless you are willing to risk the headache of, "no one told me about this, and you can't video tape our meeting."...

To get the rest of this important article, please click on "read on" link below.

If you have any question at all, or feel I did not address the specifics of your presentation, call me. Dave Morton, 949-548-6556. For more info visit my web site, [www.SoundChoiceUSA.com](http://www.SoundChoiceUSA.com).

### • Congratulations!

#### **Congratulations to GLAC member, Lynda Curtin.**

Lynda has been approached by Sarah Michele and Robert Tucker to be a presenter at the first NSA LAB on Creativity and Innovation for Speakers. The conference will be held the weekend of May 5th at the Tempe NSA Headquarters.

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### • Get to Know the Members

**Linda Mastromonaco** Linda's motto is 'Life is to be Enjoyed not Endured'. She walks the talk with 3 careers on her plate. You will walk away empowered and with great enthusiasm as she shares her work-life balance program through the 12 Simple Solutions to Stress Management. Contact info-[www.LindasSenseLine.com](http://www.LindasSenseLine.com)  
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**Colleen Wainwright** is an L.A.- based writer-designer- etc. who started calling herself "the communicatrix" when she hit three hyphens. When she's not redesigning the GLAC site or whipping up marketing materials for her amazing clientele of entrepreneurs, Colleen writes about acting for [www.LAcasting.com](http://www.LAcasting.com), marketing for The Marketing Mix blog, and personal growth for her own site, [www.communicatrix.com](http://www.communicatrix.com).

**Jason W. Womack, M.Ed., M.A.** is a California-based

professional speaker and executive coach. His expertise is helping others reach their potential, enhance their performance, and achieve a balanced lifestyle. His background includes instructional design for public and private universities in North and South America as well as corporate learning and development programs.

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#### • 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.

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**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.

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#### • Send us your Bio

Write THREE LINES and email it to us so we can let all the members know who you are and what you do. You never know when another member can refer you to a client.