



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

Happy Valentines Day!
February 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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Six Letters That Shake Things Up

OK, close your eyes, cover your ears, scrunch down into the fetal position and hold yourself tight. I'm about to write this entire column about a six-letter word that strikes fear into the hearts of most people. Why? Because it knocks us out of our comfort zones. But, ironically, this word almost always brings growth, movement and new and exciting ways of doing things.



Have you guessed the word yet? The word is **CHANGE**. Things are changing BIG TIME at GLAC and I am excited to be able to tell you about it.

CHANGE ONE: We are CHANGING MEETING LOCATIONS for the Triple Crown. We are moving to CBS Television City for March, April and May (perhaps longer). Why? You may ask. Why not? I say. Where else would an organization full of experts who are seeking fame, fortune, and larger marketplaces of people to help want to be than on a studio lot? The energy, the creativity, the deals, the opportunities have got to be catching. We're talking about the RIGHT PLACE, FOR THE RIGHT PEOPLE AT THE RIGHT TIME. Yes!!! And, thank you Kristen Crawford for making this possible.

Say goodbye to the Double Tree and hello to CBS where we are going to get you ready for your close-up. Which

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brings us to:

CHANGE TWO: We have three events coming up, so big, so new, so full of life-changing material, and so national in scope that we call it the **TRIPLE CROWN**. This is literally a race to the finish to see who will get the most out of it and become the most successful the fastest. To miss one leg of this Triple Crown would be like shooting yourself in the foot. And, then how can you win the race? Here's the line-up:

Our "Kentucky Derby" is the **PERFORMANCE LAB, March 8th**. Here are TWO of the 3 top talents: Dianne Legro, Broadway star and vocal coach, and Kent Skov, founder of L.A. Connection, one of the country's best comedy and improv clubs to provide hands-on coaching for you. Besides learning from their talent-packed presentations, everybody will have a chance to work with 2 of the 3 coaches in 90-minute workshops. Bring a 2-3 minute prepared story you want to perfect. This is a first-time event you won't want to miss.

Our "Preakness" is run with none other than **TOM ANTION. Talk E-marketing**, information highway guru, make millions while you sleep super star and only one name comes up, TOM ANTION. We will race with him on **Saturday, April 12th** while he showers us with information, then train with him on **Sunday, April 13** at his world-famous butt camp. Attend once and receive life-long refresher courses for free. PLUS, he's offering a *25% discount on his Butt Camp to all GLAC members*. How's that for a reason to join?

Our "Belmont Stakes" is none other than a new, improved, re-designed, bigger-than-ever **MAY MEDIA MANIA on May 10th**, chaired for the first time by Jacquie Jordan, TVGuestspert.com. Jacquie is pulling media from coast to coast that are looking for talent like us. You'll get to pitch, but for the first time this year, you'll also learn how to ace an interview once you get one. We also have a special guest star from our Branding Board of Advisors, Pam Lontos, from PR/PR, one of NSA's national sponsors. Book all three events (NOT including the "Butt Camp") and SAVE your career...and money!

As your President, I've been encouraging you to MAKE YOUR **BEST MOVE** with Branding, Expertise, Sales and Talent, now we're giving you three more ways to win the race. I don't need to tell you that the race is a personal one. This is not about competition – this is about setting your INTENTION and going after it, and the TRIPLE CROWN is designed to get you there. On your mark, get set, GO to registration now.

I don't know about you, but I really feel that this year is going to be the one...and I'm going to make my BEST move to insure it. I trust you'll be movin' right beside me.

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- **Ask Bob**

I write this month's column with the sad knowledge that my good friend, critic, and supporter, Sherry Netherland, is leaving as the editor of this publication. She and I spent countless hours together birthing this baby, then Sherry spent the past year raising it to maturity. I'll miss you, Sherry! You have my continued respect and admiration.



And that leads me into the topic for this month's column. The question is **"How can I shorten my road to success?"**

This is easy. SERVICE is the quickest, most productive way to shorten the time you spend wallowing in the trenches, waiting for someone to discover how wowee you are or expecting something to happen.

Look around you. Identify the most successful people in your circle of business associates. I'll guarantee they didn't get there by merely becoming good at what they do. Nope. Everyone assumes you've learned your craft. The secret shared by the most successful people is that they are involved, they participate, they work for the good of their profession. They SERVE! They work to make a better life, not only for themselves, but for everyone around them.

I'll bet you're thinking, "Yeah, yeah, I've heard this before. I volunteered and was given the job of stuffing and licking envelopes. If I'm going to serve, I want to feel like I'm making a difference." I agree. Nobody wants to do grunt work so rather than volunteering to "do whatever is needed", make a list of what you do well and what interests you. Are you an accomplished editor or writer? Do you have the gift of organization? Do you find it interesting to search out and identify resources for coming events? Write out your list and hand it to the leader of your association and I promise you'll be called on to SERVE in a capacity that is helpful to your group and rewarding to you.

Here's the really fun part. You won't believe all the different ways you're rewarded for your service. Through my small contribution of writing this column, I've learned a lot of the nuts & bolts of the speaking business and been

privileged to share them with you. I'm sure I'll learn many more in the years to come. I've also been blessed with many new acquaintances and even a couple new friendships. Many of the people I've worked with have directly or indirectly had a hand in shortening my road to success.

Service is not so much noble as it is a way to help others while helping yourself. As Speakers we know that when we teach, we learn. Let's go another step. When we SERVE, we ARE SERVED.

Make your list of gifts.

Bob Walker
The Salvage Master

If you have a question, Ask Bob, The Salvage Master 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.

- **Speakers Outpost NEW!**

A New Forum Comes to Town

Stevie Ray, Member-NSA Minnesota Chapter

It was late at night last November and Jerome Mayne, a speaker based in Minnesota, was doing what a lot of us do. He was sitting in his office, by himself, wondering whether he was doing "the business" right. Even though he had developed his speaking business for over five years, he still felt like, in some areas, he was operating blind. Too many questions were answered by assumption instead of fact. Were his fees appropriate for his service? How could he get two engagements out of one? How could he expand his market? He made a few phone calls and sent a few emails, but didn't hear back right away. Jerome shared the same frustration that many professional speakers face, he was alone. He worked alone in his office. Traveled alone. And spoke alone.

As a member of NSA he got a lot out of meetings and seminars, but there wasn't always enough time to talk with other speakers. Sometimes it was impossible to attend meetings since he was often traveling to speak. He also felt like there were so many speakers to connect with from around the country or across the ocean; not just in his local chapter. He thought, "If there were only a way to communicate with all of them, I'd certainly get answers and ideas." And he might not feel so alone in this business.

The next day he went to work on his computer and created **Speakers Outpost** (www.speakersoutpost.com), an online discussion forum for the speaking industry. He started contacting speakers, asking them to join. He

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certainly didn't expect the response he got. Launched in early December, the forum already has over 150 members from the United States, Canada, England, Germany, Spain, Israel, Australia, South Africa, and Singapore. The forum is not affiliated with the National Speakers Association, so members include those from within NSA, as well as speakers and service providers from elsewhere in the industry.

The concept is simple. Membership is free, and after registering, members can post questions or reply to other speakers' posts. Comments can include any subject from negotiating fees, to marketing tips, speaking internationally, client management, even attractions not to miss when speaking in a new city. The feel is informal and friendly, and as such, self-promotion is discouraged. Part of the success of [Speak ers Outpost](#) is the variety of members. You not only connect with new and experienced speakers, but service providers, speakers' bureaus, publishers, and clients. Early response to [Speak ers Outpost](#) has been very positive.

"Thanks for putting a Web 2.0 site into play for Professional Speakers. As an NSA professional member well past his 10 year pin I have to say that the site embodies the vision of the wonderful NSA members it has been my honor to meet."

Jerry Fletcher, NSA Member Portland, Oregon

The goal of all speakers is to grow their business and create an impact on the audiences they serve. What better way to do that than to connect with hundreds of fellow speakers from around the world and share-or debate-the issues that affect us all. You are encouraged to go to [Speak ers Outpost](#) and share your wisdom, post a question, and help the speaking industry stay connected. Who knows? Someone from across the ocean may have an idea that gets you booked right next door.

- **NSA/Small Town**

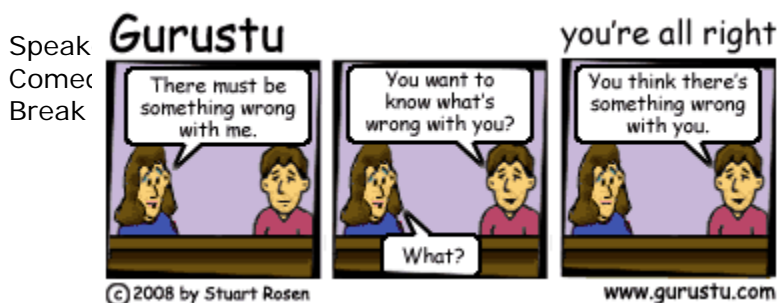
If the planes at your airport (if your county even has one) still use propellers; if your city has minimal access to broadband, if your "rush hour" only lasts 15 minutes, you probably live in a small town. There's a great deal to be said for it. However, trying to make a living as a speaker or trainer in an area where the farm animals outnumber the humans makes for its own set of unique problems.

As the former president of NSA/Northern California, I love where I live: Eureka, CA. However, it's 300 miles of mountain roads to my chapter meeting. I don't want to move, but I do want to bring other speakers closer. How? I'm trying to set up the first "thematic" chapter of NSA, called (tentatively) NSA/Small Town. It will tailor itself to the unique needs, wants, and advantages of living in smaller, more isolated communities, such as additional

travel hassles, virtual meetings, technologies that are not as up-to-date as in larger areas.

If you're interested please contact me: Scott "Q" Marcus at 707.442.6243 or at scottq@THINspiration.com. We're looking at having an informal meeting at Speakerpalooza in San Francisco in February. It will be Thursday, 2/14 from 1:30 to 2:30 (a time when little else is occurring). It will be in the Monterey room at the conference. Please forward this to as many people as you can.

Oops, gotta go, someone wants to use the party line, and Mabel the operator keeps cutting in on the modem.



- **Toot Your Own Horn**

Congratulations to Jason Womack. He was named as one of the "Top 100 Minds on Personal Development" for 2007. To read more about this honor, go to JasonWomackBlog.com.

Don't forget to see your editor, Sherry Netherland, in "The \$4 Million Dollar Giveaway." Appearing February 15-17 only. Call 818-700-4878 for info and reservations.

- **Know your E-Zine Editor**

Farewell to our Editor **Sherry Netherland, M.A.**

This is the last issue of the GLAC e-zine that I will helm. I have enjoyed this project as it has given me an opportunity to get to know so many of you. Unfortunately, my many writing projects are demanding more of my time and I had to seriously pare down my "extras," even something that has been as much fun as the e-zine. I want to thank Ed Poll for getting me involved, Judith Parker Harris for energizing contributors, Bob Walker for assisting as co-editor at the beginning and his wonderful article series that he contributes every month and especially the fabulous Lori Akina who produces the beautiful e-zine that you receive every month.

I know many of you are planning to be at SpeakerPalooza in two weeks. However, if you are in town the weekend of February 15-17, please come to see me on stage in, "The 4 Million Dollar Giveaway" at the Lonny Chapman Group

Reperatory Theatre, 10900 Burbank Blvd., in North Hollywood. Contact www.lcgrt.com for reservations.

If there is ANYONE out there willing and able to help the chapter out by seeing that these monthly newsletters continue to happen, please contact either Judith Parker Harris, current chapter president or the GLAC office and speak with Lori. Below are the guidelines for submissions.

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 whomever our next volunteer Editor will be. 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 January MUST be received no later than January 1st)

We will feature articles in a new section called Advice From the Trenches. This section is a place for experienced speakers to share their best tips. It can include topics such as Increasing Your Bookings, Starting with a Speakers Bureau, Working with Assistants, Setting Fees, etc. There is no restriction on the subject matter, but it should be specific to the "business" of speaking. Please do not exceed 500 words. If members would like to submit articles for this section (or can suggest a better title), please contact me. We will include this section in future ezines as we have material to fill it. If you are submitting to this section, please include a jpeg of your photo and a 2 sentence bio with your website.

- **Coming Attractions**

SpeakerPalooza San Francisco!

NSA's Winter Meeting
February 14 - 17, 2008
San Francisco, CA
San Francisco Airport Marriott

NSA's Four Day Festival of ROCK-Solid Value for Your Speaking Business... Not a Workshop, not a University, not a Convention...It's a Festival

MARK YOUR CALENDAR:

GLAC's Triple Crown Season gets underway

March 8, 2008 - Performance Lab

April 12, 2008 - Get Technical with Tom Antion

May 10, 2008 - A re-designed, new and improved MEDIA MANIA, our 6th Annual!

Please visit our web site for coming attractions!

www.nsaglac.org

