

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

January 2007

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President's Corner

Happy New Year! 2007 is off to a great start and I want to take this opportunity to say "hello" and welcome you to our first electronic newsletter.

This year, our theme is Invent & Innovate: Create Your Future Now! Our chapter has taken this theme seriously. This newsletter is tangible evidence of what we're talking about. Sherry Netherland and Bob Walker, and their co-horts, have done a great job and you're in for a great treat each month. Our focus will be to provide you with information and wisdom about the speaking industry and how you can improve

OUR JANUARY SPEAKERS

• Put your mouth where your money is

Jim Ziegler, CSP, HSG a professional speaker and president of three corporations, will present a high-content nuts and bolts session. Learn how to generate higher multiples of profitability than you could ever hope to realize from a from single-client platform speaking event.

• Offer More to Get More

George "The Business-Builder" Hedley is a business building expert, entrepreneur, business owner and the recognized authority on how to build a growing business into a company that consistently produces bottom-line results, profits, wealth and equity. Learn how to transform from a new, emerging or growing speaker into a well-paid and in-demand owner of a professional speaking business.



• Wisdom of the Month

George Hedley

"Building a Beyond 2000 Business" was originally written in 2000, but is timeless wisdom.

The successful business today must work! Work well, work fast, work lean and produce results. Leading companies today are innovative, creative, cutting edge AND always achieve exceptional bottom-line results.

Old methods of doing business won't deliver above average results. Old customer pipelines don't work. Old management techniques do not work. Most business leaders are stuck in their ways, outdated and continually

both your revenue and profit, while at the same time making a tangible difference to your community of clients/customers.

Leaving a legacy is important; that's been my focus in recent times. But, one can leave a larger legacy ... be more important to your community ... when you're also profitable and can pay your mortgage and put food on the table.

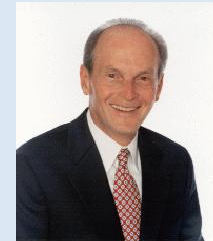
Perhaps this is too mundane for you. But it is reality, in my opinion. And one of our goals this year is to increase our benefits for you, to make your chapter membership more valuable. In fact, if you believe that we're on the right track, please do us a favor: Tell your colleagues and ask them to join us at our next meeting.

Another change for our chapter in 2007 will be the modification of our web site! We'll be rolling this out soon. We'll be listing your books and other products for sale. We'll be asking you to reveal things about you that other people might like to learn ... because they would like to interact with you and your common interests. For example, I will list that I love cycling. If you're a cyclist, and are reading this, call me ... Perhaps we can ride together some day. Personally, that would be a hoot for me. Or, that my wife and I are now owners of a Vintage Airstream trailer. This is leading to an entirely new chapter in our lives and may open up interesting speaking opportunities.

Economically, our personal interests are also important.

playing catch up with new competitors, new products, new delivery systems and high-tech ideas that appear quickly and intense.

• Life in The Trenches



My best of the year: I showed up at 11:30 am for my luncheon talk at the lovely San Diego Hilton, armed with my PowerPoint presentation and lap top computer, only to find out that without telling anyone, the staff set up the luncheon outdoors, next to the pool, and next to a lovely but noisy waterfall. As I stood there in disbelief, the hostess came over and asked if there was anything wrong. When I told her I was neither prepared nor willing to do a talk outdoors, in the sun, with no mike and with no ability to use my visual presentation, she got the message that she had a problem on her hands. Since moving the event indoors was not an option, they got very creative, brought out a large plasma TV, put it under an umbrella, stopped the waterfall, hooked up a mike, and hooked my computer to the TV and it actually worked. While it surely was not the best situation, I did my talk and it all turned out miraculously well.

The biggest thing I learned is to not assume anything. I sent the contract and assumed they read and understood it, but not so. It still happens. I spoke in November at a convention in Miami Beach and they put me in an auditorium for over 2000 people for an audience of about 200. I'm still learning to ask questions and don't stop until every i is dotted and every t is crossed.

Submitted by Scott Hunter

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Visit my speaker website at www.ScottHunter.com

• News You Can Use

Long layover at the airport? Check out www.airportgyms.com.

Anaheim Hotel GM's are looking for speakers for 2007 for their monthly luncheons. They pay \$250 and are looking for topics including sales, leadership, hospitality and motivation. E-mail ASAP information regarding your programs and website to Donna Sue Davis at

For example, I've received work from others who love cycling and who think that their best results come from hiring other avid cyclists. When they hired me, I was able to do great work for a fee with someone who, like me, also loves cycling. That's one of the highest pleasures, working with people with shared interests.

Look for more as we move forward this year. Our expectations are high and our very capable Board of Directors and Committee chairs are performing to these expectations.

Have a great year! Let me know what you'd like to see our Chapter do – we're here to serve you.

dsdondove@cox.net.

The National Association of Baby Boomer Women has posted the speaker application for their upcoming conferences. The application is at www.franharris.com/pdf/boomerspeakers.pdf. The conferences are in Los Angeles in February, Chicago in May, Dallas in September, and Fort Lauderdale in December. For information on the conferences, go to www.franharris.com/booming/booming.asp or www.nabbw.com.

• **Congratulations!**

Eileen McDargh was selected for the second year in a row as one of the Top 15 Independent Leadership Consultants in the United States by EXECUTIVE EXCELLENCE MAGAZINE.

Our chapter President, **Ed Poll**, was named Fellow of the College of Law Practice Management. This is the highest honor awarded in his profession.

Congratulations to **Lola Gillebaard**, recipient of the NSA-GLAC Lifetime Achievement Award for 2006. For over 20 years, Lola Gillebaard has been helping organizations recognize the connection between humor, health and happiness, and on-the-job productivity. As a cancer survivor, Lola knows first-hand how humor can positively impact a patient's ability to heal. She uses this knowledge to inspire health care providers to use humor in their work. Lola Gillebaard is an exceptional entertainer with southern charm and gutsy style.

• **Get to Know the Members**

Ed Poll, a nationally recognized coach and certified management consultant, author and speaker on law practice management topics, helps his clients become more effective, efficient in the delivery of legal services and profitable. He also is Board Approved as Coach to the Legal Profession by the Society for the Advancement of Consulting and a Fellow of the College of Law Practice Management. Ed's latest works include More Secrets of the Business of Law and Business Competency for Lawyers.

David G. Rohlander, The CEO's Coach, is a professional speaker, executive coach and Chairman of The CEO's Forum. David's passion is helping executives and organizations become the best that they can be. David's

career consists of military, academic, corporate and entrepreneurial successes as a USAF fighter pilot, adjunct professor, CEO and founder of two companies.

Soraya Deen, MA ,Resolution Revolution, Inc.
Speaker, Coach, Lawyer. Topics: Negotiation, Conflict Resolution, PEACE Phone: 818-395 2032

Dr. Beverly Tillman: I help increase, improve and maximize individual and organization performance through trainings, workshops, seminars, retreats ,conferences and keynotes. With thirty years of management and marketing experience, I know what is important to help professionals maximize their talents. Topics include...Marketing and Sales, Customer Service, Networking, Goals, Time Management ,Women's Programs and much more.
<http://TheMaximumPerformanceGroup.com>, 310-766-9949.

• NSA News

NSA/GLAC HAPPENINGS

NSA/GLAC conducted its second "Mastery Event" on November 17th.

This event was designed for NSA veterans of 10 or more years to convene and share strategies for continued success in the speaking business. This business keeps changing and the pathways to success keep changing as well. Our November session was attended by 15 NSAers including 1 member of NSA's Board of Directors, 1 CPAE, 3 CSPs, and 4 GLAC Past Presidents. Eileen McDargh and David Markovitz were the facilitators. We will be announcing another "Mastery Event" in the Spring of 2007. (Submitted by David Markovitz, 2003-04 NSA/GLAC Chapter President and a recipient of the Gold Microphone Award.)

Upcoming NSA Events:

January 4-7, 2007

Marco Island University: Advanced Education for the Professional Speaker.
Marco Island, Florida

February 9-11, 2007

NSA Educational Workshop
Marriott City Center, Denver, Colorado
For more info on either of these events, go to www.nsaspeaker.org.

If anyone is planning to go to either of these events, please let us know. We'd love to have you write a review

for the e-zine.

- **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.

ilikefitness@gmail.com

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. bobwalker4@cox.net

- **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.