



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

**Happy New Year!**  
**January 2008 E-Zine**

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**President's Message**

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**Chapter Vision**

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

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**THE MONTH OF PROMISE**

January is my favorite month. For some reason, it seems to go by a bit more slowly than the other 11 months. I savor the days, because the year lies before me in all of its splendor of new beginnings, continued growth, applied wisdom, renewed determination and splendid plans. I start with a fresh list and delight in its development. I clean and organize my office and my computer desktop. I sit back and account for my loved ones, friends, peers and business associates for whom I am so grateful.



Ah yes, grateful. Gratitude is the fuel that propels me into another year of possibility and promise. So, here are a few things for which I am grateful:

I'm grateful for GLAC, every Board member who works so hard for the organization and every member who brings so much to the growth and viability of the organization. We are in a relationship business and the relationships we make with our peers are among the most essential to our success.

I am grateful for the opportunity and the responsibility of being able to get up and speak and influence the lives of others. In one way or another aren't we all saying, "If I did it, you can do it, too?" I'm grateful for the moment when a person takes the leap of faith to trust and to relate. I am grateful for the gift of words shared in so many ways – in conversations, books, shows, CD's, DVD's, movies, TV and the internet. I vow in this time of high

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emotions and anxieties to use those words even more carefully and to think about how they will be received as well as delivered.

I am grateful for the possibility of unlimited possibility. We are in the information business. There are no limitations to our success – which is the good news and the bad as we seek our full potential and run into both the excitement and stress that brings.

Finally, I am grateful that I have learned to BE who I am, to DO the best I can every day and to TRUST that is exactly what I am supposed to be doing to attain the highest good. My wish for all of you in '08 is for you to discover the magic of those three words, BE, DO AND TRUST. They bring a clarity to each day.

By the way, the [Council of Elders](#) continues to be a vital page on our website. Here are a few suggestions made to date: Jim Cathcart likes the possibility of a combination of face-to-face and virtual meetings, and along with others, suggests the possibility of localized meetings focusing on precise skill sets. (Expect to hear more about that idea.) Dianne Gubin would like to see more exposure for Apprentice members on our website, loves her mastermind group and prefers one-on-one meetings because they reflect the importance of “connection” in our business. Jesus Nebot asks, “How can we all team up to be of service to each other and to the world?” And Hans Norden posts, “When we know who we are, we can contribute to the welfare of others...we get what we want for ourselves.” Stephen Frueh suggests break-outs at our Saturday meetings to discover the wisdom we have within our own chapter.

I encourage you all, go to the website, click on the Council, and type away with comments, discussion and contributions. Help make the resource of GLAC work even better for you. Here is the link: [Council of Elders](#)

Finally, get out your calendar and reserve all of our Second Saturday meetings, because we have a phenomenal first half of '08 planned. We focus on [humor and books](#) this month – not necessarily one and the same. The [NSA Western Workshop](#) is in San Francisco in February where I'm thrilled to be one of the breakout presenters. You won't want to miss a leg of this year's Triple Crown. We have performance labs in March. You'll receive hands-on coaching from two of four Pros we have booked. The great Tom Antion is going to immerse us in technology and internet essentials in April, and Jacquie Jordan and Eli Davidson will bring you a “Re-designed” May Media Mania filled with media looking for guests like you. All of this PLUS the BRAND FINALE in June.

media coaching  
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in publicity for speakers and  
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TERRY PAULSON, PhD, CSP, CPAE

**EXECUTIVE DIRECTOR**  
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Welcome to my favorite month and a great new year. I look forward to seeing you at every meeting,

Judith Parker Harris  
GLAC President, 2007-2008  
Challenging you to MAKE YOUR BEST MOVE - NOW!  
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- **Ask Bob**

**"Help! Who do I ask for advice about my speaking business and how do I get them to share information with me?"**



This question applies to any business, and to all of life for that matter. It makes no difference whether you're a rookie or a seasoned veteran, you never stop improving your skills and seeking ways to build your business. The only way to do that is to get advice from someone better or more successful than you.

Many years ago, through no fault of my own, I found myself in the Real Estate business. I paid for all the training that was offered and hung out with other rookies at sales meetings and cold-calling pizza night, the same as everyone else - or so I thought! A week into the business I looked around and realized that none of the top producers were anywhere around. It took about ten seconds of focused thought to determine that THEY were off in another part of the office doing other activities. The sales manager agreed to let me move to a desk where I had access to these top agents. When I sought the advice of active, experienced professionals my success was quick and dramatic.

The speaking business is no different. Seek out and learn from people who actively make their living speaking, ask them focused questions, and solicit referrals when you need a product or service to enhance your business.

It's no surprise to me that every coach or vendor I speak with has the perfect answer to any question I pose, and it usually involves purchasing whatever they are selling. I recently contemplated hiring a branding expert to jump-start my business. Before I did, I called a couple active, successful speakers and asked about the expert's reputation and whether or not they would hire him if they were in my position. I added that their answer would go no further than our conversation. Their candor was impressive once they knew I was asking for their private, honest advice. As a result, I intend to hire the expert in the near future.

Regrettably, this forum does not allow me to go into great depth, so here are the highlights of my research:

- Ask advice only from speakers who have a higher level of success and experience than you.
- Ask advice from someone who does not have a dog in the fight, like a vendor, coach, or publisher does. You already know their answer.
- Don't ask busy professionals vague questions such as "How do I succeed in the business?" They have their own business to run. Ask them focused questions that show you respect their time and opinion. You'll be amazed at how giving they can be if approached professionally.
- Don't argue if you get an answer that disagrees with your thoughts. If you want validation of your opinions, ask your dog, he'll agree with you every time - I guarantee it.
- Accept the advice you receive from a qualified source, validate it through at least one other, and take action.

Alexander the Great said, "It is only through ACTION that we conquer our fears and exercise control of our destiny." It's time to take action and move your career to the next level by seeking advice from the right source.

If you have a question, Ask Bob, The Salvage Master at [bobwalker4@cox.net](mailto: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.

- **Advice From the Trenches**

If you would like more information, please contact Dr. Brian Grossman by e-mail [DrBrian@DrBrianGrossman.com](mailto:DrBrian@DrBrianGrossman.com)  
The Corporate Performance Doctor  
Consulting/Presentation & Leadership  
Coach/ Keynotes/Retreats/Seminars  
[www.DrBrianGrossman.com](http://www.DrBrianGrossman.com)

- **Toot Your Own Horn**

Check this out. . . our own **Sheryl Roush** is a CALENDAR GIRL  
(and she didn't even have to take her clothes off!)  
[Ms. Metropolitan April 2008](#)  
Flip through the Wall Calendar to April 2008  
AND  
[Ms. Cosmo Ms. August 2008](#)  
Flip through the Wall Calendar to August 2008

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Ohio State Bar recently engaged our former president, **Ed**

**Poll**, to conduct seminars for lawyers in Cleveland, Columbus and Cincinnati at the end of April and beginning of May. In addition, Ed will return to Columbus for a State-wide satellite hook-up in September. The topics focus on effective and profitable law practice management.

Congratulations to **Len Lipton, Ph.D.**! Beginning January 2008, Dr. Len Lipton will be teaching the communications component in the Executive MBA Program at Loyola Marymount University.

**Sherry Netherland** was named Chair of the Speakers Advisory Board for the *Alzheimer's Association California Southland Chapter*.

AND

Sherry Netherland takes the lead in local production! Sherry will be starring in the world premiere of an original play by Art Schulman, "The \$4 Million Dollar Giveaway" at the Lonnie Chapman Group Repertory Theatre in North Hollywood. (10900 Burbank Blvd.) She will be performing the weekend of February 15, 16 and 17, only. Friday and Saturday shows at 8pm, Sunday matinee at 2pm. For tickets, contact the box office 818-700-4878. Be sure to tell them you are buying tickets for Sherry's performance weekend in February.

Autograph anyone??

Congratulations goes out to **Linda Mastromonaco** who made the cover and lovely article with Creative Memories, Starperformers. Aside from being recognized as one of Creative Memories top performers, Linda can also add to her resume being a motivational speaker, Realtor and author of the book "Rising from the Ruins", about her challenges as a single mother. She's even created her own web site called Linda's Sense Line at [Lindamastromonaco.com](http://Lindamastromonaco.com)

- **Know your E-Zine Editor**

**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. [Learn More...](#)  
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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 [sherrynetherland@ilikefitness.com](mailto:sherrynetherland@ilikefitness.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 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**

Don't forget our [January Chapter Meeting](#) - **Ron Culberson**, *HumorPalooza - How to Discover, Develop and Deliver Rock-Solid Humor*. Our Monthly B.E.S.T. Guest Star **Greg Godek**,

MARK YOUR CALENDAR:

**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](http://www.nsaglac.org)