



Greater Los Angeles Chapter

MARKET YOUR BUSINESS AND EXPLODE YOUR GROWTH!

July 2008 E-Zine

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• **President's Message**

I am so excited and thrilled to be your new President. I look forward to hearing your feedback and suggestions for keeping GLAC thriving. Judith did an excellent job in helping us develop our brand. This year is going to be jam-packed with innovative marketing strategies to help you promote your brand and Grow Your Business!



I want to personally invite you to attend our **free** networking and leadership breakfast this month on Saturday, July 26th. There are so many amazing and generous people within our organization. You never know who will share a great idea to further your business. Also learn about how you can get more involved in GLAC. Come out for delicious food, valuable prizes and network with some great people.

Just to give you a little preview of our upcoming programs: On September 13th we have 5 incredibly successful speakers (all CSP's and 2 CPAE's) coming to share their wisdom on how to stay ahead of the competition and prosper in this economy. And to kick off our 2008 Marketing Trilogy we have Misty Williams of Strategic Marketing Solutions coming to give you the keys to launch your new marketing game plan. In October we will have an all-day intensive boot camp with marketing experts Ford Saeks and Arnold Sanow.

If you want innovative ideas to keep your business thriving then mark your calendar - you don't want to miss any programs this year! Check the website for more

Chapter Vision

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

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information coming soon on our marketing series.

Kelly Hill
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• Pro Speak Academy

In the days and weeks to come, please welcome our most recent graduates. They are a wonderful addition to the GLAC family.

Our Next Academy will start again in January 2009. Watch your email for further information, or visit our web site for details. www.NSAGLAC.org

• Stick With It

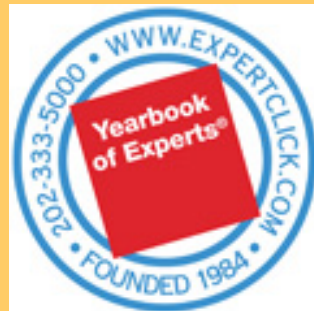


Sometimes the obvious choice is the best choice.

• Chapter Sponsors

Hugh Griffin of Stuart F Cooper Co.

Mitch Davis of
Broadcast Interview Source, Inc.



- **WELCOME New Members**

New Apprentice Members:

Dabeer Mallik from Lomita

Michele Lando from Pasadena

Jeanette Fisher from Lake Elsinore

Congratulations to ALL, and WELCOME!

- **NSA ROCKS!**

This year's NSA National Convention in NYC will be spectacular. Steve Forbes, Marshall Goldsmith and over 70 power packed concurrent sessions. I just got off a conference call with Eric Chester and Vilis Ozols about the concurrent sessions and the content is impressive. Go to www.NSAspeakers.org and check it out, see for yourself. And the venue is right in the heart of Times Square at the Marriott Marquis.

If you have not registered and made plans to be in NYC, I encourage you to do so. There are still rooms available at the Marriott, although not at the ridiculously low rate of \$189. You can always double-up with a roommate to save some money.

More Details and Registration...

- **Jim's Thousand Dollar Lesson**

What are the feathers in the cap of a seasoned, accomplished and highly sought-after professional speaker? How about an offer to speak in an exotic location, at twice your regular fee and all expenses paid?

Like Oscar Wild said so eloquently: *"I can resist anything but temptation"*. So, our dear colleague accepted. There was a catch though, but at twice the regular fee, hardly anything worth mentioning. In order to get into **Nigeria**, he had to spend \$1,000 upfront on travel assistance, a Visa and immunizations; ouch. But the bureau reassured him that those would be figured into the travel reimbursement.

Now the wheels were set in motion. He blocked out the dates on his calendar, (adding in the travel it was a five day block), conducting pre-presentation questionnaires, heavy online research on the location, interview others who had recently traveled there, an ultra-long distance phone call with the client, you know the usual plus a bit extra because one wants to prove worth one's salt! Oh, of course, he books his flight

and advances the \$10,000. Professionals leave nothing to chance!

Then the phone rings; his Speakers bureau ... *"You know Jim, we booked you for March, but they want to move it back to April. They have elections in March and then things might heat up; I mean their livelihoods are on the line every time they have a regime change"*. Having already turned away other inquiries this hurt a bit, but again, it is double the fee. As a world-citizen, you understand such things happen and go along. You move your calendar around and your arm has more time to recuperate from all those immunization-shots.

A month later Ring ... ring; *"Hey Jim, they declined sending the deposit or reimbursing you for the airfare, saying they'd do it afterward. Do you still want to go?"* Nope! All of a sudden your arm is really hurting. But this time it is from the one shot you didn't get; the immunization against untrustworthy clients!

Jim says: *"The main lesson I learned is not accepting promises from third world countries no matter what the source. Don't let the bureau's reputation cause you to ignore your own good instincts. Require payment as agreed or don't go. And, if you book the flight yourself, get a refundable plane ticket. That's how I got my \$10,000 back. A second lesson: don't accept their travel recommendations without checking. They said I should fly 'North American Airlines'. When I did an online search it turned out to be a Nigerian airline that was going to suspend operations two weeks after my initial speech date. I'm certain that no refunds would have been possible. Also, if you get stuck in Nigeria, you have a MUCH larger problem all of a sudden."* P.S. Net loss: \$1000 for immunizations, travel services and a Nigerian Visa, ten days blocked from other engagements in two prime meeting months, the embarrassment of telling all your friends and family that your exciting adventure booking didn't happen and wasted research that could have been put to better use. Net gain: I'm not in Nigeria!!!! Glad I'm here, not there!

Everyone at NSA/GLAC is glad that **Jim Cathcart** is here and not there. We thank him for sharing this story with us so we may learn having a better relationship with our intuition. Read about Jim's 14th book on **"Relationship Intelligence (tm), how to create & grow High-Value Relationships"** at www.cathcart.com/blog. You are invited to offer input on the book by following the links LinkedIn Q&A.

• Toot Your Own Horn

Sherry Netherland was awarded The President's Volunteer Service Award for her work on behalf of the Alzheimer's Association Southland Chapter. Sherry is the Chair of their Speaker's Advisory Board and an active member of their speaker's bureau. www.sherrynetherlandconsulting.com. AND Sherry is also proud to announce the play that she directed and produced, Terrence McNally's Prelude & Liebestod was so successful, the run was extended and moved to The Whitefire Theatre, 13500 Ventura Blvd., Sherman Oaks, CA 91423. The performance dates are July 13 - August 17. All shows are Sundays at 3:00 pm. For Reservations, call 323-254-8907

• 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

MARK YOUR CALENDAR for our first ever Chapterwide Network & Leadership Breakfast on **July 26, 2008**

It's FREE to all who want to GET INVOLVED.

Venice, CA (at the home of Ed Poll) from 9:00am to 11:00am. Pre-Registration will be required.

Then, get ready for an ALL NEW Calendar of Events!

We are headed back to the beautiful DOUBLETREE Hotel in Commerce.

SAVE THESE DATES & TIMES:

September 13, 2008 - Speakers of Influence CSP Panel & Misty Williams of Strategic Marketing Solutions
(9:00 am to 12:30pm)

October 11, 2008 - Marketing Intensive Boot Camp with Ford Saeks & Arnold Sanow
(FULL Day event 9:00 to 4:00pm)

December 13, 2008 - Jennifer Cummings - Marketing Mastermind behind several top earning speakers.
(9:00am to 12:30pm)

January 10, 2009 - Mark LeBlanc
(FULL Day Event 9:00am to 4:00pm)

March 14, 2009 - Alan Weiss
(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)

There will be NO Summer Symposium this year, however, we have added several FULL Day events to our calendar. Hope to see you ALL there!

REGISTER TODAY for our FREE Leadership Breakfast

::Lori Akina info@nsaglac.org

:: <http://www.nsaglac.org>

:: 866-416-7252

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