



Greater Los Angeles Chapter

July 2009 E-Zine

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- **President's Message**

We all owe a huge debt of gratitude to **Kelly Hill** for her tireless efforts as GLAC President last year. Congratulations also to **Judith Parker Harris**, who was selected as Member of the Year for 2008-2009.



Kelly Hill awarding Judith Parker Harris as GLAC member of the Year during June 13, 2009 Meeting

Chapter Vision

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



Board of Directors

President

Kelly and Judith served as the most recent Chapter Presidents, and we are grateful and fortunate for their efforts on behalf of the GLAC over the past two years.

And what a two years span it has been. Think how much has changed in the world and in the speaking industry since 2007. Corporations that had survived for more than 100 years disappeared in a weekend; social networking sites that didn't exist are transforming how we communicate and are playing a part in organizing, mobilizing, and inspiring people around the world. Speaking has truly gone international.

In such a rapidly changing world, expertise is more valuable than ever. In uncertain times, there is a growing thirst for an authoritative voice that can show the way forward. In short, speakers are more important and valuable than ever. And those of us who are fortunate to live and work in Southern California are in a particularly good position to be heard.

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For some members of the GLAC that means strengthening our connections with local meeting planners. For others, it meant travelling in April to attend the Global Speakers Summit in South Africa. Whatever the geographic scope of your speaking business, or whether you are a relative new comer to the speaking profession or an experienced hand, the GLAC is here to serve you and to act as the centerpiece for the professional speaking community in Southern California.

That is why the this theme year is:



As the world and the speaking profession continues to evolve, we are continuing to improve the Chapter. There will be more opportunities for us to share wisdom, get to know each other, and have fun. Specifically, we will expand the number of teleseminars and house-meeting that take place during the middle of the week. And we will continue to build on our tradition of bringing first-rate speakers to our Saturday events.

I attended my first GLAC event in 2004 and know that almost everything I have ever learned about how to make money as a professional speaker is a result of the information I have learned from GLAC members. Back then, I didn't even know what a one sheet was. All I knew is that I had a message to convey to lawyers and their clients and a desire to run a business serving that market. I can't imagine a better systematic way to learn about this business than I received as a student of Pro Speak Academy, which at the time was called Fast Track. Since then, dozens and dozens of GLAC members have helped that dream become a reality. I am therefore truly honored to serve you as President this year and deeply appreciate each and every one of you who have taken the time to help out a fellow speaker.

Finally, thanks to our Executive Director **Lori Akina**, and our Board of Directors and officers- **Ed Poll, Dave Jensen, Liz de Clifford, Yvette Page, and Kristen Crawford**. You rock!

Let's make this a great year!

Gideon Grunfeld, J.D.
GLAC President, 2009-2010
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• **Comedy Writing Exercise**

It's All in the Details



By Judy Carter

Here is a simple exercise to write comedy material whether you are a speaker or a writer -

Write a quick list of what happens in your day. For example:

- Woke up at 6am
- Got out of bed at 7am
- Had breakfast
- Read the paper
- Met with the contractor and met with the stucco guy

Now, go back over your list and add details and opinions:

Woke up at 6 am because the cat was chilly and needed to cuddle in the covers. Couldn't go back to sleep as the cat had to furiously clean herself. When my spouse coughs or keeps tossing, I yell, "Stop it!" But whatever the cat wants... the cat gets.

Got out of bed at 7am with my new alarm clock that vibrates. Why is everything so much of a choice? Now it's, "Do you want your clock to wake you with a ring, buzz, AM, FM, or even IPOD music. I'm still having trouble with paper or plastic.

Ate breakfast. I had a three-point Weight Watcher breakfast. I'm saving up points because tonight I am going to The Cheesecake Factory. I mistrust my point manual, because I know Weight Watchers is owned by Heinz --- and they say that ketchup has zero points. I just know that it has points. It's just not right.

Read the paper, and Obama is doing a great job, which is terrible for us comics. I voted for him. But man, he's not giving me material like Bush did. It's not ideal for comics to have a president who can actually speak in complete sentences.

Met with my contractor and met with the stucco guy. When remodeling a house, I'm surrounded by men whose name I only know from what their job is: Roofing Man, Stucco Man, Mirror Guy. What if in life everyone had names by what they did for you? "This is my husband: 'Emotionally unavailable man'." Last week I was with "Drinking Man" and then I went home with "I Swear This Never Happens To Me Man."

Comedy is all in the details.

Judy Carter is a motivational humorist, a writing and comedy coach, teaches stand-up and speaking workshops, and is the best-selling author of "The Comedy Bible: From Stand-up to Sitcom-The Comedy Writer's Ultimate How-To Guide."

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Judy invites members from NSAGLAC to join her standup workshop which culminates with a showcase at the Hollywood

Improv. For a limited time there is a discount for members. More information at <http://www.comedyworkshops.com> or email Judy at judy@comedyworkshops.com

- **Exciting Member NEWS**

Hats off to Ed Poll!

Ed Poll competed in the Senior Olympics and this is his Blog announcement on June 8, 2009:



"Tomorrow, I ride in the cycling 5K Time Trial event of the Senior Olympics. This will be my third competition on the bike in my life, and I'm eager to ride. I chose to ride the Time Trials rather than the road races because I want to compete against myself without fear of an accident. Lance Armstrong can go down in a road race, but then he's riding for millions of dollars; I'm riding for fun! I'll let you know how I did. :-)"

This is how well he did, in his own words submitted to your editor for publication in the Ezine. On behalf of the entire NSA/GLAC membership, we congratulate Ed with his achievement; his pure determination, perseverance and tenacity to ever challenge himself. *"I competed in the 5K and 10K cycling time trials this last Tuesday and Wednesday. . . I did not finish 1st in my age category, and I did not finish last, but I did finish ahead of the thousands of cyclists who didn't show up to compete. J My best times ever and the 10K was 6 seconds faster than 2xTuesday's 5K result! Held in Long Beach's El Dorado Park. . . beautiful facility."*

It's great to be proud of ones achievements and different people have different ways of expressing that or how they tell their stories. Fishermen tend to exaggerate their catch, fighter pilots live in different realities altogether and lawyers ??? Can you tell Ed is a layer? Ed, what's your overall time? What's your top speed? What did you average? How was the weather? What was the temperature, the wind-chill factor? What was your heart beat? How long did you train? Who was your coach? How treacherous was the course? How many youngsters did you show your heels? Give us the beef!!! Where's the sizzle???

Joking apart, Ed, we salute you and hope you'll ride many personal bests even if that means last place among sexagenarians!

- **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**

SAVE THE DATES

[2009 NSA Convention](#)

July 18 - 21, 2009

Phoenix, Arizona

Location: [JW Marriott Desert Ridge Resort and Spa](#)

Location Phone: (800) 835-6206

August 4, 2009 - Mastery Event, Use It or Lose It, What you learned or didn't get a chance to hear at the NSA convention.
6:00pm to 8:00pm at the Kenquest Bldg in Beverly Hills.

Sept. 12, 2009 - *The Power of Story: Taking Charge of Your Audience, Markets and Global Change.* with **Patrick Horton**

Oct. 10, 2009 - *Experience the Meeting of the Future* with **Matt Homann**