



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

June 2008 E-Zine

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Helping, encouraging and supporting members' professional development to increase their

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**10 THINGS I'VE LEARNED
FROM BEING
PRESIDENT OF GLAC.
Judith Parker Harris**



1) It's not about me --It is about relationship

As President, I came in with a theme, **MAKE YOUR BEST (Branding, Expertise, Sales and Talent) MOVE**, a Branding Board of Advisors and a Branding Contest concept. Soon all of the above took on a life of it's own as the Chapter Personality took over. People stepped up, joined the contest, benefited - or didn't according to the relationship of their career with the chapter. I could guide and lead, but I also had to learn to let the flow of the chapter happen.

2) Ask questions - you don't always have to have the answer.

As an entrepreneur for almost 3 decades, I'm used to having answers. As President, I learned to ask questions and to find the answer through the process.

3) Listen, give it time and then decide -- Don't react - ACT.

Listening is the biggest part of finding answers. The second biggest part is to keep your defenses down and not to react based upon old programming. This allows for positive, growth-filled ACTION.

4) Be constantly amazed by the generosity of speakers.

Not only do the experts in our Chapter give generously of their wisdom, they also give the most precious commodity - TIME. Every single speaker this year gave an auction item that involved the donation of their time while it helped our chapter get over a financial hump.

5) Your vision may not fit someone else's picture.

You can't please everyone. That has been a life-long lesson of mine. In fact, one of the conversations with my dad that I remember the most from my childhood was when he said, "Honey,

revenue and societal impact.

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you must know that not everyone is going to like you, and that's not a bad thing - it's just life." So for those I didn't please - I tried. For those I did please, it makes my Presidency worthwhile.

6) Invite people to help.

You won't achieve nearly the success in life you desire if you wait for people to volunteer. Go get 'em! And, don't be afraid to recruit people who might give you a run for your money. That's the way you both grow.

7) We don't move forward at the same pace, but when we move together we can move mountains.

It's comforting to see the same looks of confusion from others in a group when learning something new-but it's exhilarating to "get it" together!

8) It's lonely out there being an expert.

And, that's why there's GLAC. We are not only a source of peer review like each other's Board of Directors, but also a source of friends and extended family.

9) Honesty trumps Bravado.

Sure, you can power your way through an "I don't know" moment, but how about truthing your way through. A simple, "I don't know, but I'll find out," works wonders.

10) When the going gets tough, speakers get going to offer endless possibilities, pathways and potential.

I've always loved brainstorming. We rely on it in the advertising and film business, but I've never seen the quality of thought shared in an NSA Mastermind. Find yours and nurture it to keep going through the years.

Thank you to my GLAC Board of Directors, my Branding Board of Advisors and my Committee Chairs for making this a banner year. We raised more money in one year than ever before in the history of GLAC. We had our first Year of Branding and a Brand Finale contest, We produced our first ever Performance Lab to rave reviews thanks to Dr. Jo Ann Piña and our 6th May Media Mania revamped by Chair Jacquie Jordan of TV Guestpert. We spent a thrilling two days with Tom Antion focusing on internet marketing with our industry guru and enjoyed an exciting new interim home at CBS thanks to Kristen Crawford. We also welcomed two annual sponsors, Venture Publishing and Yearbook of Experts on board. Then there's Prospeak, our redesigned website, an E- zine that just keeps getting better and another fabulous Connie Contest.

But, the big question is "Did you have a good year? I had a great year being your President and I thank you for the opportunity as I leave you with the vision, talent, insight and amazing energy of your next President, Kelly Hill.

Judith Parker Harris
GLAC President, 2007-2008
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• **Thank You**

***A Thank-you
from Judith Parker Harris***

*Dear Readers,
Please join with me in thanking Jacquie Jordan*



brand

JUDITH PARKER HARRIS, 20 years spent in corporate marketing, branding and commercial production
GEORGE HEDLEY, CSP and expert on using brand to drive sales
JUDY JERNUDD, STARtegit, expert in personal branding and media coaching
PAM LONTOS, MA, CSP, specialist in publicity for speakers and authors
TERRY PAULSON, PhD, CSP, CPAE

EXECUTIVE DIRECTOR

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for producing this year's MAY MEDIA MANIA. What a spectacular, knowledge-filled day we had, complete with truthful evaluations, hard facts, creative tactics, shocks, surprises and "Ah-ha" moments! Jacquie is the best kind of producer. She lives up to her promises and she just keeps on producing - now with this excerpt from her latest book. Enjoy the advice from the woman who knows how to get YOU on TV. Take it, act upon it and send us your airdate.

From Get on TV! The Insider's Guide to Pitching the Producers and Promoting Yourself! Sourcebooks, Chicago

Why Would You Want to Be on TV Anyway?

- It can raise your profile.
- It's a vehicle for telling your story, your message. It can reach millions.
- The publicity is worth millions of dollars if you know how to position yourself.
- Almost all TV hosts were TV guests first!
- It can bring attention to a cause, a charity, a company, a consciousness.
- It can give you access to other worlds, people, economic classes, and status.

Pitching in the Bullpen

- The pitch meeting is when the creative staff members gather with their newspaper and magazine clippings from the weekend to pitch a dozen or so show ideas in nondescript, often open-office spaces known as the bullpen. Some are accepted. Many are not. It's a competitive environment.

What Producers Do

Producers' responsibilities include the following:

- Flushing out the show or segment ideas
- Researching the topic
- Booking the guests
- Producing the beginning, middle and end of the show or segment
- Writing the scripts
- Briefing the hosts
- Selecting music, props, wardrobe
- Acquiring clearance permission and rights
- Staying within budget
- Executing the idea on the show
- Making sure the intention of the idea makes the television screen

Reasons Potential Guests Get Turned Down

- Inarticulate
- Not enthusiastic or passionate
- Uncooperative
- Lack professionalism
- Inconsistencies in their experience or story

As Guestperts and future Guestperts, we need to remember that Producers aren't waiting for us to call them. Their show goes on whether or not they know about us, or job is to meet them half

way with their job!

Jacque Jordan

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● **Mastermind Groups**

Wouldn't it be nice to find the silver bullet to sustained success in the speaking business? While we are all looking for a better, quicker, more effective approach to all the various aspects of running a speaking practice or business, we each know within our hearts that it is just hard work that delivers us success. With that said, leveraging the strengths of our colleagues; strengths derived from different backgrounds, education, experiences, politics, etc., can dramatically accelerate one's learning curve.



The mastermind alliance idea has served me well over my two decades as a professional speaker. With the help of Terry Paulson, Ph.D., CSP, CPAE, Robert Tucker and Pam Lontos, I started a speaker mastermind group during the winter of '88-'89. We started meeting early in 1989 and have continued to get together about once a month or so ever since.

The mastermind meeting is a confidential environment where individuals can share their gifts and receive counsel on important business, career and personal issues. I do not believe I would have survived in my speaking career without this relationship. The members of my mastermind alliance (www.goldcoastinstitute.com) are some very special and giving people. The group consists of not more than about a dozen members that are geographically close to one another, this allows us to regularly meet. We rotate from home to home, each member having the opportunity to host a meeting. We make it simple for the host by ordering delivered pizza.

When you build your mastermind group, use it as a sounding board for ideas you might have missed, to uncover unnoticed pitfalls in your plans and various other important areas that offer you value. The Gold Coast Group once spent an entire year dedicating each meeting to individual members for dealing with their specific issues. Wow! It was powerful to have several people focus their energy and attention to a single member's issues. Giving energy can be as powerful as receiving it. I learn when I am being helped with my issues and when others are helped with theirs.

Organizational Issues

1. You will need a driver, an individual, to be the force behind the scenes for about two years, after that the group's cohesiveness should allow the group to become a living entity where all members become accountable for the group's success.
2. Plan to meet every 4 to 6 weeks. Rather than meeting on the second Tuesday of each month, for example-members should bring their calendars and plan your next meeting at the end of each

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meeting.

3. Geographical proximity is crucially important, especially in the greater Los Angeles area. If the drive is too far, members might be inclined to "skip" meetings that are too far away, thereby minimizing their valuable contribution.

4. Rotate among the homes of members. This keeps the cost down and develops a closer friendship among members.

5. The host of each meeting is in charge of that meeting: organizing the food, reminder emails, agenda, select the meeting chair person, and various other logistics. At each meeting, members should contribute \$10 to the host, regardless of their eating habits. The host should make an effort to accommodate, even the picky members. At the Gold Coast meetings, alcohol is most definitely served. For us, pizza is a minimum-some members select to go all out and some simply serve pizza and salad-either is okay.

6. This is the most important rule-what's said in the group, stays in the group! In order for any member to receive true value from a mastermind group, they must be confident that all members subscribe to the necessity of a confidential environment.

Meeting Structure

While there are a number of viable meeting formats, the one I've found to serve best is an evening meeting using the following:

1. Meetings are held Monday through Thursday; participants arrive by 6:00 PM and the meeting is over by 9 PM.

2. The pizza, or other meal, is ready for immediate consumption by the group at 6 PM.

3. Social conversation is generally during the meal- everyone at one table works best.

4. The meeting can be held in the comfort of the living room; however we have found that the dynamics of meeting around the dining table serves best. If members are too comfortable they might doze off.

5. Quickly go around the room, everyone getting a minute or two to offer an update on them and ask for specific use time from the group if they forgot to email the meeting host with their request. It works best when the meeting attendees request time before the meeting so the meeting chair can work their request into the agenda-time requests are first come, first served.

6. The chair conducts the meeting, generally using Robert's Rules of Order in a very informal manner. The chair must stay aware of time usage and focus on running the meeting rather than participation in the discussion. This is crucial to the success of a meeting and members must be aware of their tendency to be a time hog.

7. Meetings can be organized around a topic, resolving issues that members bring to the group or perhaps a presentation from an outsider?

8. Calendars come out at 8:45 to determine the best date for the next meeting.

9. Kisses and hugs at 9 PM and everyone departs.

Keeping the Mastermind Alive

Here are some of the reasons for longevity given by the members of the Gold Coast Mastermind Alliance:

1. We genuinely respect each other and give each other space to be our own unique selves: we have different approaches to the business, we have different backgrounds, politics, backgrounds, etc. But we are all respectful of our diversity and it adds, rather than detracts from our collaboration, and to the sum of our whole being greater than any parts.

2. We all appreciate a place we can come to each month to share and learn, knowing that what we say is kept confidential within the group. It is a "safety net" for people on the road who need a place to share with like-minded colleagues.
3. We are a learning organization. I think we saw this when (rare though it was) one member just wasn't clicking with the team and suddenly dropped out without saying a proper good-bye. What I experienced upon our receiving the news was, "hmmm, how can we use this feedback to improve our alliance?" And we made changes, renewed our vows to be there for each other, and moved on to create an even better group. We are able in other words, to be candid about how we create value for each other (or miss).
4. We take the meetings seriously. We do have time to network and chat socially, but we all know we are there to learn more about the business of speaking.
5. All of us are invested in seeing everyone else in the group succeed, i.e., it is not a competitive environment, rather a supportive one. We are all friends and genuinely want each other to do well.
6. We have differing areas of expertise and different personality styles in the group; freely share our knowledge with the other members which provide a greater balance.

Ed Rigsbee, CSP, was the GLAC Member of the Year in 1990 and has been a professional member of the National Speakers Association since 1988. He has been fumbling, bumbling, and stumbling his way through the organizational mazes of for-profits and non-profits for over four decades. For the last two decades, Ed has been an observer, researcher, and teacher; helping organizations of all sizes to build successful internal and external collaborative relationships. Ed travels internationally to deliver keynote presentations and workshops on profitable alliance relationships.

[Video Presentation of Mastermind Group](#)

- **Pro Speak Academy**

Pro Speak Academy's Graduation on June 14

June marks the end of Pro Speak Academy's eight- month long program for aspiring and emerging speakers. Graduates of the Academy (and its predecessor, Fast Track) account for about one- quarter of our Members, including our in-coming President, Kelly Hill.



Special thanks go to Dr. Brian Grossman and Lid de Clifford, who joined me as the Academy's co- chairs.

This year attracted some of our most experienced speakers (and those who help speakers look and sound good). This year's speakers, including Sheryl Roush, Tom Hinton, Dave Morton, and Ed Rigsbee CSP, have

exemplified the very best attributes of this chapter and of the speaking profession. Thanks to all of our speakers for sharing your wisdom and contributing your time in exchange for a sandwich or two. (Thanks also to Kristen Crawford and her crew; the sandwiches and all the food were yummylicious).

Most importantly, we have been blessed again by a wonderful group of students. What an energetic, diverse, smart, and feisty bunch. They are: [Sylvia Araya](#) - [Sharon Ball](#) - [Douglas Bowers](#) - [Jo Della Penna](#) - [Rhonda Hawkins](#) - [Devorah Kalani](#) - [Rochelle Newman](#) - [Hans Norden](#) - [Jane Neff Rollins](#) - [Gary Smith](#) and [Kathy Wertheim](#). Their expertise ranges from feng shui, non-profit management and fundraising, chi running and fitness, the healthcare industry, leadership, and nutritional counseling. They came to us from throughout Southern California-from San Diego to Palm Springs to Ventura.

Please join us for us for a brief graduation ceremony that will take place during the June 14 monthly meeting. That will mark the official end of this year's program, but the class will actually end on June 28, with a full-day program; President Judith Parker Harris will be our headliner.

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

Gideon Grunfeld JD speaks to attorneys about managing their practices more profitably, and to non- lawyers about how to hire, work with, and control attorneys. A graduate of Fast Track (class of 2004), Gideon for the last two years has co-chaired Pro Speak Academy and has been our treasurer. Gideon can be reached at gideon@lawfirmdevelopment.com.

- **WELCOME New Members**

You have made one of the BEST (Branding, Expertise, Sales and Talent) Moves you could make for your speaking career, plus you receive the membership bonus made up of a network of friends and peers to help you along the way. Since I became President in July of 2007, 42 Apprentice members and 11 Professional members have joined GLAC. I encourage you to meet each other, help each other, get involved in the chapter by and continue to grow the chapter: Believe me, that is the speediest way to the fulfillment of your own career goals.

Judith Parker Harris

New Professional Members:

Delores Burgess, Abe Carnow, Kimalica Guynes, Susan Leahy, Mark Little, Manny Medrano, Jesus Nebot, Gary Seigel, Joni Wilson, Jan Yager

Newest Professional, just last month:

Laurie Johnson

New Apprentice Members:

Sylvia Araya, Sharon Ball, Douglas Bowers, Carlease Burke, Carina Chatlani, Jo Della Penna, Lanie Denslow, Maurice DiMino, Jean Ann Duckworth, Narci Fierro, Jean Franzblau, Deborah Gaut, Michael Gerber, George Grant, Rhonda Hawkins, Devorah Kalani, Alex Madison, Cherie Meagher, Mark Mikelat, Bruce Nations, Rochelle Newman, Mario Pastorello, Randie Pellegrini, Monica Piper, Alana Pratt, Sheila Rahnama, Doug Reese, Ramon Resa, Revvell Revati, Bette Robin, Gary Smith, Carol Ann Susi, Kathy Wertheim.

Newest Apprentice just last month:

Lanie Adamson, Jack Daniel, Robert Grossman, Jacquie Jordan, Tim Mann, Cynthia Vidaurre, Pamela Samuels Young.

Chapter Sponsors:

Mitch Davis of Broadcast Interview Source, Inc.
Hugh Griffin of Stuart F Cooper Co.

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 is **early bird registration until June 20th** and there are still rooms at the Marriott, although not at the ridiculously low rate of \$189. You can always double-up with a roommate to save some money.

- **School of Public Speaking**

Would you like to inspire, motivate, and captivate an audience at professional meetings and sales presentations?

BAM!

Let's Take it Up a Notch!

NSA San Diego is announcing their 2nd Annual School of Public Speaking, **June 5, 2008**. . . YES, That's right. . . There's NO time to waste! Registration is being held especially for YOU!



NATIONAL SPEAKERS
ASSOCIATION
San Diego Chapter

[Get Details and Register HERE!](#)

- **Toot Your Own Horn**

Sherry Netherland will be quoted in the 2009 Woman's Advantage Page-a-Day Calendar. They will use her tag line, "Fitness is not about thinness!" This came about because she responded to an e-mail request for submissions sent by North Carolina NSA member Mary Cantando. Sherry's website will be posted next to the quote. Sometimes it does pay to read all those e-mails that clutter our inboxes!

Congratulations to **Eli Davidson** for her book, "Funky to Fabulous" winning THREE National Book Awards! "Funky to Fabulous" has been named a WINNER in the Motivational category of the 2008 Next Generation Indie Book Awards. (top prize). It has also won a place in the Self Help category of the 2008 Independent Publisher Book Awards. Way to go Eli!

Ed Poll, NSA/GLAC's past president, published his 10th book, titled "Law Firm Fees & Compensation: Value & Growth Dynamics". Michael Brychel of LawMarketing.com reviewed the book and here is an excerpt from his findings:

"This book is strongest in its theoretical insights on the long term consequences of firm management practices. It is a tool for lawyers to reconsider the business activities they currently perform merely by habit or out of necessity. For the lawyer that truly wishes to improve his customer service - not merely his bottom line - this is a useful overview."

Read more at <http://lawbiz.com>

- **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**

DON'T GET LEFT OUT. Plan ahead and get your seat reserved NOW! This will be our final meeting at the below location:

[CBS Television City](#)
7800 Beverly Blvd, Los Angeles, CA

You won't want to miss out on ANY of these next events:

June 14, 2008 - Will be our BRAND Finale, with our Brand Contest winners announced. And a whole new presentation from **Dick Bruso**, "The New Media Revolution is HERE! Expand Your Brand through the Incredible Power and Profitability of Podcasting". SPECIAL EXPERTISE Guest Star: **Terry Paulson, PhD, CSP, CPAE** will give the most inspirational and motivational presentation you will have ever heard!

MARK YOUR CALENDAR for our first ever Chapterwide 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.

REGISTER TODAY for the June 14 BRAND Finale