

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

March 2007

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Our third issue sees some major re-tooling. Thanks to the feedback from the members and the Board, our e-zine will now have the following major headings:

President's Corner – Ed Poll will share the Board's vision for the chapter and keep us posted on GLAC happenings.

Member Highlight – We will have a raffle drawing at each monthly chapter meeting. The lucky winner will have their bio featured in the e-zine. This month, one of your e-zine editors, Sherry Netherland, won the draw.

Featured Speaker – Our featured speaker for the month will share one of their articles.

News You Can Use – This section is a pot pourri of tips supplied by you. Some examples: tell us about opportunities for bookings that would be of interest to the membership, your requests for help or info from other members, suggestions regarding airlines, airports, or hotels, secrets learned from speakers bureaus, etc.

Toot Your Own Horn – This is your chance to brag. What honors or awards have you received? What big booking did you work hard for and get? Has your kid's softball team won first place?

New deadline for ALL submissions is the first Monday of the month. We look forward to hearing from YOU!

President's Corner

President's Message

February 27th came and went. I was reviewing THE financial reports of my company for both January and February. I was having some angst because the revenue was less than I expected. All of a sudden, the phone started to ring, people wanting me to coach them, buying my books and some wanting me to present to their organization. I can't tell you why, except for the amount of consistent marketing efforts over the years. As my father once said, "stay by the phone, it will ring." I began to feel like I was back in the pickle processing business, hustling

• TRIPLE CROWN SPRING EVENTS

And They're OFF!

If you missed the first Leg, be sure to get in on the next two! Ignite your business NOW, this is a WIN-WIN deal for ALL.

March 10, 2007 - **Fred Gleock** *Internet Bootcamp*

CDs are available through the GLAC office (805)-416-7252
April 13, 2007 - **Dan Poynter and Anne McIndoo** *How to Write, Publish and Promote YOUR Book*

April 14, 2007 - **Gordon Burgett and Anne McIndoo**
How to Publish Niche Books

May 12, 2007 - **5th Annual May Media Mania**

You've got to have something to sell and the product pyramid still starts with a book – your book. Then, the big question, "Who cares, if no one knows about you?" and that's where MAY MEDIA MANIA comes in.

The race is on! See you all at the finish line.

Each date provides a link directly to the web page for

to make the last sale of the month in order to close the books on a positive note and present a healthy financial statement to the bank, our lender.

It was both a great and a scary feeling! Great because the adrenaline was flowing and the excitement of "closing a sale" is hard to match; scary because I didn't want to be in the mental state of "selling" or "performing" that way. The reality, however, is that we're all salespeople. We "sell" ourselves. Yes, we offer others the opportunity to buy what we have to offer; but, that is selling -- creating the awareness in others such that they have the ability to decide they will benefit from what we do, whether it be as a keynote speaker, an author or consultant.

It is true that people buy from people they like. And NSA doesn't teach us how to be more likeable. That is left to our therapist. But, unless we can increase our skills to communicate our passion, we will not reach the heights we seek. And GLAC can help us do that.

GLAC helps us not only in the development of our communications skills, but also with the creation of products and services to highlight our expertise.

One example of this will be our Triple Crown! Look at the flyer elsewhere. My congratulations to Kelly Hill, our Program Chair, and others working with her, for setting up the programming for these three (Triple Crown) months' programs. Note that this includes our very special, NEW publishing week-end.

further details and registration.

• GLAC Elections Coming May 2007

Marianne Matheis, Immediate Past President GLAC
Chair, Nomination Committee for 2007 Election



Are you an active member of GLAC? Would you like an opportunity to shape and influence the direction of GLAC in the coming years? If your answer to these questions is "yes," then running for a GLAC Board position may be the next step in your professional development.

If you would like to submit your name for consideration to a board position or would like more information about the GLAC elections, contact Marianne Matheis (714) 821-0942 or matheis@changespeaker.com. In her role as Immediate Past President of GLAC, Marianne is heading the nomination committee for the May 2007 GLAC Board election. Time commitments to any board position can range from 1 to 3 years.

"Serving on the GLAC Board is a commitment of your time and talents. However, my seven years on the board provided me with the best opportunity to:

- *learn the business of speaking*
- *actively participate and influence chapter activities*
- *form strategic alliances with professional colleagues*
- *acquire life-long friends" **Marianne Matheis***

• GLAC Chapter Member/Apprentice Highlight

Some people say the glass is half full. Some people say the glass is half empty. Sherry says, "Hey there's too much glass!"

Sherry began her speaking career as an actress and stand-up comic – doing her first gig when she was in the sixth grade for her elementary school's talent show. She is a professional comedy writer and performer who can coach speakers to optimize their presentations with humor. You

Not everyone needs a book, only if you want to be recognized as the expert in your field. Writing and publishing a book are easier than you think. Heck, if I can author 8 books, you certainly can! Learn from the experts how to do it. Dan Poynter is the recognized international expert in the field of self-publishing. And, Ann McIndoo will show you how to write your book in just 3 days! And don't forget the Special Bootcamps and Programs such as Fred Gleck, Gordon Burnett AND, BACK BY POPULAR DEMAND, our always "sold-out" Media Mania!!!! You get the benefit of all three and savings, too. As you know, our goal is to bring you the finest programming for the very best value.

Invite your colleagues and friends to join you for an even more powerful experience!

You may, at this juncture, say, "O.K., I can write and publish and speak, etc., but how can I sell what I produce? Production is no good without sales." True enough. And your leaders are hard at work to address this issue. We will help you sell your "stuff" via the internet. Our web site is well underway. Michael Turner is our web "master." He and his crew are totally redesigning our web site and will include (when we're done soon) a "shopping cart" for our books and tapes and stuff. Your leaders have renewed GLAC's commitment to help you be successful! Stay tuned for more. Rest assured, more is on the way.

AND, mark your calendar now for a better-than-ever Summer Symposium in Palm

can experience samples of her comedy at www.myspace.com/missukelele, where you can find her comedy blog, excerpts from her album of comedy songs, "Songs of a Misanthrope," and her laugh (yes, that laugh!). She has a one-woman show called, "Did the National Geographic Make Me a Lesbian: The Musical." She can be found doing excerpts from the latest version of the show on Wednesday nights at Story Salon in Studio City. In the real world, Sherry has over 20 years of experience in the healthcare industry. She began as an audiologist. She has taught audiology on the faculty of the State University of New York at Buffalo and the University of California at Santa Barbara, where she was nominated unanimously by her students for the Distinguished Teacher Award.

She continued her speaking career in Los Angeles, focusing on the health care issues of seniors, including hearing loss, home health care issues, and dementia. She established the Speakers Forum for Assisted Healthcare Services, serves as the co-chair of the Speakers Advisory Board of the Alzheimer's Association and is an active member of their Speakers Bureau.

Sherry is also a Certified Fitness Trainer and Older Adult Fitness Specialist. She speaks to sedentary baby boomers, motivating them to initiate a fitness lifestyle. Sherry also has a unique specialty in the fitness industry, teaching women who are over 100 pounds overweight how to be fit. (Visit her blog – www.ilikefitness.wordpress.com.)

After all is said and done, her favorite time of the week is when she is coaching Special Olympics, where in addition to sports coaching, she is a Global Messenger Coach, training developmentally disabled adults to do public speaking. You can find her at www.ilikefitness.com.

• Featured Speaker - Fred Gleck

Difference Between Seminars and Bootcamps

Seminars and bootcamps are different. Seminars are fairly didactic. The speakers talk and the participants listen. A seminar is generally a one-way rather than a conversation. This is primarily due to time constraints. Most seminars are either one or two days.

Although some may use the term differently, my definition of a bootcamp is a multi-day "seminar" which is much more interactive. Bootcamps

Springs at the Miramonte Hotel & Resort September 6th - 9th! You will not want to miss this gala learning and social event. Dave Rohlander and his crew have speakers already engaged and are working on the details. As they say, "the Devil is in the details." Contact Dave to find out how you can participate.

Best wishes for a safe *Ides of March*.

Ed Poll
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generally have multiple speakers and often use more group exercise discussions.

Bootcamps usually go longer each day. A seminar is a more corporate term and people tend to think of them pretty generically. It refers to an event that runs during normal business hours.

That is definitely not true for bootcamps. Many of the bootcamps I have given and attended have gone from 12 to 14 hours each day.

One of the appeals of a bootcamp from a marketing standpoint is the volume of information you can show people that you'll be able to deliver. In fact, bootcamps are often a bit overwhelming for participants. Most people get pretty burned-out, regardless of the quality of the speakers, because of the sheer volume of information.

• News You Can Use

We need input. What tips can you give to help others along their way?

- Travel information
- What NOT to wear
- What's HOT in the industry, i.e. internet, products, marketing, etc.

If you have any thoughts to share with others, please send them in.

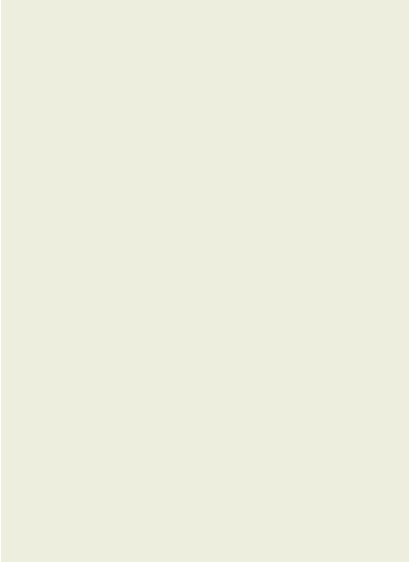
• Toot Your Own Horn

We want to know about what exciting news has happened in your life. This is your time to BRAG a little.

- Are you getting married?
- Having a baby, or becoming a grandparent?
- Have you received a distinguished award?

You get the picture. Send us your bragging rights, it's OK!

• 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