

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

May 2007

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## President's Corner

### President's Message

When I took the reins of our organization as President, I had certain goals and visions in mind. They can most properly be summarized in the theme of this year, **Invent & Innovate: Create Your Future Now!** Your Board of Directors adopted a vision for GLAC - "Helping, encouraging and supporting members' professional development to increase their revenue and societal impact." While our theme changes from year to year, our vision

### Vision

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

### • May Media Mania a Success

Nine media representatives were empanelled at our May Media Mania last Saturday. The committee, under the direction of Linda Coleman-Willis, did an outstanding job of getting print, radio, television and Internet panelists. Here are the panelists and what they had to say:

Letitia Wright -TV Show Host, "The Write Place." Letitia suggested you can go to her website, [www.writeplacetv.com/baglady.htm](http://www.writeplacetv.com/baglady.htm) to look at her preferred press release style. She will read your press releases. Her target is women entrepreneurs. You can [e-mail Letitia](#) or call her with your 8 second pitch. Know this - she will google you to assess your credibility.

Jason Schaff - Editor, San Fernando Valley Business Journal. You can [e-mail Jason](#) with your story suggestion, but be very specific. He recommends that you do read the journal before contacting him, so that you can see if what you have is right for them.

Carlana Stone - A & E TV, Senior Casting Producer for "Intervention." Relatability is very important to her. You can call her to pitch - 323-822-1374.

Fernita Wynn - TV Guide Channel, Talent Booker. She's looking for someone who can deliver in a personable way and often a different side of the story. The best way to reach her is to [e-mail Carlana](#) late in the evening because she reads her e-mails from the bottom up!

Chenoa Smith - Independent Producer Film, TV, Music. She would like you to google her to see what she's about. Her company is Living Spirit, and the theme is Expecting the Miraculous. She told us that your experience is in the story you have to tell. She likes Raleigh Pinsky's methods of pitching. She prefers being contacted by [e-mail](#). When contacting her use this template: Intro, Offer, Value, Close.

Raleigh Pinsky - The Gladitude Hour, Internet radio. Raleigh is one of us, an NSA member and past president of GLAC! Her best advice - be the expert! She can be contacted by [e-mail Raleigh](#) or you can call her - (800)

will remains intact. In looking back over this fiscal year, I think we've "come a long way, Baby!"

I knew that the Chapter needed to have a great Board of Directors if we were to be successful. If there is one thing this year of which I'm the proudest, it is to have attracted to our Board some of the finest NSA members. I believe that the current Board, as a collective, is the best GLAC has had ever! I am proud to list some of our accomplishments for this past year:

1. Revamped and energized our web site - Thanks to Michael Turner, Colleen Wainwright and Scott Herman (our web master).

- o The new site is intended to help you attract more speaking business.
- o We will expand the biographical segment for you to include your professional achievements as well as personal interests.
- o An enhanced search engine capability on our site will enable meeting planners to pinpoint their needs and match them with your capabilities. This alone will be worth more than the price

249-7322. Her site is [www.promoteyourself.com](http://www.promoteyourself.com).

Brian Oxman - Commentator Fox News, CNN, MSNBC. His three tips:

1. Give the media what they want - crime, war, politics.
  2. Promote yourself, and, there's no such thing as bad publicity.
  3. You have 3 seconds to make an impression. Watch your appearance! Thin is in.
- You can call him - 562-682-5058.

Gayl Murphy - Hollywood correspondent, entertainment reporter. [www.interviewtactics.com](http://www.interviewtactics.com). She said the three things you need to know:

1. Who are you?
2. What are you selling?
3. How will you change peoples' lives?

You can contact her [e-mail Gayl](mailto:Gayl) or call - 323-464-6576 .  
Pitch for 3 seconds, sell for 7 seconds.

Bradley Quick - KRLA 870 AM Talk Radio. Focuses on self-help and health issues. You can [e-mail Bradley](mailto:Bradley), snail mail: 701 N. Brand Blvd. Suite 550, Glendale CA 91203 or call him - 800-329-0474.

#### • GLAC Chapter Elections Are Underway

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

The Election Ballot has been completed and it's now up to YOU, are "Active Professional Members" to cast your votes. Ballots should have been received either by hand at the May Media Mania event or electronically by email. If you have NOT received your ballot, please contact [Lori Akina](mailto:Lori.Akina) in the GLAC office.



Not yet an "Active Professional Member" but are willing and able to volunteer your time and service to the chapter? By becoming involved you will make friends, form professional alliances, learn through association and balance your life by giving back -- a gift that always comes back to you. Please contact our incoming Chapter President, [Judith Parker Harris](mailto:Judith.Parker.Harris) and get involved TODAY!

of GLAC membership when fully operational!

- The new site is intended to help you sell more products. We plan to develop a store to feature your books, tapes and other products along with a shopping cart to create e-commerce for both you and GLAC. Stay tuned for more!
  - As of this writing, we haven't yet gone "live," just "beta." Our efforts will be on-going. We welcome your recommendations for further change.
2. We entered into an agreement with the New York State NSA chapter. NYNSA is the first virtual chapter in NSA. They will be recognized at National's conference in San Diego this July.
- Each month, our members can access teleseminars, with top-flight folks such as Zig Ziglar and others.
  - If you haven't yet taken advantage of this opportunity.

## • 23rd ANNUAL SUMMER SYMPOSIUM - Success University

The **2007 Summer Symposium -- From Passion to Prosperity** -- will be held from September 6 to 9 at the Miramonte Resort and Spa in Indian Wells.

The Symposium will open on Thursday with a golf tournament (additional fee) followed by a Lovely Reception & Cocktail Party at **John Patrick Dolan's HOME** from 6 to 8 p.m. with comedian **Bruce Gold**, who will also be the emcee for the weekend.

On Friday morning there will be a Sales Boot Camp with **J. Scott Bailey, MBA** (\$75 additional registration fee). The Symposium will open at 2 p.m. with an Ice Social with the Exhibitors. At 4:30 p.m. **Majorie Brody, CSP, CPAE, PCC** will speak at a general session on Building Your Business: You Can Make It Happen. The day will be capped with dinner and entertainment (Included in Registration). Throughout the day a video taping service with a green screen will be available for an additional fee.

On Saturday **Peter Montoya**, the author of The Brand Called You will speak from 8:30 to 10:30. **Jim Cathcart, CSP, CPAE, Bob Danzig and Howard Putnam** will present a CEOs Panel from 11 a.m. to noon. During lunch we will enjoy **Judy Carter**, author of The Comedy Bible. After lunch there will be Breakout Sessions. **Boaz Rauchwerger**, The Tiberias Success Formula will speak at a general session from 5:30 to 6:30 p.m. The day will close with Dinner in the Garden (Included with Registration)

Sunday will open at 8:30 a.m. with **Steve Pavlina** speaking about Bloggng. He will be followed at 10:30 by **Dave Jensen**, Use It Don't Lose It Wrap-up Session. The Symposium will close with **Glenna Salsbury, CSP, CPAE**, Leaving A Lasting Legacy.

**Early Bird registration for the Symposium is \$275 through May 15.** You can register at [www.nsaglac.org](http://www.nsaglac.org). To reserve a room at the Miramonte call 760-341-2200 and mention NSA/GLAC to get the special rate of \$129.



## • Summer Symposium Needs Volunteers

Summer Symposium planning is well underway. We want

You can still sign up and listen to the presentations in their archived files.

3. Publication of a GLAC electronic newsletter, an e-zine. Thanks to Sherry Netherland and Bob Walker.

4. We held a 2-day Publishing Boot Camp - the first such effort by GLAC. Thanks to Kelly Hill for arranging the program.

5. Our Fast Track program has been enhanced by requiring an application to enter and by elevating the quality of the curriculum. Thank you Gideon Grunfeld, Faith Pincus and Liz deClifford.

6. Expansion of our Summer Symposium from 3 days to 4 days. Thanks to Dave Rohlander and his outstanding committee. The content and format look outstanding and I look forward to attending under the leadership of our new president, Judith Parker Harris.

7. All of this activity leads to dreams, and dreams lead to achievements. We now have a digital photographic record of these achievements thanks to Linda Mastromonaco. Thanks for the memories!

8. I was excited by the

to encourage you to volunteer on a committee during the planning stages. I served on a committee last year and it was a wonderful experience. It was an opportunity for me to network with fellow members, learn new things, and have a great time. Volunteering during the planning phase helped me to maximize my Summer Symposium experience.

Here are some of the committees to get involved with:

We still need people to help the following committees:  
Audio/CD/Bookstore  
Publicity  
Sponsorships

#### • 2007 NSA Convention

We need your help and support in making our conference attendees feel at home, but not that much, that they want to move here. Let's keep it a secret. I just got off the phone with **Sheryl Roush** (contact info follows), and she's pumped about creating an atmosphere and energy that will kick off the convention on a high note. Please contact her at your earliest convenience and lend her a hand in the planning and execution of a world-class, hospitality plan. We need at least 20 people and more to make this work.

=====  
Sheryl Roush  
National Speakers Association  
2007 Convention Hospitality Chair  
America's Finest City - San Diego!  
[sheryl@sparklepresentations.com](mailto:sheryl@sparklepresentations.com)  
(858) 569-6555

Please make the decision, and **make the time to be a part of the hospitality initiative**, and of course, attend the convention. Contact Sheryl today, and together we can make the convention experience a better one, right from the start!

#### • GLAC June Chapter Meeting

continued enhancement of the things that GLAC does so well such as May Media Madness (thank you Linda Coleman-Willis), our monthly Professional Development, 2nd Saturday programs (thank you Kelly Hill), our Leadership Conference that grooms the Chapter's future leaders (thank you Marianne) and much more! Thank you to all who helped enhance our GLAC!

As I write my last President's message for our magazine and prepare to turn over the reins to Judith, I am pleased with our accomplishments and our progress even in those areas where we haven't quite finished the task. Most importantly, I'm especially pleased to say that I'm proud to turn the leadership reins over to someone I've worked with before (our 1995 Summer Symposium) who is creative, intense and a great leader! In other words, we're going to be in good hands for our next Chapter year. I'm looking forward to even more progress under Judith's leadership. I encourage you all to step up and work with the Chapter. Bring your dreams to reality.

Lastly, I want to thank everyone who has participated this year. I was honored and flattered to have so many express their support, not only verbally, but by ACTION - by taking leadership of different programs and committees. It's because of you that we achieved. Thank you.

Your humble (I might get an

**Our National President is Coming!** And we are lucky to have her right before the national NSA convention in July. Join us on Saturday June 9, 2007 with NSA President **Lenora Billings-Harris, CSP** for this fun, interactive and non-judgmental session to help you enhance your inclusivity quotient so your soul and substance can be fully received by everyone in your audience.

Also joining us in June will be our own **Dave Balch** with *Anatomy of a Quarter Million Dollar Sponsorship*. Dave will give tips and takeaways on how he obtained a 250,000 sponsorship with a major pharmaceutical company.

And finally, Ms. **Judy Jernudd** will interview **Ed Rigsbee, CSP**, who will talk about booking associations.

#### • News You Can Use

Good tip from GLAC Member, Jason Womack ([www.jasonwomack.com](http://www.jasonwomack.com)). Set up a Charging Station at home. Get a power strip that will accommodate a cord for each of your portable devices: laptop, PDA (Palm, Treo, Blackberry), cell phone, etc. If you travel frequently, consider buying a duplicate set and putting together a charging station "to go." Individually wrap cords and label them, so you can retrieve them quickly. This will save you time, hassle and frustration from disassembling your home charging station. Remember to pack your vital charging cords in your carry-on luggage. Extended layovers are easier when your phone (and iPod!) has a full charge.

#### • Toot Your Own Horn

**Ed Poll** was quoted extensively in a front page article in the Daily Journal, a major publication for the Los Angeles legal community. The March 19th article, entitled, "Business Finds Legal Salaries Harder to Stomach: To Contain Costs, Corporate Counsel Seek New Ways to Price Legal Work," truly reflected Ed's expert status as a law firm management consultant. Way to go Ed!

Did you see our very own chapter member **Kate Adamson on Good Morning America** Monday? She is one of five

argument from my wife on this) servant.

Ed Poll

GLAC President, 2006-2007

LawBizR Management

[edpoll@lawbiz.com](mailto:edpoll@lawbiz.com)

(800) 837-5880

finalists in a nationwide "Picture of Health" contest with Prevention magazine and ABC News Now. (You can also read about her in the June issue of Prevention Magazine). She entered this contest on a whim and landed in the top five finalists nationwide. Kate gained an early lead in the finals, but has slipped a bit and needs your help to retake that lead and win.

Would you also please forward this to your email list with your own note encouraging your friends and associates to vote for Kate?

Hurry, because votes close on May 18th 8:59 PM (PDT). go to <http://blogs.abcnews.com/picturefinalists/>

There is no cost and it only takes a minute to Vote. So please Vote early and tell your friends.

#### • 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](mailto: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](mailto:bobwalker4@cox.net)