



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

May 2008 E-Zine

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Chapter Vision

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

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• **President's Message**

Please Do It For Me!

Can someone else *please do it for me?* This is a question I not only find my clients asking me, but I also find I'm asking myself.

Isn't there some big block of your business that you'd like to turn over to someone else - to

outsource, if you will? And, doesn't it seem like that would be so easy. After all, there are experts on everything we could possibly need to do -- ever. Then I become boggled by the choices. How do I find the right expert? What if I make the wrong choice? They bombard me with long sales letters and monthly or weekly ezines and so much information that I just want to turn that over to someone else to *please do it for me!*

OK, here's what I've learned the hard way. Whatever you want to turn over to someone else, you must immerse yourself in to understand - at least a little. Only then can you supervise that person's work. You must be able to read a balance sheet and financial statement before outsourcing your accounting. You must at least know what you like and what is effective for some of your competitors before you hire a designer, marketing consultant or PR firm. Last weekend, Tom Antion showered us with internet marketing information. I bought his package of information and it very clearly states in the directions, **DO ALL OF THIS**, before contacting me for your personal coaching. In other words, we need to have a common



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ground of knowledge before we can work together effectively.

So, how does this apply to GLAC you might ask? Our President-elect, Kelly Hill, has just sent out a survey to find out what you like, dislike and want from this organization. Do you think it's possible to get out of GLAC what you want before putting into it what you have to give? The answer is a resounding, "NOPE!"

It's one of those Laws of the Universe, "When forming a relationship with a person, a project, a product or an addition to your business, you must put YOURSELF into it before you can get the results back out of it that you desire." It's that old Ownership Manual conundrum. READ IT, and you'll get so much more out of whatever it is you own.

We're close to Changing of the Guard time in GLAC. We're looking for leaders, committee members and volunteers who want to form a relationship with the organization and the people within the organization. My relationship began when I produced the first May Media Mania for GLAC. You won't want to miss this year's stellar version Chaired by Jacquie Jordan. I then was elected to the board and have run through the major leadership roles culminating with this year as President. What did I get in return? Relationships, knowledge, experience and the safety net of an extended business family that I could turn to at times of desperately seeking someone else to *"Please do it for me."*

I now know that no one else can do it for me, but I sure do "Get by with a little help from my friends."

You've had a year of me challenging you to Make Your BEST (Branding, Expertise, Sales and Talent) Move. Now, I ask you to take your best shot at chapter development (Bring a friend) and Chapter Leadership (step up and get involved.) You'll be so glad that you did.

Judith Parker Harris
 GLAC President, 2007-2008
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- **How Do You Lead...**

How Do You Lead Change by Managing Stability? by David G. Jensen

The soapy, wet rags danced across my



marketing, branding and commercial production
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JUDY JERNUDD, STARtegitic, expert in personal branding and media coaching
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front windshield as I drove into the carwash. Instantly, my 90-pound German Sheppard leapt from the back to the front seat. His big brown eyes screamed at me, "Dad, what's that? "

"It's okay Comet." I stroked his head as the car darkened.

Within seconds those gigantic brushes attacked the car from all sides. Comet scrambled onto my lap, shaking. His eyes, glued to mine, cried "But I'M not okay!"

I held him tightly, stroked his head, and sang our song, "That's our good boy Comet; Comet is a good boy" He stopped shaking.

Minutes later we exited Comet's "dark night of the soul." (OK, I know I'm getting a bit melodramatic.) Anyway, you know the moral of the story: Comet was able to handle change because I gave him stability. And the same is true for you and your team (at work and home).

When you, your team, or loved ones experience any change, researchers teach us to lead change by managing stability. Science tells us instead of asking, "How can I get them to change?" we should ask, "What can I give them to hold as I ask them to change?" If you don't give them something to hold, they'll grab on to negative thoughts, attitudes, or beliefs. Have you ever heard (or muttered to yourself) any of these? I know I have:

This will never work.

We tried this before.

This too shall pass.

Why me?

Why can't they just leave well enough alone?

Here are three ways to provide a bit more security when you feel overwhelmed by change:

A. Create norms

When groups have strong norm (i.e., a sense of identity and common rules that shape their behaviors) they can more easily withstand the winds of change. Comet's song and the way I would pat him on the head were both norms. They gave him a sense of comfort. After 9/11, did you notice a surge in U.S. patriotism? Of course. Those flags were flying and bumper stickers were selling (*These colors don't run!*). Reclaiming our sense of unity gave Americans a sense of stability. The same is true for organizations, teams, and families. The stronger the norms, the deeper the roots, the greater the capacity to manage change.

B. Communicate.

It is important to let people know why the change is taking

place and why there is a sense of urgency. Equally important, remember that *broadcasting is not communication*. What people really want is two-way communication. Leaders like you must create avenues for others to air their concerns, so they feel heard. People don't care how much you know until they know how much you care. . . *about what they care about*.

C. Develop multiple sources of feedback.

After a change has been introduced, leaders must find ways to see how the troops are doing. This entails creating a number of channels to obtain feedback from the front lines. They listen to people around them, conduct informal surveys of people doing the work, and find other ways to monitor the progress of the change. Leaders stay in touch by monitoring the environment.

There are a number of other ways to lead change by managing stability. These include having a compelling vision, celebrating small steps as people begin managing the change, encouraging people to access their free will to choose a positive response to change, involving others early in the change process, and using stories, metaphors, and symbols to reinforce the change.

When Comet died a few years ago, I needed a little stability in order to manage the pain of change. So I began carrying his picture with me, dedicated a shelf at home with a few of his favorite things, and journaled about my adventures with our good boy. Today, I smile whenever I think of him and all the lessons he taught this old dog. (That would be me :-)

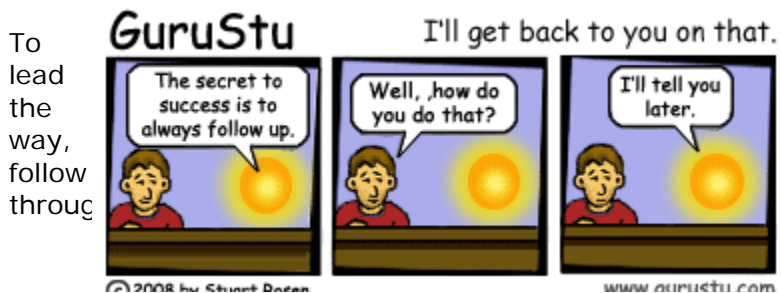
How surprised will you be when you lead change more effectively because you are managing stability?

Keep on Xpanding,
Dave

P.S. Dave Jensen is president of the training/consulting firm S3, Inc., and a Senior Lecturer in Executive Education at Emory University's School of Business. He and his team help organizations *achieve Xtraordinary results using Xpansive thinking*. Dave is a popular speaker at conferences, meetings, and workshops. He can be reached in Los Angeles, CA at (310) 397-6686.

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- **A One Button Video Camera**

Fellow Speakers,

I am Mark Mikelat, an apprentice member of the GLAC / NSA. If you were at the Tom Antion internet training, you heard my testimonial of a powerful tool that I use in my marketing - [The Flip Camera](#). A few of you have contacted me for information. I am a big fan of sharing strategies, so here I am giving you more details.



This Flip Video Camera is inexpensive (\$99-\$159), light, easy to travel with, and very easy to use. Here is a great online example of [how I use it](#). This is just one example of several live testimonials and sample clips that I have collected. I purchased my camera at Wal-Mart for \$119 two years ago. It can record up to 30 minutes of video in a well-light room in medium quality and the product comes with basic editing software and an interface that plugs directly into AOL videos and YouTube.

I hope that this helps you land more business, and I want to help you more. When you give first, you get more later, so every week I give professional speakers **FREE speaking leads**. Seriously, every week I send an newsletter with 20+ leads from meeting planners, executive directors, and special events planners who are speaking professional speakers, presenters and workshop leaders.

Check out www.SpeakerLeadsAndTips.com and sign up for the newsletter to get these leads sent directly to your email in book. Good luck. Good speaking.

I am Mark Mikelat and I'm in the business of [Building Aspirations](#).

- **Ask Bob**

I'm writing this month's column at 30,000 feet on my way home from four days on the platform in Lubbock and Amarillo, Texas. After last month's column I received several questions from members - also several from non-members who subscribe to our E-zine. Most of the mail centered around the process of finding someone - anyone - willing to actually PAY to hear what we have to say. The following question pretty well sums up what everyone is looking for:



"I would like to know how to cut through everything to get sales. I would like to call somebody and sell a keynote speech. That is the key. Is that information available in NSA anywhere? Everything that I have been referred to is very marketing oriented. Marketing is available, but it is also a cost center. Sales is a profit center. Any suggestions? "

What this speaker and others who asked similar questions want to know is how to find paying business without hiring an expensive publicist or marketing guru. I touched on this several months ago, but at the time didn't have it figured out - still don't, but I'm having some success through targeted word-of-mouth marketing. Unfortunately there's no one-size-fits-all answer. Here are a couple things I've tried.

Last fall I had Dave Morton, SoundChoiceUSA.com, record my Problem Solving presentation. Dave's recording is spectacular - my presentation is not, but it comes at problem solving from a unique angle. The novelty seems to be what attracts people to take a look. I put copies of the recording in the hands of a couple successful speakers I met through NSA and asked them to give it to their contacts if the occasion arose. A few occasions arose and I've met several decision makers through these contacts. While far from being the wild success I would like at this point, at least it's going the right direction.

The other tactic I'm using is to tell everyone I know what I'm doing now for a living and ask them to refer me if they hear of anyone in need of a speaker. I treat and talk about my new career as if I've already made it. I'm happy to report that a couple of these referrals look like they'll pay off in the near future. Meanwhile, I'm earning a living and gaining valuable experience working for a seminar company. I'll be in Helena and Missoula, Montana for them next week. Doing this buys me the time to perfect my craft and work on new, more interesting material.

For next month I'm interviewing several newly- successful speakers to pass along to you how they did it. I suspect the answers will be "great material, entertaining presentation, flawless execution, and tons of networking," but we'll let them tell us.

Are there any successful speakers who'd like to share with the rest of us how you got where you are?

Bob Walker
The Salvage Master

If you have a question, Ask Bob by emailing me at bobwalker4@cox.net. Each month I'll select a topic and research it thoroughly by picking the brains of the gurus,

then make suggestions based on their advice and my own research.

- **The Blackhole of Death:**

Or Death by Blackberry

Are you you? Are you presenting Your material? Did you hear someone else's idea and feel compelled to use it?



As a speaker or trainer, you probably use an array of tools to help you gain stories and knowledge. That's great! This is the best way to keep evolving and being your best with clients. It's critical that you as a professional keep developing your own uniqueness. Some cynics say all information has been repackaged. Actually, you can take information and add your unique bit of knowledge.

The Blackhole: Using someone else's information and presenting it as your own. Additionally, using someone's information and not giving them credit or asking permission. This will be your BEST relationship killer, and your best way out of business.

The Blackhole Part 2: Telling the Truth

Recently during a presentation, several attendees appeared to be text messaging. Usually one or two attendees will text or e-mail throughout a presentation. This time seemed different. Six attendees appeared to be "texting away." So, I took a risk and asked two attendees about their texting during a break. Both said "Oh, we were looking up your information on Snopes.com to see if you were accurate." Gulp!!

So. . ."Yes, your information is unique and is listed as accurate research."

How would you have reacted? What would Snopes.com say?

Quick Tips:

1. Be Accurate
2. Develop Your unique material
3. Reference Other experts
4. Double check your material
5. Double Check Your Material
6. Honesty is Best
7. Prepare for Instant Analysis

If you would like more information, please contact Dr.

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- **MAY MEDIA MANIA PROMO**

You ain't seen NOTHING yet! Get ready to get booked on TV, Radio, Newspaper, or Magazine. You definitely won't want to miss our [6th Annual Media Mania](#) event on May 10th.

Here now is a sampling of what YOU can do after attending the May 10th event. This is an interview of one of our Platinum Chapter Members, Eileen McDargh, being interviewed by Gregory Mantell on "*The Gregory Mantell Show*", who by the way, will be one of our Media guest presenters at our May 10th event. The "youtube" video is about 25 minutes long. Eileen comes on about 10 minutes into the video:

[Click HERE to watch the Interview](#)

- **Toot Your Own Horn**

Sherry Netherland is proud to report great reviews for her production of Terrence McNally's play, "Prelude & Liebestod."

"It's a stunning piece of work...Directors Wayland Pickard and Sherry Netherland provide a meticulous, detailed production. "

- Neal Weaver, Backstage West <>br>

Critic's Pick ! - 5 out of 5 stars. *"This handsomely staged production grabs hold of you ...and refuses to let go. The direction is impeccable. Bravissimo."*

- Don Grigware, Grigware Talks Theatre

The show closes May 18th. Saturday show at 5pm, Sunday show at 7pm. Call for reservations: 818-700-4878. Lonny Chapman Group Repertory Theatre 10900 Bubank Blvd. (btwn. Vineland and Cahuenga). For mature audiences.

Sheryl Roush is featured for book signings at BORDERS book stores in Southern California and Arizona, between May 3-10.

You know Sheryl as a professional speaker. . . Did you know that she has published eleven books? Yes - with four of those in the past year alone! Inspiration you can read and have at your fingertips- any time you need it!

COME JOIN THE FUN - and SAY HELLO!

View the links listed for times, location, store photo, details,

and those who will be present for reading and signing!

SOUTHERN CALIFORNIA

May 3, BORDERS-Canoga Park, CA (Los Angeles) [heart-of-a-mother/may-3-2008](#)

May 9, BORDERS-Brea in Orange County/Los Angeles, CA [heart-of-a-mother/may-9-2008](#)

May 10, BORDERS-Eastlake, Chula Vista, CA (San Diego) [heart-of-the-holidays/may-10-2008](#)

- **Meet Your NEW 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](#).



We are thrilled to have Hans "on board" as our new Ezine Editor. Living in the San Diego area, Hans is a dedicated member of the GLAC chapter and we look forward to and thank him for his service, time and efforts in continuing to bring YOU priceless information in our monthly chapter Ezines.

***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! And don't forget about our New location:
[CBS Television City](#)
7800 Beverly Blvd, Los Angeles, CA

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

May 10, 2008 - A re- designed, new and improved MEDIA MANIA, our 6th Annual! AND it will be on the **Price Is Right** STAGE! How awesome is that?

In this fast paced event, hear directly from the horse's mouth - why some folks get their message on EVERYWHERE - TV, Radio, Internet, Print! And others,

never get seen or heard.

Bring your press-kits, pitches, and demo reels and if you don't have one ready, don't let that scare you from coming - bring a pad and paper and get ready to take notes,

expand your vision and find out how to Get Booked on TV!

NEW THIS YEAR - FEEDBACK - you will have the opportunity to have your materials, pitches, demo reels reviewed by the PRO's!

And, OF COURSE, BACK BY POPULAR DEMAND - SPEED PITCHING!!!!

June 14, 2008 - 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".

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 Media Mania Event!](#)