



## Greater Los Angeles Chapter

### November 2009 E-Zine

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#### • **President's Message**

November is synonymous with Thanksgiving, and we have much for which to be thankful.

In an era where even the largest institutions have crumbled, I am thankful that this Chapter has endured, and is about to begin its 30th year.

I am thankful that the NSA is built on such a generous and optimistic spirit; a spirit that loudly proclaims that our pie will always get bigger. That is the spirit that we celebrate today on the birthday of NSA's founder, Cavett Robert.

I am thankful for the continued support of all of our members. Time and time again you have given generously of your time and treasure to support this chapter and more importantly to strengthen the community of professional speakers in Southern California.

I am thankful for the skill and passion of the more than dozen of you who have donated your time in 2009 to speak at our monthly meetings, host a Mastery event, or teach a Pro Speak Academy class.

I am thankful for the efforts of my predecessors Kelly Hill, Judith Parker Harris, Ed Poll, Marianne Mathis, and the almost two dozen others who have served as GLAC Presidents.

I am thankful for the members of the current GLAC Board. I am thankful for Lori Akina, our amazing Executive Director.

I am thankful for our newest professional members: Bethany Auriel, David Hutton, Joseph Lee, Drexel Smith, and Mara



### Chapter Vision

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



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Woloshin. Please join me in welcoming them to our community.

At this point, you are probably thankful that this column is nearing its end. But in all seriousness, I hope you take the time to write your own list of the people to whom you are thankful. And don't just create the list, please let the people on your list know. It's from such seemingly small steps that we will continue to grow this Chapter and the spirit on which it has endured.

Gideon Grunfeld, J.D.  
GLAC President, 2009-2010  
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Congratulations to our own PEGGY O'NEILL what a Cover Girl!

And what a fantastic article featured in this months Speaker Magazine. You can read her article by clicking on the title below. Kudos to Peggy.



**Think BIG**

• **The Business of Speaking**

Speaking has been an amazing way to connect with "my people" and to grow my business. However, what I have learned over the years is there is a skill to promoting and managing a speaking profession.



A great resource to gain the knowledge and tools to build a speaking profession (and get paid for it) is the National Speaker's Association, Greater Los Angeles Chapter's (NSA/GLAC) Pro Speak Academy.

As a Pro Speak Academy graduate, I can honestly say, you learn all there is-and more-about the business of speaking. What impressed me even more was the willingness of each guest trainer to share their "inside strategies" for growing and profiting from their speaking careers.

Whether you have been speaking for some time or you have just dipped your toes in public speaking, NSA/GLAC's Pro Speak Academy will equip you with what it takes to make money in the

speaking industry.

If you are at all interested in having a career in speaking, or use speaking as a way to drive new business (such as coaching or consulting), NSA/GLAC's Pro Speak Academy is the way to go.

Registration is Now open and we are accepting applications for our Winter/Spring Session. Classes begins on January 30, 2010 and class size IS limited so DO not delay!

Please contact me directly with any questions, comments or concerns. We are here to help!

Jo Della Penna

909-394-4603

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**[For more information and to download the application, CLICK HERE](#)**

- **Lou Heckler receives 2009 Cavett Award**

*"In whatever aspect of the speaking business you see yourself, build it around your life instead of vice versa. Have a full spirited delightful real life because then you'll be so much more valuable on the platform, because you'll come from a place of contentment and joy."*



That's the message from the 2009 Cavett Award winner Lou Heckler, CPAE, CSP to everyone in NSA's Greater Los Angeles Chapter. Although Lou is from Gainesville, Florida, he is no stranger to our chapter. As a matter of fact, he is no stranger to many NSA chapters because when I spoke to him on the phone, he was waiting to catch his plane ride home after a presentation to the Chicago chapter.

The National Speakers Association Honored Lou Heckler with the 2009 Cavett Award during the convention in Phoenix, AZ and I wanted to hear Lou's idea of what makes for great professional speakers. His answer was short and profound: "Be true to your authentic self".

Lou started his career as a journalist who finds his reward in passing on both familiar and unfamiliar truths but presented in a fresh way. He is fascinated by people who take whatever they know or do to a completely different realm. Using Tiger Woods as an example, he said to never grow tired of seeing people at the pinnacle of their game. Admitting that his game is not even close to that of Tiger's he still wonders, is there something I can do, is there a technique, approach or belief that I can follow? And that's what Lou loves speaking about!

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The authentic Lou Heckler is a journalist who speaks. Ever curious, Lou enjoys gathering and disseminating information, wanting to save his audiences time by giving them the short version. The exciting part of his business is when people show

this sudden jerk of their heads with this brightness in their eyes because now they get it! Someone at the Chicago meeting said that Lou had unlocked the man's thinking about lots of things that he had been struggling with! Back in 1986, when Lou attended his first NSA meeting, he had a similar experience when he realized that "someone had figured this out".

Now its his time to give back and since 1990 Lou has spoken at 60-70 chapter meetings, including repeat visits. Here is Lou's secret to getting everything including the Cavett award: "Give everything you have and expect nothing in return". He went on saying that he believes attaching conditions to his giving diminishes the gift. Lou presented to our chapter in December 2006 and we have been honored with many of his gifts. We congratulate him on winning the 2009 Cavett award. Lou, whenever you want to get out of the wind in Florida, you can come and shake things up in California; we'd love to have you back!

[LouHecklerHonoredwith2009CavettAward](#)

- **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](mailto: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

Nov 14, 2009 - Pro Speak Class #4

Nov 21, 2009 - Pro Speak Class #5

Dec 1, 2009 - Mastery Event at the home of Peggy O'Neill featuring Leigh Leshner and how to protect your Intellectual Property

Dec 12, 2009 - Pro Speak Class #6

[January 16, 2010](#) - "Get Booked and Speak More!" Let David Newman show you how to *Get Booked and Stay Booked*

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