

SYMPOSIUM CHAIR



David Rohlander, MBA

Welcome to the 23rd Annual NSA/GLAC Summer Symposium. This year we added new programs and events to maximize opportunities for enhancing your speaking business and for networking with other professionals. You will leave the Symposium with new insights that will allow you to bring greater passion and prosperity to your speaking business.

THURSDAY • SEPTEMBER 6

1 - 5:30 P.M. • GOLF TOURNAMENT

Best ball, scramble, gunshot start at Indian Wells Country Club. Fee: \$75 • Hugh Griffin, Stuart F. Cooper Co., Tournament Coordinator.

12 - 8 P.M. • VIDEO TAPING W/GREEN SCREEN

Technology made simple so you can promote your business and demonstrate to the world that you are on the leading edge. Fee: 30-minutes/\$500; 60-minutes/\$900; 90-minutes/\$1,200. Bob Chesney, Chesney Communications.

6 - 8 P.M. • RECEPTION

The reception will be at the home of John Patrick Dolan & Irene the Queen. Watch John on Court TV. There will be food, fun and fellowship. Complimentary shuttle service provided by the hotel.

MASTER OF CEREMONY



Bruce Gold

Returning for the third year in a row as emcee is comedian, magician and speaker, Bruce Gold. *Variety Magazine* called Bruce, "A funny man of considerable charm," and Dick Clark noted, "Bruce has a smile made for television." Call it destiny or destiny. Bruce has appeared on a dozen TV shows including, Oprah, the sitcom Full House and Evening At The Improv. He also made millions laugh as the magician in an award winning "got milk" TV commercial. Today, Bruce travels the country as an entertainer, emcee, coach and speaker, with presentations that amaze, amuse and enlighten.

Not only is Bruce Gold hysterically funny, he's also a master magician. Lance Burton, Master Magician

FRIDAY • SEPTEMBER 7

8 A.M. - 6 P.M. • REGISTRATION

9 A.M. - 4 P.M. • VIDEO TAPING W/GREEN SCREEN

9 - 11:30 A.M. • SALES BOOT CAMP

Your participation will give you insight into all of the skills, traits and materials necessary to enable you to meet the high expectations you set for yourself. With a proven system, there is no gamble. Buyer and seller must be honest and clear about each step. But buyers lie, sellers talk too much, and neither trusts the other. But even those who don't will leave with some techniques to improve their little corners of the economy. Fee: \$75; limited to 48.



Scott Bailey, MBA

12 - 1:30 P.M. • PRESIDENT'S LUNCH - By Invitation

Entrepreneur, author and speaker, Sam Silverstein, has a solid track record of building million dollar results. The numbers speak for themselves—he has sold over 100 million dollars in products and services and successfully sold one of his businesses to a Fortune 500 company. Creator of The Strategic Business Acceleration System™, he speaks internationally and consults with companies and business professionals on selling more, building their business and increasing income.



Sam Silverstein, CSP

2 - 4 P.M. • ICE CREAM SOCIAL & FELLOWSHIP

2 - 6 P.M. • EXHIBITS OPEN

4:15 P.M. • WELCOME TO THE SYMPOSIUM

GLAC President Judith Parker Harris will welcome you to the 23rd Annual NSA/GLAC Summer Symposium.

Judith is a movie and commercial producer, an advertising/marketing entrepreneur, community leader, author, speaker, coach, and consultant who focuses all of those skills and talents on helping businesses and individuals move from BLOCKED to BLOCKBUSTER.



Judith Parker Harris

4:30 - 6 P.M. • BUILDING YOUR BUSINESS WITH PROFESSIONAL PRESENCE & PRESENTATION SKILLS



Marjorie Brody, CSP, CPAE, PCC

Marjorie presents a no-nonsense look at what it truly takes to succeed in a business environment increasingly filled with apathy, entitlement issues, lack of professionalism, complaining, and conflict. You will learn the five realities of today's work world: *Performance, Attitude, Courage, Perspective, and Behavior.*

6:30 - 10 P.M. • DINNER (included with registration)

SATURDAY • SEPTEMBER 8

7 - 8 A.M. • BREAKFAST & REGISTRATION

7 A.M. - 6 P.M. • EXHIBITORS OPEN

8:30 - 10:30 A.M. • THE BRAND CALLED YOU

You've built a winning brand. You've identified your target audience and scoped your competition. Now it's time to propagate your brand—that is where Peter Motoya comes into the picture. Since launching his agency in 1997 he has delivered over 1,000 presentations to professionals all over the country, developed more than 5,000 custom marketing plans, created no less than 3,000 unique marketing pieces, and authored three best-selling books about branding.



Peter Montoya

11 A.M. - 12 P.M. • THE CEO PANEL



Jim Cathcart, CSP, CPAE

Jim is founder and president of the Cathcart Institute and an advisor to the School of Business at Pepperdine University. He is past president of NSA national and an industry leader. Jim has risen to the top of his profession through 30 years of presentations to a worldwide audience and decades of unselfish service. He has been a corporate executive, training director, entrepreneur, psychological researcher, meeting planning, and association executive.



Bob Danzig

Bob grew from a childhood spent in five foster homes to two decades as nationwide head of the Hearst Newspaper Group and vice president of the Hearst Corporation. After graduating from high school with no family support, he took a job as an office boy at his local newspaper, the *Albany (N.Y.) Times Union*. Nineteen years later he became publisher of the *Times Union*, before heading to the helm of the Hearst Newspaper Group.



Howard Putnam, MBA, CSP, CPAE

Howard is the former CEO of Southwest Airlines. He later was recruited to be the CEO of financially failing Braniff International, and was the first CEO to successfully restructure a major airline into, through and out of Chapter 11. Earlier in his career he spent 20 years with United Airlines. HarperCollins published his first book, *The Winds of Turbulence*. Howard grew up and learned to fly on an Iowa farm and began his airline career as a baggage handler in Chicago.



Aldonna Ambler, CMC, CSP

Aldonna is The Growth Strategist™ who has helped over 800 organizations in Achieving Accelerated Growth With Sustained Profitability®. Over the years, her clients have aligned into five major categories: professional service firms, distributors, family-owned businesses, woman-owned businesses, and technology-driven companies. Several clients achieved placement on lists of the fastest growing corporations after working with Aldonna.

12:30 - 2 P.M. • LUNCH WITH JUDY CARTER



Judy Carter

Master teacher, author, and motivational humorist—Judy Carter started her career as a magician and later as a stand-up comic, appearing on over one hundred television shows. Ten years ago she formed Comedy Workshop Productions, a school for wanna-be comics. She is the author of *Standup Comedy: The Book* (Dell Books, 1989) which has sold over 150,000 copies. Her latest book, *The Comedy Bible* (Simon & Schuster, September 2001), is the definitive guide to making a career out of making people laugh.

2:30 - 3:30 P.M. • BREAKOUT SESSIONS I

4 - 5 P.M. • BREAKOUT SESSIONS II

5:30 - 6:30 P.M. • THE TIBERIAS SUCCESS FORMULA

Over a 25-year span, Boaz, author of *The Tiberias Transformation—How To Change Your Life In Less Than 8 Minutes A Day*, has conducted thousands of seminars internationally on goal setting and high achievement. He has taught over half a million people how to supercharge their lives, their careers and how to add power to their goals. His innovative program, for individuals and corporations, is a simple and highly effective process for high achievement. His is a unique interactive, enthusiastic, fast-paced, and humorous program that is applicable immediately!



Boaz Rauchwerger

6:30 - 9:30 P.M. • DINNER (included with registration)

9:30 - 11 P.M. • LEARN HOW TO DO DINNER PARTY MAGIC WITH MC BRUCE GOLD



SUNDAY • SEPTEMBER 9

7 - 8 A.M. • BREAKFAST & REGISTRATION

7 - 11 A.M. • EXHIBITORS OPEN

8:30 - 10 A.M. • SIX-FIGURE BLOGGING

Many speakers approach the Internet with ineffective business models because they don't understand its true nature. Although the Internet is built with complex technology, it primarily functions as a communication vehicle for human beings. Taken in this light, professionals can gain tremendous leverage if they approach the Internet with the right mindset. Steve will help you understand the social mechanics of the Internet, explaining how to build an Internet presence that is beyond what you're currently getting. You'll learn to leverage the power of blogging technology to attract an online audience that dwarfs what you can do in face-to-face speaking engagements.



Steve Pavlina

10:30 - 11 A.M. • USE IT DON'T LOSE IT

Dave will give us some final thoughts on the use of the *Symposium Study Guide*. Dave helps organizations improve their sales, productivity and leadership by integrating the latest scientific research with the timeless principles of the spirit. As a recognized expert in helping others meet their goals, Dave's innovative research and dynamic programs have led to interviews with 48 Hours, *Time*, *The Washington Post*, *Modern Healthcare*, and *Selling*.



Dave Jensen, M.S.

11:30 A.M. - 1 P.M. • LEAVING A LASTING LEGACY & CLOSING COMMENTS

As a professional speaker and consultant, Glenna provides keynotes and seminars nationally and internationally. Bubbling with enthusiasm and high energy, Glenna's topics include leadership, change and quality performance. Her client list is comprised of many Fortune 500 companies and numerous associations. Glenna graduated from Northwestern University and holds a master's degree from UCLA and a master's from Fuller Seminary. Glenna has appeared on Good Morning America, the ABC Mike and Maty Show and is a well-known author, appearing in the *New York Times* best-seller *Chicken Soup for the Soul*. She is the author of her own best-seller, *The Art of the Fresh Start*.



Glenna Salsbury, CSP, CPAE



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TUITION

	Until 7/31	8/1 - 31	At the door
NSA Member	\$315	\$349	\$375
Non-member	\$415	\$445	\$449
Spouse/staff	\$275	\$275	\$299
Toastmasters/Other Organizations	\$325	\$359	\$399

Thursday's Golf Tournament: \$75 Friday's Sales Boot Camp: \$75
 Friday Dinner (included in registration) Saturday Dinner (included in registration)
 Video Taping: 30-mins./\$500 60-mins./\$900 90-mins./\$1,200
 Friday Saturday (Time confirmed at Registration Booth)

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how to build
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It is all the glamour one would expect from a Sunny Palm Springs resort. Yet it retains the cozy charm that first attracted Hollywood glitterati seeking a quiet place where they could refresh and renew. Miramonte Resort & Spa, located in Indian Wells, California, minutes from Palm Springs, is a celebration of the casual desert lifestyle in a Mediterranean themed setting. Bright bougainvillea, fragrant olive groves and the magnificent Santa Rosa Mountains set the stage for an exhilarating spa resort experience. Enjoy our luxury spa, championship golf, superb dining and warm hospitality.



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