



Greater Los Angeles Chapter

MARKET YOUR BUSINESS AND EXPLODE YOUR GROWTH!

September 2008 E-Zine

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• **President's Message**

What a great time to be a speaker! If you are like me you were glued to the political conventions to see who delivers a compelling speech and inspires greatness in others. Who wouldn't want a booking of that magnitude that can inspire the country to action!

Speaking of bookings - do you need more bookings? Want a solid plan to attract new customers? We are launching three of the most important meetings for your business growth. [September 13th](#) kicks off for our Marketing Trilogy! Expert **Misty Williams** of Strategic Marketing Solutions will help us clearly define our niche in the market and update our marketing and branding strategy to reach new prospects. We will take away an invigorated game plan to land more contracts and bookings! If that isn't enough, five top experts in our field join us for our "Speakers of Influence Panel." Hosted by Judith Parker Harris.



Ready to make more money? [October 11th](#) brings two highly sought after speakers and experts in profit generating solutions. **Arnold Sanow and Ford Saeks** will knock your socks off with some of the most innovative business, sales and marketing techniques for rapidly increasing your profit. Both are highly-successful business people, speakers and coaches. You don't want to miss this all-day event.

Coming Attractions

Chapter Vision

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

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On [December 13th](#) **Jennifer Cummings** will cap the Trilogy by sharing the secrets she has used for top speakers including Les Brown. If you want to learn the latest techniques to promote your business and stand out from the crowd like Les, don't miss this meeting. Invite a colleague to join you. Who couldn't stand to learn more about growing their business!

Kelly Hill
GLAC President, 2008-2009
kh@kellyhill.org
(310) 740-5886

• Tom Antion in LOS ANGELES



Tom has a new concept seminar he is giving right here in Los Angeles, October 17, 18 & 19, called "Fusion" where he is mixing Internet marketing, professional speaking and timeless success principles into one spectacular three-day event.

Tom is going to donate a portion of the proceeds back to GLAC as a fundraiser for the chapter.

Not only that, Tom has extended the early bird discount for our group AND you can bring a friend and a teenager along with you.

If you thought Tom was great the first time you heard him, imagine the possibilities. He is phenomenal!

For complete details visit

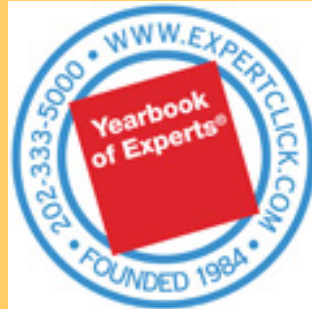
• Speakers Showcase

We are bringing back the Speakers Showcase to selected monthly chapter meetings. You MUST be a "professional" member status to participate. During the 2008-2009 calendar year, the showcase will be held during our regular monthly meetings in September, December, January and June. Two speakers will be selected to showcase at each of these meetings. Each speaker will have 5-7 minutes for his/her presentation. Complimentary coaching is available to those speakers who request it. Speakers will also receive written feedback from those in attendance. To be considered as a potential participant in the Showcase, please download the [Showcase Application form](#). If you meet the qualifications of a Professional Member, complete the application and send it in an email to Len Lipton, Chair of the NSA/GLAC Showcase, at len@lenlipton.com.

• Chapter Sponsors

Hugh Griffin of [Stuart F Cooper Co.](#)

Mitch Davis of
[Broadcast Interview Source, Inc.](#)



• WELCOME New Members

New Apprentice Members:

Robert Qianta of Chino
Maria Parkinson of Los Angeles

Congratulations to ALL, and WELCOME!

• Condolences

It has come to our attention that a dear friend of the chapter and long time NSA member, Naomi Rhode suffered a stroke last month. She is out of the hospital and at home recovering, but has a very long road to recovery ahead. Our thoughts and prayers go out to the Rhode family.



- **NSA Rocked in New York City**

Being a relatively new member (an apprentice to be exact) to GLAC, I chose to go to New York for my first NSA Convention because that is where I was born and raised. I thought no matter what, I would be surrounded by family, friends and familiar territory and yes, I would feel safe.



I had no idea what to expect, but I knew I would ease into the weekend and not put too much pressure on myself. I arrived in town a day early, so I picked up my badge and began to get familiar with the layout. The very first person to greet me noticed that I was a first timer (VIP on the badge) and said, "Welcome Home." It was in that same hospitality area just a few moments later where I met my first new best friend from Australia. I was blown away. Everyone was so friendly and helpful. Once the opening line of dialogue "Hi (name on badge). Where are you from and what's your topic?," was spoken, you could easily find yourself in a 30 minute conversation about every aspect of the speaking business. I have never enjoyed networking as much as I did that weekend.

We practically took over the entire Marriott Marquis. I was very impressed. Workshop rooms on several floors, a huge banquet room complete with stage, lighting, sound and monitors on either side. The production value was superb. Another huge room for the vendors and a hospitality area where And I can't forgot those wacky Cigar Peg people with their suite on the 43rd floor. I never knew speakers came in such an assortment. The CPAE awards ceremony was like the Oscars!!

My comedy mentor turned corporate humorist, Judy Carter was at NSA Rocks and checked in with me often just to guide me in case I was getting off track. On day one I chose a

couple of workshops that were a little over my head, so I allowed her to pick my workshops for the next day. Good call. And I just laughed through the last day taking her Humor Lab and listening to Dale Irwin sum up the weekend as only he can.

One of the highlights of the weekend, was viewing a poster board with pictures of Members of the Year from all the local chapters of NSA. There were photos of speakers in frilly blouses, shirts and ties and business attire, but above the words Greater Los Angeles Chapter was a picture of our very own Kristen Crawford in a leotard hanging upside down on a trapeze!! So now I'm standing in front of a poster board laughing out loud saying, "You go Kristen! Represent!" That gentleman I met in the hospitality area 4 days before was right. I was home.

Carlease Burke
Apprentice, GLAC

• **Toot Your Own Horn**

Congratulations to our own **Eli Davidson** for becoming a columnist with The Huffington Post. It is the largest blog in the US with over 2 million readers.

www.huffingtonpost.com/living/

It is a terrific venue for other speakers to post comments. They can develop their own fan base.

NSA/GLAC's Very Own DELORES BURGESS

Starring in "FIGHTING FOR THE TITLE"

A One Woman Show... A Different Kind Of Musical!

Far beyond the first song, the electrifying voice of award-winning singer, **Delores Burgess** takes us on a healing musical journey in this moving one-woman show: from the little girl with the voice of a grown woman, to the defiant adult forced to face the greatest challenge of her life. Under the masterful direction of Seven Time Broadway Presenter Bob Garrett (Godspell, Grease) Burgess is irresistible. Her voice soaring in original songs, foot-stomping gospel and R&B hits, this down-to-earth diva reaches into the deepest part of herself to discover the key that unlocks a champion's heart.

SHOWTIMES:

Sep 19-20 8:00PM

Sep 26-27 8:00PM

Oct 3-4 8:00PM

Oct 5 4:00PM

TWO ROADS THEATRE

4348 Tujunga Ave.
Studio City, CA 91604
TICKETS \$25: CALL 770-309-6925

- **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. 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 THESE DATES & TIMES:

[September 13, 2008](#) - Misty Williams of Strategic Marketing Solutions & Speakers of Influence CSP Panel (9:00 am to 12:30pm)

[October 11, 2008](#) - Marketing Intensive Boot Camp with Ford Saeks & Arnold Sanow (FULL Day event 9:00 to 4:00pm)

[December 13, 2008](#) - Jennifer Cummings - Marketing Mastermind behind several top earning speakers. (9:00am to 12:30pm)

January 10, 2009 - Mark LeBlanc, Jill Lublin & George Hedley

::Lori Akina info@nsaglac.org

:: <http://www.nsaglac.org>

:: 866-416-7252

(FULL Day Event 9:00am to 4:00pm)

March 14, 2009 - Alan Weiss
(FULL Day Event 9:00 to 3:00pm)

May 9, 2009 - 7th Annual MEDIA MANIA
(9:00 to 1:00pm)

June 13, 2009 - Performance Boot Camp
(9:00 to 12:30pm)

We have added several FULL Day events to our calendar.
Hope to see you ALL there!

**EARLY REGISTRATION for our September Kick-Off
meeting ends on September 9, 2008**

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