



## Greater Los Angeles Chapter

### December 2009 E-Zine

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#### • **President's Message**

We want to know about you. Really we do. Specifically, if you are a GLAC Member (Platinum, Professional, or Apprentice), we want to know about major developments in your life. Have you written a new book? Earned an award? Celebrated the birth of a child or grandchild? We are far too accomplished and busy a group for us to identify every upcoming speech you have on your calendar, but the purpose of this newsletter is to provide accurate and current information about what GLAC and its members are doing. So drop us a line. That's what Marv Marshall did about his forthcoming book, and also Randie Pellegrini sent us her featured article in Special Events Magazine. You can read about both of these great member news items below. If you are a GLAC member we can do the same for you. Please help us help you spread the word to the more than 1,500 people who receive this newsletter.



We live in a multi-channel world. In addition to the hundreds of radio, television and cable stations, you can use Twitter, Podcasts, FaceBook, IM, LinkedIn, Plaxo, blogs, and/or emails to convey your message. And that doesn't include "old-fashioned" stuff like actually picking up the phone to call someone, or that quaint timeless habit of meeting someone in person. Is it me? The more ways there are to communicate, the harder it seems to find out what I want to know most. For example, I recently went to the movies and forgot to use the GLAC membership card that could have gotten me a discount on tickets. In case you too have forgotten about the Great Works Perks card that was mailed out to all GLAC members, you can read more about it below.

Finally, on behalf of the entire GLAC Board, I hope that you have a Merry Christmas, a Happy Hannukah, and a joyous and prosperous

### Chapter Vision

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



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new year.

I look forward to seeing all of you at **CBS January 16, 2010** when **David Newman** kicks off the new year by showing us how to "Get Booked and Speak More!"

Gideon Grunfeld, J.D.  
GLAC President, 2009-2010  
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● **Newest Membership Benefit**



a bonus! Dining Out, Phenomenal Shows, Sporting Events, all at a fantastic discount to YOU.

Our most recent "goodie" was discounted tickets to HR Cirque Du Soleil back in October. I believe there were a few of our members who took advantage of this great discount.

You can see what monthly benefits you can enjoy by clicking on the link below, and if you don't have one of these great cards in your possession please contact the GLAC office immediately and we will get one sent to you.

Happy Holidays!

**[Great Work Perks Monthly Benefits](#)**

● **Pro Speak Academy 2010**

*"The ProSpeak Academy . . . I got just what I came for. My goal was to complete a "one sheet" and learn more avenues for marketing. The instructors challenged us to think big. Now I have all my marketing materials together and I'm ready to take my speaking to a higher level. My fellow students were a fantastic bunch and we had great laughs from start to finish. I know we will stay in touch and celebrate each other's victories."*

Karen Robertson  
Current Academy Student 2009



*"The course is phenomenal, and this is because of the generous committment and knowledge of the 4 instructors. They are always very giving of their ideas and support, positively encouraging, and full of tidbits. I have learned a tremendous amount. What I have*

*learned the most is how much is involved really in becoming a top notch professional speaker.*

*I highly recommend this course for anyone who is serious about becoming a paid speaker.*

*Thanks for providing us with the opportunity."*

Cathie Lippman

Current Academy Student 2009

*"Pro Speak was a wonderful source of information for emerging speakers. The course covered many essential topics for focusing and setting up your speaking business. Homework assignments were all helpful and relevant. Feedback from the advisers was insightful and provided a lot of tailored information. I highly recommend the course."*

Roxann Andersen

Academy Graduate 2008-2009

These are just a few comments from both current and past graduates of this amazing program. 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.

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

[Jo@TheBusinessofYou.com](mailto:Jo@TheBusinessofYou.com)

**For more information and to download the application, CLICK HERE**

- **GLAC Member News**

*"I am delighted that Dr. Marshall has finally written a book specifically for parents. I have been using his approach since my daughter was five years old. His principles are right on the mark."*

Jodi Walker, CSP

Valencia, California



Dr. Marvin Marshall

::Lori Akina [info@nsaglac.org](mailto:info@nsaglac.org)

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

:: 866-416-7252

Long-time GLAC Member Dr. Marv Marshall has written a new book, "Parenting Without Stress: How to Raise Responsible Kids While Keeping a Life of Your Own." Marv, who won the Chapter's 2008 Competition for Best Brand, previously wrote a book directed at helping school superintendents and teachers prevent school violence. He is offering a 50% discount on prepublication sales of his newest book. This is a special offer for those people who do not subscribe to his newsletter.

*"Since NSA/GLAC has done so much for me, I wanted to be able to give something back."*

Cheers and smiles :-),

Marv Marshall

[www.MarvinMarshall.com](http://www.MarvinMarshall.com)

To take advantage of this special offer, just click the link below.

### **"Parenting Without Stress: How to Raise Responsible Kids While Keeping a Life of Your Own."**

- **More Member News...**

One of our current Pro Speak Participants, Randie Pellegrini has been featured in Special Events Magazine! This article is about the security scandal at the White House. Great read Randie!



"Among the most famous guests attending U.S. President Barack Obama's first state dinner last week were two who weren't invited. It appears that party crashers Tareq and Michael Salahi were pursuing fame more than anything else, but the fact they could get past the presidential security detail has special event planners worldwide rethinking how to keep their events secure.

With clients the likes of Ozzy Osbourne, Carmen Electra and Dave Navarro, event planner Randie Pellegrini knows her parties will draw would-be crashers. So the founder of Beverly Hills, Calif.-based [Cordially Invited](#) takes security seriously."

### **For Complete Article...**

- **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

Dec 12, 2009 - Pro Speak Class #6

Dec 15, 2009 - Teleseminar: Learn the Business of Speaking. An informational seminar about our Pro Speak Academy

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