



NSA/NC

# Chapter Chatter

PUBLISHED FOR THE MEMBERS OF NSA/NC BECAUSE WE LIKE YOU

MAY 2004

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## ***Member of the Year***

Tom Johnson, an NSA/NC member since 1984, was named the chapter's Member of the Year at the May 1 meeting. Tom volunteers in several areas and provided the chapter with much-needed logistics support this year.

***New president, board of  
directors take office***

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## **Board of Directors**

### **PRESIDENT**

Craig Harrison  
510/547-0664  
[nsa@craigspeaks.com](mailto:nsa@craigspeaks.com)

### **PAST PRESIDENT**

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408/264-9723  
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## *New president, new board take office*

**C**raig Harrison (left in photo) received the NSA/NC presidential gavel from Past President Michael Lee, CSP, at the May 1 chapter meeting.

Craig's Board of Directors is listed on the left.

## *Two members appointed to NSA/NC board*

**J**oyce Turley, CSP, and Shelley Lapkoff have been appointed to one-year terms on the NSA/NC Board of Directors.

Joyce, who will be Secretary/Treasurer, has been an NSA national member since 1978 and joined NSA/NC in 1982.

She is president of Dimensional Reading, Inc., and has presented one-day speed reading and presentation skills seminars for companies in 46 states and 25 foreign countries. Her keynote talks include: "In One Hour, Double Your Reading Rate for Life," "Spin the World, I Want to Get On," and "If You Like What You're Doing, You'll Never Work a Day in Your Life," which she is currently giving at universities throughout the country.

Joyce was the director of the first two Virginia Slims tennis tournaments in 1971 and 1972, won by Billie Jean King and Rosie Casals, respectively.

Shelley is a partner in the firm Lapkoff and Gobalet, which does demographic research for local government agencies, including school districts, county health departments and cities. She recently finished a two-year project on a public housing discrimination case, in which she testified in federal court as an expert witness.

Shelley, who will be in charge of Emerging Speaker programs and events, speaks on local, statewide, nationwide and worldwide demographic trends in the course of her work. She also has a program on the history of the Pledge of Allegiance.



Joyce Turley



Shelley Lapkoff

# The power of volunteering

## Board news

**A**t the NSA/NC Board of Directors meeting on Friday, April 30, 2004:

The board considered alternatives to the format of the chapter meetings and will discuss this further during the board retreat in June.

The Board is looking at other sites for the chapter meetings.

A city discussion group has been started for the meetings industry. Board member Mitchell Friedman has been instrumental in starting the group. The first meeting will be Thursday, June 24, from 8–10 a.m. at the Argonaut Hotel at Fisherman's Wharf. NSA/NC Professional Members and Passport Holders are welcome to attend.

As of April 30, NSA/NC had 110 Professional Members and 115 Passport Holders.

**By Scott Q. Marcus  
NSA/NC Board of Directors**

If there were unlimited personnel, imagine everything you could get from NSA/NC.

Picture support groups working together to help you grow your business while managing accounting and marketing. Imagine in-depth trainings guiding you past the pitfalls of the platform — and helping you recover when you slip. Picture presentations and programs tailored to each request and need you have as you climb the ladder of success, increasing your bookings, fees, and happiness. It is possible — if we choose to make it so.

The mission of NSA/NC is to “inspire — through example, education, and community — quality and professionalism in both speaking and business development for those who use the platform in their work.” What that really means is “we’re all here to help each other and build the best chapter we can.”

This chapter runs on the energy and spirit of its members. Whether running for the Board or greeting people at the door, virtually everything that happens is due to the hard work, dedication, and the few precious minutes of volunteers.

From the friendly person who hands out nametags to the speakers who fly in from across the country to present, we are a collection of volunteers working together for the betterment of all of us. Therefore, the energy each of us provides helps shape our direction and our future.

“Sure, Scott,” you say, “I’d like to help. I have a few ideas about things we could do, but I’m really busy. What I can do with limited time?”



**Scott Q. Marcus**

First of all, realize that much of the assistance needed can be done in less than an hour a month — and from home. Not everything involves a trek across a bridge and a lifetime commitment.

Our volunteer action form — [www.nsanc.org/VolunteerActionForm.pdf](http://www.nsanc.org/VolunteerActionForm.pdf) — will get you started. If you want to might talk to someone, contact Volunteer Coordinator Sharon Ellison at [sharon@pndc.com](mailto:sharon@pndc.com) or (510) 655-8086.

As for time and location, speaking as someone who lives 300 miles from chapter headquarters, travel is not necessary. We need help with letters, e-mails, a couple of phone calls here and there, computer and web assistance — and even articles for Chapter Chatter. Call me at 707/442-6243; I’ll be glad to steer you in the right direction.

Granted, this will take a few minutes of your day and sometimes it feels like you’re wedging one more thing into an already tight schedule. Yet, from personal experience, I have found that the people I have met by making a few phone calls or greeting others at the door have improved my experience at NSA, enhanced my skills, pushed me to new levels, even helped me increase my income.

Furthermore, at the end of a six-hour drive to come to a meeting, I feel like I’m visiting friends — and that alone makes it worthwhile.

It is an irony that speakers — who by their very nature want limelight — spend so much of their time alone. By volunteering, I might be alone, but I do not feel isolated.

I’m not going to close with a layer of guilt about not volunteering. (As I say in one of my talks: “If guilt and shame were motivational, we’d all do more and be more successful.”)

However, if you’ve ever had an idea to improve the chapter, or you have a need unmet, there are a lot of people who’d love to help you. All we ask is that you help us, too.

# Get on the audio/video bandwagon

**D**id you know that Glenn Cardon, our NSA/NC sound expert who tapes all of our chapter meetings and provides excellent sound for our guest speakers, has services for all of our speaker members?

Glenn's company, Bandwagon Media Services, in Monterey, offers speakers an array of audio/video assistance, including:

- On-location digital recording
- On-location digital video services
- Digital editing/CD master preparation
- CD Replication of any quantity
- Packaging
- Real-time cassette duplication
- Multimedia content authoring.

With more than 25 years experience in the



audio/video industry, Bandwagon Media

Services has the expertise and equipment to

accurately record seminars, conferences and musical concerts.

Bandwagon Media Services specializes in on-location digital audio and video recording. Bandwagon records concerts, recitals, speeches, conferences, and seminars using the newest high-quality digital media.

In addition to NSA/NC, Glenn's clients include Marin Symphony, KDFC Radio, Oakland Youth Chorus, Palo Alto Chamber Orchestra, Masterworks Chorale, Coastside Orchestra, Modesto Symphony Orchestra, Klein String Competition, Hewlett-Packard, and Monterey Peninsula Chamber of Commerce.

Contact Glenn at (831) 655-8950 or via e-mail at [bandwagon@comcast.net](mailto:bandwagon@comcast.net).

## IMC invites NSA/NC members

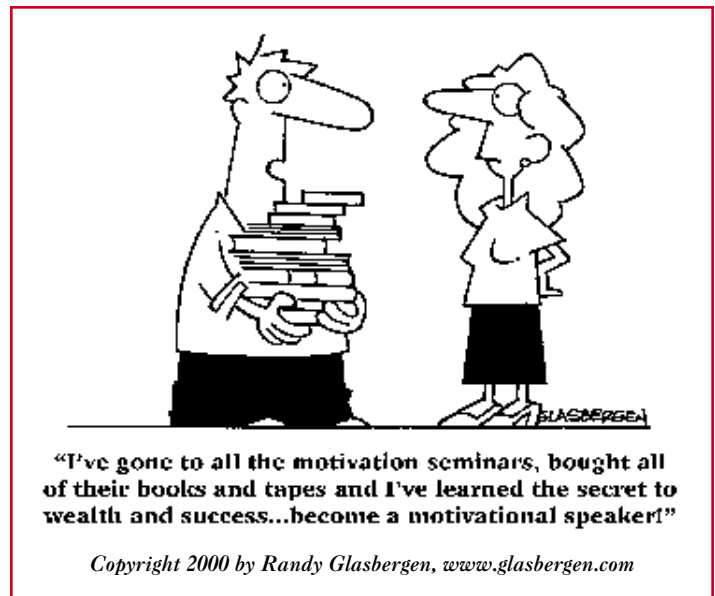
**N**SA/NC Professional Members and Passport Holders are invited to the IMC NorCal Chapter program and dinner on Monday, June 14 at the Clarion Hotel in Millbrae.

The event begins with a program, "Making Difficult Clients Your Biggest Fans," at 4:30 p.m. and concludes with the keynote (7:10-8:20

p.m.), "No Excuses for Anything Less Than the *Best* Customer Service."

As an IMC affiliate organization, NSA/NC Members and Passport Holders may register at the IMC member fee. Register online at [www.acteva.com/golimc/norcal](http://www.acteva.com/golimc/norcal).

Visit IMC online at [www.imcnorcal.org](http://www.imcnorcal.org), or call 800/462-8910 for more information about this event.



Please  
send us  
information!

Your chapter  
wants to know  
what you're up to.

Please let us  
know where you've  
been speaking and  
what's happening  
in your life.

If you have  
something to  
contribute to  
Chapter Chatter  
— an article, an  
anecdote, a  
recipe, a photo-  
graph, an item  
for the Personal  
Corner — please  
send it to  
Scott Q. Marcus  
at

[scottq@  
thinspiration.com](mailto:scottq@thinspiration.com)



## WHERE WE'VE BEEN SPEAKING

**ALLEN KLEIN, CSP**, was the keynote speaker at the Blood and Marrow Transplant Nursing Conference in Florida.

**CINDY VENTRICE** did a reading and signing at Barnes & Noble in San Jose for her book, *Make Their Day! Employee Recognition That Works*. She also spoke at the ASTD International Conference in Washington, DC.

Passport Holder **PRAGITO DOVE** spoke at the Association of Applied Therapeutic Humor Annual Conference (AATH) in San Francisco. The title of her session was "Laughter and Tears: Expressive Meditation."

Passport Holder **JOAN HANGARTER, D.C.**, spoke at the 2004 Women in Business Expo in Ontario CA, and at the East West Bookstore in Sacramento.

Passport Holder **ANDREA FRANK HENKART** gave presentations for Isagenix International in Marin County, in Los Angeles and on the cruise ship Costa Mediterranea in the Caribbean. The latter program, "Creating Health and Harmony at Home," was done with her daughter, Journey. She also presented her program for teenagers, "Super Sitters: A Positive Approach to Babysitting," for the Novato Parks and Recreation Department.

— *Have you been speaking for practice or profit?*  
Please send a few of your choice engagements to [scottq@thinspiration.com](mailto:scottq@thinspiration.com)

## NSA convention early bird deadline June 1

**E**arly registration prices for the NSA national convention end on June 1.

The convention will be held at the JW Marriott Desert Ridge resort in Phoenix, July 17–20.

There are grants available to those who have been full members for at least one year, to attend the convention.. The application dead-



line is May 17.

Passport Holders may apply for a certificate for \$100 off the convention's non-member rate.

Passport Holders who intend to attend this year's convention and want this

discount should contact NSA/NC president Craig Harrison at [nsa@craigspeaks.com](mailto:nsa@craigspeaks.com).

## Volunteers needed for Brian Tracy seminars

**B**rian Tracy is looking for 10 volunteers for his June 10 all-day program at the South San Francisco Conference Center.

Brian will do two programs: the

morning will be based on his book, *Focal Point*, and the afternoon will cover sales mastery.

If you are interested in volunteering, e-mail Duane Hendrickson at [ppgrh1@cox.net](mailto:ppgrh1@cox.net) and put "NSA volunteer June 10" in the subject line.

# New Members and Passport Holders

## Professional Members

### Kevin Bracy

9908 White Aster Place  
Elk Grove, CA 95758  
(916) 717-0961  
bracyspeaks@aol.com

## Passport Holders

### Michael Burgess

128 Hancock Street  
San Francisco, CA 94114  
415/225-3154  
michael\_burgess@sbcglobal.net  
Michael, a former CEO and McKinsey consultant, shows people how to live with greater happiness and success.

### Thomas F. Chan

Assistant General Counsel  
SAP America, Inc.  
3410 Hillview Drive  
Palo Alto, CA 94304  
650/320-3354  
thomas.chan@sap.com

Tom speaks on leadership, motivation, vision, negotiation and general legal matters, and Christian inspiration.

### Karen Cooper

10717 Wallace Lane  
Dublin, CA 94568  
925/803-0717  
healthybridges@comcast.net

### Art Giser

775 Burnett Avenue  
Suite 2  
San Francisco, CA 94131  
415/282-2221  
agiser@att.net

### Ben Hess

1017 El Camino Real  
Suite 414  
Redwood City, CA 95063  
650/367-7899  
ben@hess-solutions.com

### Sally Hirst

182 Santa Clara Court  
Danville, CA 94526  
925/820-3709  
Sally@SallyHirst.com  
www.SallyHirst.com

Sally speaks with humor and

passion on the topic of creating exceptional team performance, and leveraging individual strengths and natural talents.

### Rebecca Hubbell

P. O. Box 296  
Windsor, CA 95492  
707/836-8284

### Diana Nisbet Bartel

2500 Cattail Court  
Cool, CA 95614  
530/888-6133 office  
dnbartel@comcast.net

Diana works with professional organizations and in public forums speaking about agriculture, the ag/urban relationship, public outreach and managing the media in a crisis.

### Jeanne Pieters

55 North Avenue #3D  
San Rafael, CA 94903  
415/472-2315  
jpieters23@comcast.net

### George Schofield

2299 Sacramento Street #19  
San Francisco, CA 94115  
415/693-9719, ext. 101  
george.schofield@clarity-group.com

### E. Michael Shays

858 Longview Road  
Burlingame, CA 94010-6974  
650/342-5259  
ems@emsnetwork.com

## Members in the news

**ED BRODOW** was interviewed about his book, *Beating the Success Trap*, on the *Jason Steinle Show* (DC-TV Denver), the *Michael Dresser Show* (syndicated national radio), the *Dale Julin Show* (KFIG-AM Fresno), *Markowski in the Morning* (WIBQ-AM Sarasota), and *KRON News* (TV-4 San Francisco).

**ALLEN KLEIN, CSP**, was interviewed on the *Seeking Solutions with Suzanne* show on *CNN Headline News*. The show was about the power of humor. He was quoted in the book, *Young for Life: The Best Anti-Aging Secrets for Women*.

**MITCHELL FRIEDMAN** has been hired by Asian & Pacific Islander Wellness Center to manage a public information campaign to combat stigma around HIV/AIDS in the Bay Area Chinese and Vietnamese communities.

**CINDY VENTRICE'S** book, *Make Their Day! Employee Recognition That Works*, was reviewed in *Profit*, Oracle's e-business magazine. Her article, "Increasing Sales," appeared in *Sales and Service Excellence* magazine.

**DR. MARILYN MANNING, CSP**, has been elected chairperson of the Board of Trustees for The Institute of Transpersonal Psychology, a private, non-sectarian graduate school in Palo Alto that stresses a holistic approach to psychotherapy.

An article by **ELAYNE SAVAGE, PH.D.**, "Who's Protected in Holding Back Painful Photos," was published in the *Los Angeles Times'* commentary section.

Passport Holder **ANDREA FRANK HENKART** was a guest on Jill Lublin's radio show, *Do the Dream*.

Passport Holder **JOAN HANGARTER, D.C.**, was a guest on the *Peter Collins All American Talk Radio Show*.

## Ed Brodow speaks on his own terms

By Jeff Rubin

**E**d Brodow has made a career out of being different from everyone else.

From a humble beginning as a toilet cleaner at Rockefeller Center, to a very well-paid professional speaker, Ed has never been reluctant to take a risk in pursuit of his primary life goal — relaxing.

Along the way Ed was in the computer business as a sales manager for Litton industries and IBM, and in the financial business as a sales rep for Dun & Bradstreet.

He left the corporate world to pursue an acting career despite friends who told him he was crazy. But he succeeded as an actor — he was a movie actor and is vested in the Screen Actors Guild, which means he worked a minimum of 10 years and earned a certain income. He acted with Ron Howard, Jessica Lange, Kirstie Alley, Christopher Reeve, and Patrick Swayze. He starred in a European feature film called “Jackpot,” and in an NBC movie called “Fire on the Mountain.” He was on the CBS soap opera, “Love of Life,” for two years, playing police lieutenant Roberts.



Ed Brodow

He also did about 100 TV commercials, for Sure deodorant, JC Penney, McDonald’s, Buick and Löwenbräu beer.

“I am the only negotiation expert who has made love to Jessica Lange — on screen, that is,” Ed says.

A Brooklyn, N.Y., native, Ed is a graduate of Brooklyn College and was a lieutenant in U.S. Marine Corps.

Ed got into speaking, he says, “to find a way to recreate what I had in show business, which was a lot of free time.

“I didn’t want to go back into the corporate world. I got out of show business because I was tired of the ups and down, the uncertainty of it. I saw an ad in

the Wall Street Journal for a seminar leader. They wanted someone with a Ph.D. and seminar experience. I had neither, but I had chutzpah and I went in and got the job. That’s how I started speaking.

“It was nice, because I got into the speaking business on someone else’s dime and I learned while I was getting paid.”

Ed’s been speaking professionally for 17 years, the last 10 as one of the country’s foremost negotiation experts. He has spoken at the NSA national convention and Western and Eastern workshops, and accepts about 20 gigs a year for clients such as Philip Morris, Mobil Oil, Johnson & Johnson, Hyatt Hotels, The Hartford, Goldman Sachs, and the U.S. Department of Defense.

He is the author of *Negotiate With Confidence* and creator of the Negotiation Boot Camp™ seminars, and has been featured as a negotiation guru on PBS.

His latest book, *Beating the Success Trap: Negotiating for the Life You Really Want and the Rewards You Deserve*, is a best seller and will soon be published in the Czech Republic. It’s coming out in paperback in the U.S. in June.

### SPEAKING PHILOSOPHY

**THE BASICS:** It is fortunate that I found something I really enjoy doing, but speaking is a means to another end, not the end in itself. The speaking business is a ticket to the kind of lifestyle I want to lead. It allows me to live in the place I love most on the planet, plus it pro-

vides lots of quality time that I can devote to my real passion: farting around.

**BEST WAY TO KEEP A COMPETITIVE EDGE:** Write a book. I’ve had two published so far. There are thousands of speakers out there, so if you want to work you have to be noticed

and you have to be different. Discover what you do better than anybody else and fly with it.

**GUIDING PRINCIPLE:** Life is just a long weekend; i.e., it is too damn short, so make the most of it while the sun shines.

Continued on page 8

# NSA/NC summer party June 27 in Marin

The chapter's annual Summer Splash party will be held at Andrea Frank Henkart's home in the Bel Marin Keys area of Novato on Sunday, June 27, from noon to 5 p.m.

There will be swimming, sailing, kayaking, good food and great camaraderie in what is always one of the chapter's best events.

Watch your mailboxes for a Summer Splash flyer. It will include signup information and directions to Andrea's home.

## Ed Brodow

Continued from page 7

**BEST BUSINESS DECISION:** To raise my fees, which I do periodically — every time I read about some CEO who just gave himself a \$10 million raise. When I provide value, the clients are happy to pay my fee.

**WORST BUSINESS DECISION:** Spending money on suppliers

### SELF-PORTRAIT

**FIRST JOB:** First job after school: sales rep for Dun & Bradstreet in New York. First job, period: cleaning toilets at night in Rockefeller Center.

**WORDS THAT BEST DESCRIBE YOU:** Maverick, outspoken, straight shooter; also brilliant, handsome, charming, good dancer.

**LIKE BEST ABOUT SPEAKING:** The free time.

who don't deliver. I once spent several thousand dollars to have my video demo done by a jerk. My career would have been better off if I had given that money to Barry Wishner to buy shrubs for his front yard. But you live and learn.

**TOUGHEST BUSINESS DECISION:** Staying focused on my

**LIKE LEAST ABOUT SPEAKING:** Airplanes.

**PET PEEVE:** All these bottom-feeders coming out of the woodwork who claim they can solve every problem you ever had as a speaker. "Just pay me and I'll guarantee your success in the speaking business!" Can speakers be that dumb?

**MOST IMPORTANT LESSON LEARNED:** Keep your mouth

shut and listen!

**BIGGEST MISSED OPPORTUNITY:** Patricia Fripp once asked me to marry her but I turned her down because I thought it would interfere with my handball game.

shut and listen!

**MOST INTERESTED IN MEETING:** Any speaker who isn't afraid to admit that the business has been in the dumps since 9/11.

**MOST RESPECTED COLLEAGUE:** Barry Wishner.

**THREE GREATEST PASSIONS:** Traveling, writing, singing.

### PERSONAL PREFERENCES

**STATUS SYMBOL:** Signed letter from Madonna acknowledging me as her best lover.

**FAVORITE MOVIE:** *Chariots of Fire*.

**FAVORITE BOOK:** *For Whom the Bell Tolls*.

**FAVORITE RESTAURANT:** L'Ilot Vache on the Ile St. Louis in Paris.

**FAVORITE VACATION SPOT:** Paris.

**FAVORITE PLACE TO SPEAK:** Monterey. (At home, in other words.)

**FAVORITE WAY TO RELAX:** Walking on Asilomar Beach.

**FAVORITE HOBBY:** Four-wall handball.

**PERFECT DAY:** Getting paid full fee for a speech that was cancelled.

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Chapter Chatter is published bi-monthly, except in July  
Send articles/information to Scott Q. Marcus at [scottq@thinspiration.com](mailto:scottq@thinspiration.com)  
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