Letter From the Editor

Dear IMC-ers,

Congratulations to Jonathan Goldhill, last month’s “What LA Landmark is This?” contest winner! Jonathan correctly guessed the Bradbury Building. See more about Jonathan in the Member News section.

Some interesting **Bradbury Building** factoids:

- Built in 1893, the building was commissioned by LA mining millionaire Lewis L. Bradbury and designed by local draftsman George Wyman
- Wyman was especially influenced in constructing the building by the 1887 science fiction book *Looking Backward* by Edward Bellamy, which described a utopian society in 2000
- The building has been featured or referenced in over 50 works of film, television, novels, etc. including *Blade Runner* and *500 Days of Summer*

Two great “Lessons Learned” articles by IMC members this month, so be sure to take a look at both: Sharon Hyder’s article on listening and non-verbal cues, called “Listen to Everyone.” For a second “Lessons Learned” read, Joey Tamer wrote an article titled “Creating wealth from your consulting practice – 10 disciplines for working smarter, not longer or harder.”

And learn more about the current status of IMC’s mentor program with information from the program’s chair, Laura Fisher.

IMC SoCal continues to offer the educational component of its overall mission via the LAX, SFV and OC breakfast meetings as well as quarterly evening meetings and presentations. To find out more, please visit new local IMC website ([http://www.imcsocal.org](http://www.imcsocal.org)) which allows members and those interested in IMC to more easily find IMC SoCal online, view upcoming events and keep abreast of important IMC news!

Get Seen! Email me any news about your practice – upcoming events, noteworthy accomplishments, etc. to share with other readers.

**Interested in becoming an IMC member? To find out more about IMC, click on the IMC National Website. Click here for IMC membership application.**

**Important:** [Join the IMC Southern California LinkedIn Group](http://www.linkedin.com/groups?gid=780650) and participate in the discussions – or start one of your own!

– Martha Spelman

Newsletter Editor

Contact: Phone (310) 670.5300 or email at martha@marthaspelman.com

**Deadline for the next newsletter:** May 31, 2013 – send your news today!!

* entrants can win only once in a six-month period
Congratulations! **Jonathan Goldhill** – winner of this month’s “Where in LA?” contest. Jonathan has been advising, coaching, consulting, financing, growing and training the owners, managers and sales professionals in closely-held, small and family-owned businesses since 1987. An expert on developing and executing business growth strategies, he typically works with companies who can achieve double-digit percentage growth in their sales and profits annually. He is the author of *Sales Accelerator: Strikingly Simple & Effective Strategies for Today’s Marketing*. Jonathan can be contacted at: [Jon@TheGoldhillGroup.com](mailto:Jon@TheGoldhillGroup.com) or (818) 716-8826.

**Branding & Marketing Consultant, Martha Spelman** has been accepted as a syndicated author for [Business2Community.com](http://Business2Community.com). B2C syndicates their content to: Google News, Yahoo News, Bing News and LinkedIn Today. Martha has also recently published her first ebook, *The Cure for Blogophobia: How to Easily Create, Publish and Promote Your Business Blog.* Martha can be reached at: [martha@marthaspelman.com](mailto:martha@marthaspelman.com) or directly at 310.266.6992.

**Gene Siciliano**, CMC, CPA, Your CFO for Rent,® and Lee Schwartz, principal of the Schwartz Profitability Group, will present **Tactics for Driving Profitability Through Better Inventory and Financial Management** to the Los Angeles Chapter of the National Tooling and Machining Association on Tuesday, May 21, 2013, 11:30 am in Orange County. The focus of their presentation:

> Can you imagine trying to run your business when you don’t know how many widgets are sitting in your inventory? Or when you need those widgets to complete a sale, being clueless as to where to find them? Even worse, how about not having enough on hand to complete the sale and losing the
customer to a competitor? Worst of all, getting the sale and losing money on it, perhaps without even knowing it? Learn 10 tools to overcome these financial/operational pitfalls and ensure your business makes a profit on everything it sells.

All NTMA meetings are open to non-members with advance registration at: http://images.pulpfusion.com/Lantma/LANTMA52113mtg.pdf

• **Mitch Dorger** and four other professional colleagues will be presenting a panel discussion entitled, "The Business of Nonprofits - Executive Series: Generating New Revenues". The presentation will be at the Tournament of Roses headquarters located at 391 S. Orange Grove Blvd, Pasadena, Ca 91105. The presentation will be held on May 21st at 10:00am. Lunch will be served and tours of the historic Wrigley Mansion will be available following the session. Contact Cian Mitsunaga at cian@metallawgroup.com or Mitch Dorger at mitch@dorger.com for details on how to sign up. Cost is $15 per person. Net proceeds from the event will be donated to the nonprofit event sponsor, Leadership Pasadena.

• **Daniel Feiman** just had a review published in The New York Journal of Books of *The Power of the Herd: A Non-predatory Approach to Social Intelligence, Leadership, and Innovation* by Linda Kohanov; which you can read at http://goo.gl/lDQb7. Daniel will be presenting Strategic Thinking, Planning & Management at the Annual Advanced Planning Conference on May 31st. Daniel is the Founder & Managing Director of Build It Backwards, Turning Roadblocks into Roadmaps℠ & can be reached at 310.540.6717 or DanielFeiman@BuildItBackwards.com or www.BuildItBackwards.com

• **Pete Crosby** announces an opportunity for those who are interested or know anyone who would be interested:

**Applications for the 2013 Council of Supply Chain Management Professionals (CSCMP) Southern California Roundtable Conference Scholarship are due May 10, 2013.** Please share the attached with your students. Full-time undergraduate and graduate students from a Southern California college or university (Los Angeles, Orange, Riverside, San Bernardino or Ventura Counties) pursuing studies in business, engineering, economics, public policy, and related disciplines and with a demonstrated interest in supply chain management, logistics, transportation, distribution, or closely related field are eligible to apply. The winner must be in Denver from October 19-23, 2013. Previous Roundtable travel scholarship winners are ineligible to apply.

Every year, student volunteers are needed to assist with logistics at CSCMP’s Annual Global Conference. The Southern California Roundtable will sponsor one student to attend the conference so that (s)he can take advantage of this unique opportunity. Benefits include:

• Round trip transportation to Denver and a stipend
• Shared hotel accommodations and meals
• Student welcome dinner and reception
• Ability to attend sessions when not assisting conference planners (approximately 50% of your time)
• Networking opportunities to connect with professionals from around the globe
• Participation in the CSCMP Recruitment Day
• Placement in a CSCMP Sponsored Resume Bank
• Introduction to the CSCMP organization on an intimate level
• Real-world experience
• Conference-wide recognition for their efforts

For any questions, Pete can be contacted at: crosbycgr@cs.com

Chapter News:

OC IMC Tech SIG Meeting at Omnica Corporation

On April 30th, the OC IMC Tech SIG met at Omnica Corporation in Irvine. They operate as a contract design and product development firm with 28 full time employees to take new medical devices from concept to manufacturing. Omnica specializes in electronics engineering, software development, mechanical engineering, industrial design, and FDA compliant documentation. Earl Robinson, President, discussed the principles of Successful Outsourcing of Medical Product Development in the increasingly complex field of medical devices. He included the following topics:

• Motivation, input, and requirements for projects
• Advantages of outsourcing product development
• FDA and other compliance issues
• Patents and related intellectual property issues

Omnica’s director of marketing, Ron Sully, and vice president, Paul Gleason, supplemented the presentation during the Q&A session. Omnica has developed a reputation of being able to take on medical product development when it could not be done internally in a large company or in a small startup company. Typically, marketing is “word of mouth” recommendations, several major trade shows, or internet contacts without doing “cold calling”. Their clients include inventors, entrepreneurs, startups, small business, and Fortune 500 corporations and in some cases they act as a backup for client organizations to solve specific problems. They only do limited production manufacturing, since they are not cleared for FDA approved manufacturing. Omnica does provide complete documentation packages for others to manufacture medical products. Typically they do not encourage going offshore for a variety of reasons, even though some medical device marketing strategies require early entry into countries with easier regulatory requirements.

A detailed tour of their facilities followed an interesting Q&A discussion. They have the capability to develop ideas or concepts, generate drawings that look like a real product, and transfer CAD drawings into a 3D models using a variety of methods and media all within the same day (if required) within their facility. Their work is typically “time and material” with weekly reviews and updates of estimated budgets. Few product development companies of this size have this level of research, engineering, industrial design, and fabrication capabilities to develop and build complex prototypes without going outside for scientific, technical, regulatory, or fabrication suppliers.

Separate box
Got news? Please email Editor Martha Spelman (martha@marthaspelman.com) with any:

• Member News (New book? New Project? Workshop? Speaking Event? Award or Accomplishment?)
• Chapter News of general interest
• “Lessons Learned” or Social Media Resource info or blog
• IMC Newsletter comments or suggestions
IMPORTANT:

Example of format to submit Announcements, Member or Event News:

Bob Smith will be presenting a seminar entitled “How to Make a Ton of Money” on Saturday, April 1, 2010 at 12:00 p.m. at Redemption Hall, 1234 ABC Street in Somewhere, CA. The seminar will be open to IMC Members and their guests. The cost will be $50. for members and $55. for non-members. Bob Smith is the President and CEO of Tons of Money, Inc., with clients in the financial, educational and reality TV show industries. Bob can be reached at: bob@tonsofmoney.com, 310.123.1234.

May 14, 2013

Consultants Networking Event
No-host bar and food
4:30 - 6:30 p.m.
at McCormick & Schmick’s

Network with L.A.’s top consultants at McCormick & Schmick’s in El Segundo, Tuesday, May 14, from 4:30 to 6:30 PM. Come network with IMC consultants and enjoy McCormick & Schmick’s famous happy hour (no host), featuring cocktails, cheeseburgers, ahi tacos, calamari, wings, pork sliders, mussels and more. The event costs only what you order for drinks and food, but please RSVP to Martha Spelman (martha@marthaspelman.com) so we get an attendance count.

Heading: LAX Breakfast, Friday, June 7, 2013

7:30 – 9:00 a.m.
at The Lakes, El Segundo
Members: $22., Non-members: $27.
Please RSVP by June 5 to Jennifer Beever: jenb@newincite.com

BEYOND WORDS: Building Your Personal Credibility Through Nonverbal Communication

With Dr. Jan Palmer and Dr. Neal Larsen Palmer
Over 90% of your communication is nonverbal (positive or negative). What messages are YOU sending?

What makes some people able to get their ideas enthusiastically accepted, while others are bypassed? Why are some people more believable than others? How do smart leaders in finance and technology gain people’s confidence? The answer is... by harnessing the power of nonverbal communication! People in your business and professional life are far more influenced—positively or negatively—by how you communicate nonverbally than by the words you say. In this presentation, Dr. Janet Larsen Palmer and Dr. Neal Larsen Palmer, principals of Communication Excellence Institute and nationally known experts on nonverbal communication, share practical techniques you can use to stand, gesture, and reach out to others nonverbally for greater impact and persuasiveness. You'll be excited to try out everything you learn in this highly interactive presentation.

About the Speakers

President of Communication Excellence Institute, a professional consulting firm in management communication in the greater Los Angeles area, Dr. Janet Larsen Palmer has over 30 years’ experience as a Professor of Communication (specializing in performance, theatre, and persuasion), a Fortune 500 corporate manager, and a university administrator. Author of three books and many articles, she has consulted on communication with individual executives, universities, healthcare organizations, and corporations, both in the U.S. and Europe. Jan has extensive experience working with attorneys to prepare their clients for testimony, especially as body language impacts witness credibility. She has won over 25 national and regional awards, including a Commendation from the Governor of the State of California for achievements in the National Association of Women Business Owners, YWCA Woman of Achievement—Entrepreneur of the Year, President of the San Dimas Chamber of Commerce, Southern California Delegate to the White House Conference on Small Business, Council of 100 of Northwestern University, a group of the top 100 living alumnae. Jan was a faculty member of the Executive Leadership and Management Institute at
Stanford University for 20 years and also of the Executive Doctorate Program of the University of Pennsylvania. While an American Council on Education Fellow in Academic Administration, Dr. Palmer served as Special Assistant to the President at California State University, Fullerton. Janet Larsen Palmer has a B.S., M.A., and Ph.D. from the School of Communication at Northwestern University.

Executive Vice President of Communication Excellence Institute, **Dr. Neal Larsen Palmer** has over 30 years’ experience consulting with executives and professionals in business, healthcare, higher education, and government. Formerly the top Dale Carnegie instructor in Southern California, Dr. Palmer taught communication at the NASA/Jet Propulsion Laboratory in Pasadena and the University of Redlands. He has served with Dr. Jan Palmer on the faculty of the Executive Leadership and Management Institute at Stanford University and the Executive Doctorate Program at the University of Pennsylvania. A linguist and Project Manager in Eastern European research at the Library of Congress, Dr. Neal Palmer worked closely with the intelligence community in Washington D.C. Neal Palmer reads and speaks twelve languages and serves with Dr. Janet Palmer as a body language specialist. He holds a B.S. from Georgetown University, an M.A. from UC Berkeley, and a Ph.D. from The University of Michigan.

Founded in 1986 by the Palmers, Communication Excellence Institute has grown to be one of the Top 50 Woman-Owned Businesses in California’s Inland Empire.

**Heading: SFV Breakfast**

**SFV Breakfast, Friday, May 17, 2013** Hiring Consultants from a Consultant-Turned–Corporate Perspective With Joe Herold

(Pick up time, location, cost from previous SFV Breakfast)

**Heading: “Lessons Learned”**

Listen to Everyone

By: Sharon Hyder, CMC, CRM
As a consultant, we need to evaluate situations quickly to assess the problem and provide solutions to the client that will improve the client’s current condition. In order to gather sufficient data to solve the problems, we often need to interview both management and staff to gain an insight into the client’s “problem.”

One of my lessons learned is to **listen to everyone and observe non-verbal clues**. Do not discount entry level personnel as not being able to contribute valuable information. Often they are on the firing line and can provide valuable insight. They frequently can identify the problem(s), but either do not know how to improve the process, or management doesn’t listen to their recommendations. This is where good consultants can effectively make changes in the organization by implementing some of the ideas from management and staff.

Active listening is sometimes hard work. You need to pay attention to every word. Listening intently also includes watching body language. Is the person sitting in front of you with their arms folded and pursed lips? What is the tone of their voice: excited, anxious, angry, hostile, afraid? Often the interviewee is threatened by a consultant’s questions. They’re afraid their job is on the line and they may be a candidate for layoff.

**How to Listen Well**

The following tips will help you listen well. It will demonstrate to the speaker that you are paying attention to them. While you may be able to listen while looking down at the floor (or checking email on your Smartphone), doing so implies that you are not listening fully.

- Maintain eye contact
- Don’t interrupt the speaker
- Listen “between the lines” for the subtext
- Sit still
- Nod your head
• Lean toward the speaker
• Be truly interested in what the speaker has to say
• Avoid getting hostile or agitated when you disagree with the speaker
• Repeat instructions and ask appropriate questions when the speaker has finished

Remember to create a “safe place” where the interviewee(s) can be honest with you. If they are afraid of reprisals from their management, they will not effectively communicate. Active listening will enable you to gather accurate data that you need to recommend and implement the correct solutions. The Result: Successful Project and Satisfied Client.

Sharon Hyder, CMC, CRM is President and Founder of Hyder & Associates, an international Records Management consulting firm she founded in 1984. Based in Glendale, CA, the firm consults with Fortune 1000 corporations and government entities creating guidelines and policies for management of records to ensure compliance with state and federal regulations. Ms. Hyder holds a Bachelor of Science degree in Business Administration (Summa Cum Laude) from Woodbury University and has completed graduate studies at UCLA. She is continually upgrading her knowledge of the industry through national seminars and conferences, where she serves as not only an attendant, but as an expert. She can be reached at hyder@HyderAndAssociates.com or 818-507-0008.

Creating wealth from your consulting practice – 10 disciplines for working smarter, not longer or harder.

By: Joey Tamer

To create any wealth as a consultant, you need a book of business that begins at six figures and doubles and trebles in the first few years. The same disciplines that create this growth can maintain this momentum, through economic and market shifts. These not-so-often mentioned disciplines allow us to step beyond “making a living” to creating significant disposable income, savings and retirement funds, and life-balance.

Here is the overview of the 10 disciplines:

1. Create your own personal power, authority and value.
   o One man that has a mind and knows it can always beat 10 men who haven’t and don’t. ~George Bernard Shaw
2. Find and close new clients while you are working.
3. Design creative value-based fee structures that drive exceptional revenue.
   - Price is what you pay. Value is what you get. ~ Warren Buffet
   - Push your pricing to the upper limit your market sector allows.

4. Control your payment structures: get paid in advance.
   - Rule #1: Never lose money. Rule #2: Never forget Rule #1. ~ Warren Buffet

5. Simplify and shorten your close with clear and simple deal memos.
   - The short words are best and the old words best of all ~ Churchill

6. Define the work you will deliver and not deliver without giving in to “scope creep.”
   - Just say no to extensions of contracts without additional fees. Or just say yes to extensions as long as additional fees are agreed.

7. Screen your prospects to avoid high-maintenance (low margin) gigs.
   - Define your ideal prospects and clients, then accept only what you have defined.

8. Know when and how to fire a client or reject a prospect.
   - See #7 above. If you have accepted a non-ideal client, remove yourself at the earliest opportunity without behaving un-ethically.

9. Set boundaries, and say “no.”
   - See #1-8. Each one is a discipline for setting your boundaries and keeping to them. These boundaries create the life and wealth you want.

    - Come from a context of Abundance and not Scarcity.
    - Ask yourself ~ what’s the worst that can happen?
    - Look back on your dread, and notice the results. Did the worst happen?
    - Keep some perspective on all this: it is only work.
    - Progress is impossible without change, and those who cannot change their minds cannot change anything. ~ George Bernard Shaw

Joey Tamer (www.joeytamer.com) is a well-known consultant to established 6-figure consultants in optimizing their practices. Her work helps her clients maximize their revenue, optimize their positioning to the C-suite, and control their value pricing and scope creep. She can be reached through her website at www.joeytamer.com/contact.

**Heading: Chapter News**

(Laura Fisher, IMC SoCal Mentor Chair)

**Mentor Program for So Cal IMC 2013/2104**

IMC is investigating the success and practices of chapter efforts at offering a mentoring program to their members. The following is our chapter's response to the IMC National Chapter inquiry which outlines our framework for our mentoring program.

- **Have you had a mentoring program in the past or do you have one now?**
  We currently have a mentor program in place and are setting up a format and guidelines to match mentees with appropriate mentors.

- **How did it work? What qualifications were established for mentors?**
Our goals for the mentee/mentor relationship is to promote the benefits of the certification of the IMC and encourage new members to become CMC-certified. We also encourage a mentee/mentor relationship which supports the key elements of the IMC, with a strong focus on ethics and mentee development.

- **Were CMC's involved?**
  We involve the CMC's who can offer the mentee specialization in their given field. We ensure that there is clear communication on the expectations and aspirations of the mentees, for example: the relationship does not guarantee client contacts or placement. The focus of the mentee/mentor relationship is on the relationship which promotes educations and professional growth, as well as a focus on CMC certification.

- **What were the mentors to do with their mentees? How were both mentors and mentees recruited?**
  The mentees are contacted by both the chapter and the mentor coach. The new mentees are asked if they are interested in participating in the mentor program with the IMC.

- **What was the success or lack of success at your chapter?**
  We are still in the preliminary stages of this program as we have just revived it in the past year. There has been a strong interested demonstrated by new members (around 50%) as well as a commitment by current CMC-certified consultants to assist in the program.

- **Is there an interest for a mentoring program at your chapter--now, or-In the future?**
  Yes, definitely! For more information on the IMC SoCal Mentorship Program, please contact Laura Fisher at: lfisher280@gmail.com.

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**Attention IMC Members – Upcoming Board of Directors election.** Newly-elected board members (and those continuing) will be voted on this month. Please watch your mail for the ballot and be sure to vote!

Here is the slate:

President - Jerry Savin  
Immediate Past President - Nick Juarez  
Vice President – Vacant  
Treasurer – Don Gilman  
Secretary - Bette Hiramatsu  
Program Chair - Jerry Savin  
Certification Chair - Jim Ayers  
Membership Chair - Leon Owens  
Membership Advisor - Peter Crosby  
LAX Breakfast Chair - Jennifer Beever (until June 30, 2013)  
SFV Breakfast Chair - Jerry Savin  
SFV Breakfast Committee - Martha Spelman, Chase Morrison, Leon Owens  
Database Chair - Margaret Chock  
Mentoring Chair - Laura Fisher  
Board Member-at-Large - Sharon Hyder
Wanted: IMC Volunteers

IMC SoCal relies on the volunteer efforts of its members including meeting and event planning, SIG operations, Roundtable groups as well as many other positions. If you would like to get involved, please contact IMC SoCal Chapter President, Nick Juarez at: njuarez@juarezassociates.com.

Next Newsletter Deadline: May 31, 2013

All materials must be pre-formatted and edited for inclusion (include your name, relevant titles, short bio and contact info). See example below and send to:

IMPORTANT:

Example of format to submit Announcements, Member or Event News:

Bob Smith will be presenting a seminar entitled “How to Make a Ton of Money” on Saturday, April 1, 2010 at 12:00 p.m. at Redemption Hall, 1234 ABC Street in Somewhere, CA. The seminar will be open to IMC Members and their guests. The cost will be $50. for members and $55. for non-members. Bob Smith is the President and CEO of Tons of Money, Inc., with clients in the financial, educational and reality TV show industries. Bob can be reached at: bob@tonsofmoney.com, 310.123.1234.