



# ConnEX

A BIWEEKLY NEWSLETTER FOR GPSEG MEMBERS



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May 4, 2016

Dear Maureen ,

*All the news from GPSEG in less than 3 minutes!*

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## A Message from the Chair

This is an exciting time for GPSEG. Given the ground work started in 2015, we've been able to make excellent progress already this year on some key initiatives. I'd like to update you on the actions taken by the Board of Directors as well as chairs of our subgroups and committees in order to provide a positive experience for you as a valued GPSEG member.



Thank you to our  
sponsors!



**Branding Initiative:** I'd like to thank everyone who completed the recent all-member survey for this important initiative. Approximately 35% of our members participated in this survey, signifying strong interest in our organization's brand. Now, Bailey Brand Consulting will provide recommendations based on their evaluation of what the input tells them regarding our members' view of GPSEG's differentiation from similar organizations and our members' vision of our organization in the future.



Although this may seem like a simple process, it's a process that takes time in order to do it right and to do it well. Getting the survey results is the easy part of this initiative. Interpreting the results is more complex. We'll continue to update you as key milestones are achieved.

**Membership:** Our membership campaign is off to a good start and we're optimistic participation will increase even further. As Executive Director, Diane James, announced in the last issue of ConnEX, several members are already enjoying rewards from this campaign because they've sponsored two or more professionals for GPSEG membership. I believe this campaign is resulting in another benefit for our members - greater diversity in age, gender, race and ethnicity in addition to other areas of diversity. More diversity in an organization provides a richer member experience and strengthens the organization overall.

Additionally, our Membership Committee, led by John Sylvia and Frank Rowe, now consists of four teams focused on the core areas driving positive member experience: 1) Recruitment, 2) Applications, 3) Onboarding and 4) Engagement & Retention. This new structure strengthens the potential for professionals you recommend for GPSEG membership to have a favorable experience starting with their first visit as a guest to an event. This new structure also improves our focus on the experience of all members - both new and existing - throughout the lifetime of their membership.

**Programs:** In addition to offering strong programs at our subgroup meetings, the Program Committee continues to increase the value of our all-member programs. The recent Leadership Institute session held in April received very positive feedback from attendees - both members and the panel participants. I have no doubt this will be a valuable program series for our members.

Additionally, as you saw in the CEO Summit announcement last week, the panel assembled for this June 1 event is very strong. I'm certain this Summit will be another engaging and successful event for our members and guests. You won't want to miss it.

May 18 is our Spring Social at the Trenton Country Club, and I look forward to seeing all of you there to catch up with old friends and welcome new members and guests.

**Executive Services Directory** - As a value added service to our members who are entrepreneurs and those who represent the companies with whom they are employed, we will soon be offering a directory that will enable members and guests to identify the company(ies) who offer the services/products they need. This directory, which is an optional service, is basically a searchable repository of member businesses to highlight more information about their company than is currently available

through a member's profile. Be assured that this Executive Services Directory is not a means for members to do "push" self-promotions.

Since this service will directly benefit the companies choosing to be listed in this directory, and not all members, a fee will be associated with this service. More information about this optional service will be provided in the near future.

I hope you're as excited about our progress year-to-date as I am. This couldn't happen without the dedication of the members of the Board and the chairs of our subgroups and committees. Please join me in thanking them for their commitment to providing a valuable experience through GPSEG membership.

Best regards,  
*Maria*

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## Membership Campaign Leader Board - 6 months to go!



In the GPSEG Membership "Derby," we're at the halfway mark - six months into the GPSEG [Membership Campaign](#) - and STILL running neck and neck are **Bill Borton** and **Bob Jarvis** with four successful new members each and two applicants pending. They have each earned one complimentary Social and two subgroup registrations. Will they make it to six and get a free year's membership?? Hot on their heels are **Dave Bookbinder, Anthony Carlozo, Matt Levy, and Lesley Tewnion**, who each now has two successful recruits and a complimentary subgroup registration. Quite a number of members have sponsored one successful new member and have plenty of time to join the leaders.

As a member of GPSEG, you know that GPSEG membership is by invitation and sponsorship only, which means you - the members - are the key to our growth. When you offer to sponsor a qualified applicant, you give to that person a key that opens their network to a truly extraordinary generous and knowledgeable group of select peers. The next time you have coffee with a nonmember or meet a guest at an event, talk with them about membership...your next subgroup event - or even your next year's membership - could be complimentary too!

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## Spotlight on Success

### David Nast, A New Member --- the Person and the Professional

By Linda Penrod

I had the pleasure of speaking with David Nast on two occasions. Each time I heard him speak about his extensive background and I learned of his noteworthy accomplishments. Each time I heard him speak about how his personal experiences shaped his professional being. Often professionals indicate that they reached their level of competency through their hard work. David acknowledged how his personal growth helped in his development as a business man and how it helps in his ability to successfully coach and help others. He believes one of the key elements of coaching is to encourage an individual to self-diagnose and then brainstorm together all the possible solutions. He teaches others how to fish, he doesn't fish for them. He is a Coach not a Consultant. As a Coach he lives and coaches the importance of commitment; having grit; valuing the impact of positive attitude.



Brian Tracy is the most listened to audio author on personal and business success in the world today. On February 25, 2016, Brian Tracy presented David Nast with the "Brian Tracy Excellence in Coaching and Sales Award". In the scoring by clients coached by David, he received a perfect 5.0 out of 5.0 score from each of his 24 clients. These are clients who are self-starting entrepreneurs who have reached their \$1M goal and CEOs who are running \$200M corporations.

David is a three-time CEO, having run the Royal Blue Records, an independent record label based in Philadelphia in the late 80's through the mid-90's. David just happens to be an accomplished songwriter.

His second CEO & Managing Partner role was with DNA Associates, LLC, where he directed all aspects of executive search for clients in the life sciences, pharmaceutical, biotechnology, medical communication, and information technology industries partnering on search strategies, organizational development, talent retention, and establishing talent acquisition and inventory programs.

He sold his search firm at the height of executive search, just before the recession, and went into the career transition/outplacement industry. "It was a lifestyle decision," he told me; he was working an average of 90 hours a week and even though he took a "massive pay cut" when he sold his firm, he "loved every minute" of being a career coach and "couldn't wait to get out of bed each day." As the Vice President & Managing Consultant of DBM, he advised and coached C-Level Executive clients who were transitioning to new positions, or starting a business, or joining a board.

In his current role as Founder and CEO of FocalPoint Business Coaching & Training, a premier Business Coaching and Corporate Training organization that follows the proven methodologies of Brian Tracy, David works with companies who are very serious about bottom-line profit improvement. He is an accomplished writer.

What stands out in speaking with David is how having traveled the road of success and adversity, he lives what he teaches ... the tenets to "Work smarter, not harder..." and while running your business "achieve balance". Balance for David? Well, besides his songwriting and professional accomplishments, David enjoys motorcycles, cars, kick-boxing, running marathons, and working with his wife and partner in business, Ms. Christine Nast.

*Linda Penrod, a contributing writer for ConnEx, is a commercial real estate professional with experience in sales and marketing management. She is currently with Zommick McMahon Commercial Real Estate, Inc.*

*Have a story to share? Please send it to [maureen.waddington@gpseg.org](mailto:maureen.waddington@gpseg.org) for inclusion in our newsletter.*

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## Members in the News

*Have news to share? Please send it to [maureen.waddington@gpseg.org](mailto:maureen.waddington@gpseg.org) for inclusion in the next newsletter.*

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Please contact GPSEG Headquarters.

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GPSEG is an association of senior-level executives throughout Greater Philadelphia and the states of New Jersey and Delaware, providing professional and leadership education and business networking. GPSEG is committed to the exchange of business contacts and ideas to foster business.

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