



*Recipient of the 2011 Avery Dennison
Chapter Prestige Award!*

www.iaap-nashville.org

**NASHVILLE CHAPTER IAAP
BULLETIN BOARD**

VERSION 63, ISSUE 4

NASHVILLE CHAPTER BOARD

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VELMA LITTLEJOHN—PRESIDENT-ELECT

ELAINE MCDOWALL, CPS/CAP—VICE PRESIDENT

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INSIDE THIS ISSUE:

PRESIDENTS CORNER	Page 1
EXECUTIVE BOARD REPORT CHAPTER SURVEY INFORMATION CHAPTER MEMBER BIRTHDAYS	Page 2
COMMITTEE ACTIVITIES	Page 3
WORD SEARCH	Page 4
2012 TENNESSEE DIVISION MEETING	Page 5
COMMITTEE ACTIVITIES	Page 6
OCTOBER MEETING INFORMATION	Page 7
RESEARCH & EDUCATION FOUNDATION MEMBER ACCOMPLISHMENT	Page 8
OFFICE TEAM ARTICLE	Page 9
CALL FOR NOMINATIONS	Page 10
CUSTOMER SERVICE ARTICLE	Page 11
CUSTOMER SERVICE ARTICLES	Page 12
RECIPE TIPS FOR CHAPTER SUCCESS	Page 13
TENNESSEE TITANS FUNDRAISING	Page 14
HAPPY 70TH ANNIVERSARY IAAP!	Page 15
AD'S FORM	Page 16

Newsletter Editor

Gladys Carr, CPS
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President's Corner—Marsha Gupton, CPS

For true success ask yourself these four questions: Why? Why not? Why not me? Why not now?"
James Allen, New Zealand Statesman, Minister of defense (1912-20), 1855-1942)

We have lots going on with Nashville and IAAP this fall.

We had ten chapter members attend the TN Division Leadership Conference that was held on September 24, 2011. We also had two presenters, Jean Brandon, CPS/CAP and Gladys Carr, CPS. We were well represented. This was a good conference and lots of good information was presented to help chapters be successful.

Last month we collected over sixty boxes of crayons and scissors for the Vanderbilt Children's Hospital. Thank you to everyone who participated in that activity.

We continue to work the Titans games. I want to personally thank each person who has been helping in this project for the chapter. I know it is not easy to give up your Sunday to do this. Members from the Shelby/Tipton Chapter will be helping us with some of the games and we will split the money with them for the games they work.

Our Chapter Goals have been approved and have been submitted to the Division. We have also submitted our Chapter Programs for the year. This is one of the criteria for Chapter of Excellence. With all of us working together as a team there is nothing that we cannot accomplish.

On September 27, 2011, was the first meeting of the Executive Advisory Board. The meeting was held at the University of Tennessee Government Relations office. Members in attendance were: Rob Clifton, CMP, Conference Direct; Patsy Writeman, Business Consultant and Yvonne Wood, CPS, CEO of Wood Conference Services; Connie Cantrell, CPS, Executive Advisory Board Committee Chair; and Marsha Gupton, CPS, Chapter President met going over chapter goals and brainstorming ideas.

On November 17, we will have our seminar. As the recipient of the Avery Chapter Prestige Award, we are able to provide a quality educational seminar. The cost is \$20 per person. I hope that many of our chapter members will be able to attend. A brochure will be coming out in the next few days. Please share it with your HR and training staff in your offices.

Our October meeting is the Certification Banquet where we recognize and honor those who have received their CPS or CAP certifications as well as those who have re-certified this year. Congratulations to all that certified or re-certified. Our special speaker will be Dr. Raylean Henry with the Tennessee Board of Regents.

Please share with your co-workers and friends about membership in Nashville Chapter. Let's try to recruit more members this year. At the October meeting we will be offering half-off of the chapter membership price on that day only. The application and payment has to be fulfilled that day. Also, if you know someone that has not been to a meeting in a long time, please invite them to come back.

You should have received via email the Membership Satisfaction Survey. Please complete this because this will give us good information from our membership on ways we can improve. The board welcomes any suggestions and/or ideas you have. As a team, we can accomplish much; as individuals, we will accomplish little.

This year, let us once and for all put an end to the myth that IAAP is the best kept secret in Nashville. Invite your co-workers and friends to a meeting and encourage them to join. Please contact me if your company HR and training departments would be open to a presentation on benefits to employers for their administrative staff membership in IAAP.



It is Written - Honoring the Past With a Vision to the Future

EXECUTIVE BOARD REPORT — OCTOBER 2011

The following items will be brought before the Chapter during the October Chapter Meeting.

1. The Board recommends approval of the financial review.
2. The Board approved establishing a PayPal account.

Supplemental Board Report

1. By email vote on October 4, 2011, the Board approved changing the date of the December Chapter meeting to December 13, 2011.

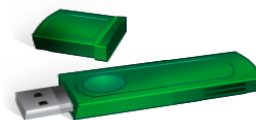


You have received the “*Chapter Member Satisfaction Survey*” provided by Survey Monkey. Please

take the time to complete the survey. This will help us know what areas need improvement and ways we can be a better chapter.

WE VALUE YOUR OPINION !!

Nashville Chapter Board of Directors



REMINDER: Remember to update your member information on the IAAP website (www.iaap-hq.org) It is important to have current member information.

OCTOBER BIRTHDAYS

SHELBY DAVIS, CPS - 12TH

FLORINE MCCANDLESS, CPS - 16TH

MILDRED GORTON, CPS—OCTOBER 8TH (I KNOW SHE'S NOT A MEMBER BUT SOME WOULD PROBABLY LIKE TO SEND HER A CARD)

NOVEMBER BIRTHDAYS

PAULETTE PAINTER, CPS - 1ST

YVONNE SAWYER, CPS/CAP - 5TH

ELAINE MCDOWALL, CPS/CAP - 12TH

TERI HILLS, CPS/CAP - 15TH

ANITA APPLETON, CPS - 30TH



Committee Page

DATE	PROGRAM TITLE	SPEAKER
JULY 19, 2011	SOCIAL MEDIA	LACY TITE, WEB DEVELOPER, VANDERBILT UNIVERSITY
AUGUST 16, 2011	WHY MY RESUME ISN'T WORKING	BILL KARLSON, PROFESSIONAL SPEAKER
SEPTEMBER 20, 2011	THE MAGIC OF SUPER HEROES	VAN RICHMOND, PROFESSIONAL SPEAKER
OCTOBER 18, 2011	CERTIFICATION BANQUET	DR. RAYLENE HENRY
NOVEMBER 15, 2011	PERSONAL PREPAREDNESS	HELEN CUNNINGHAM
DECEMBER 20, 2011	HOLIDAY SOCIAL	
JANUARY 17, 2012	CLOSING THE PERFORMANCE GAP	CRAIG KITCH, PROFESSIONAL SPEAKER
FEBRUARY 21, 2012	CHAPTER BIRTHDAY/NEW TECHNOLOGY GADGETS	MARY NUNALEY
MARCH 20, 2012	AVERY DENNISON PRESENTATION	BUD CAMPBELL
APRIL 17, 2012	MEMBER OF THE YEAR BANQUET	
MAY 15, 2012	OFFICER ELECTION/MANAGING MULTIPLE PROJECTS	KIT MCCRARY, CPS
JUNE 19, 2012	OFFICER INSTALLATION	

MEMBER INFORMATION UPDATES

PLEASE MAKE THE FOLLOWING CHANGES TO YOUR ROSTER:

The following members have not renewed their membership:

- Camilla Allen
- Jennifer Brown
- Connie Shaw

MEMBERSHIP COMMITTEE

Are you a new member? Have you been installed yet? If you have not been installed, please contact membership chair, Shelby Ellis, CPS/CAP, at shelby.ellis@renaissancehotels.com

**OUR ANNUAL
NOVEMBER BAKE
SALE IS FAST
APPROACHING.**



WE WILL HAVE A BAKE SALE AT THE NOVEMBER MEETING AS A FUNDRAISER FOR THE CHAPTER. I KNOW WE HAVE SOME AWESOME COOKS IN OUR CHAPTER. THIS WILL BE A GREAT TIME TO PURCHASE YOUR BAKED ITEMS FOR **THANKSGIVING**. PLEASE CONTACT PAULETTE PAINTER, CPS OR DEBBIE GREEN, CPS/CAP AND LET THEM KNOW WHAT YOU WILL BE BRINGING.

BON APPETITE!

Autumn Word Search

Y	D	N	A	C	O	R	L	H	V	M	L	J	P	X	D
E	N	J	A	C	K	O	L	A	N	T	E	R	N	R	G
L	K	C	B	N	J	Q	W	R	E	R	I	O	A	G	V
L	Z	X	V	I	K	M	P	V	Y	C	B	C	M	R	D
W	H	A	L	L	O	W	E	E	N	O	U	T	V	O	E
O	N	U	I	P	V	N	R	S	W	L	C	O	M	V	A
A	E	T	I	O	U	Y	W	T	A	U	J	B	Y	U	A
C	B	U	N	M	L	K	J	H	P	M	X	E	V	N	X
H	K	M	O	S	A	S	W	T	Y	B	T	R	W	A	S
H	A	N	L	L	O	W	E	A	Z	U	U	O	T	Q	E
E	P	I	P	U	M	P	K	I	N	S	H	J	W	I	L
F	O	O	T	B	A	L	L	N	K	D	T	Z	O	D	P
G	H	O	U	L	S	G	H	G	O	A	A	I	R	H	P
N	O	L	L	F	T	F	D	H	S	Y	C	Z	C	C	A
D	R	A	C	U	L	A	C	O	C	F	K	C	E	F	Y
W	E	R	E	W	O	L	F	S	H	F	C	R	R	E	D
O	P	W	G	S	D	F	G	T	T	D	A	F	A	X	N
C	B	R	P	O	I	Y	T	W	E	R	L	T	C	W	A
P	O	P	C	O	R	N	L	U	I	W	B	A	S	N	C

AUTUMN
 BLACK CAT
 CANDY
 CANDY APPLES
 COLUMBUS DAY
 DRACULA
 DRACULA
 FOOTBALL
 GHOST

GHOULS
 HALLOWEEN
 HARVEST
 JACK O LANTERN
 OCTOBER
 POPCORN
 PUMPKIN
 SCARECROW
 WEREWOLF





TENNESSEE DIVISION ANNUAL MEETING

May 31—June 3, 2012

By Paulette Painter, CPS

Tennessee Division IAAP®

2012 Division Annual Meeting

May 31 – June 3, 2012

Marriott Hotel at the Convention Center

Chattanooga, TN

Mark your calendars for the **2012 Tennessee Division Annual Meeting**, May 31 – June 3, 2012, at the Marriott Hotel at the Convention Center, in Chattanooga, Tennessee. The theme is “60 Years of Remarkable.” 2012 will be the 60th anniversary of the Tennessee Division’s IAAP® charter.

We are responsible for **Exhibits**. Debbie Green and Kim Barney will be coordinating this event. We are asking each chapter member to ask their suppliers if they would like to be an exhibitor or if they have a supplier in the Chattanooga area that would like to exhibit. The charge is \$100 per table. Please contact Debbie or Kim for the “official” letter of request or if you have an exhibitor.

We are also responsible for the **Banquet**. For table decorations, we are planning to use a red rose in a bud vase surrounded by magnolia and/or ivy. We are asking chapter members if they have a six to eight inch bud vase they would like to donate for the tables. Please bring to the October and November meetings.

Each Chapter is requested to bring five (5) door prizes, and they are requesting more quality and less quantity door prizes. Door prizes must be wrapped and/or bagged prior to the meeting. We are asking each chapter member to ask their office suppliers or others for a donation.

The Friday Night Open House will be a “60s Sock Hop.” All chapters are asked to do some type of talent and dress in 60s’ attire. Be thinking of a talent we can present that relates to 60s’ music. Remember, Paulette cannot carry a tune in a box and has two left feet; otherwise, she will try anything.

COMMUNITY AFFAIRS COMMITTEE

*Kathy D. McNeeley, CPS
Community Affairs Chair*

THE COMMUNITY AFFAIRS COMMITTEE WOULD LIKE TO THANK MEMBERS WHO BROUGHT SCISSORS AND CRAYONS TO THE SEPTEMBER MEETING. **THE DONATION OF 61 PACKETS OF CRAY-**

ONS AND 14 SCISSOR PACKETS WERE DELIVERED TO MONROE CARELL, JR. CHILDREN'S HOSPITAL. YOUR CONTRIBUTIONS ARE APPRECIATED.

KATHY MCNEELEY, CPS



The Nashville Chapter will be **adopting a family** at Christmas from SafeHaven family shelter. A family will be selected in October by the safe haven staff. We will **donate newly purchased items such as clothing for all the family members as well as a few items on their wish list.** Each

donation should be wrapped before being submitted to the Community Affairs Committee. Collections will be **taken during the months of November and December.** The gifts will be delivered in time for the family Christmas celebration.

FUNDRAISING ACTIVITY

AVON FUNDRAISER GOING ON THE MONTH OF OCTOBER.

Support your Chapter with this fun, easy to sell, AVON fundraiser and just in time for the holidays.

With AVON's pre-printed flyers of selected best-selling items to offer your family and friends, sales are easy.

Attached is the flyer with the products for sale and an order form. The order form must be filled out completely. **Checks need to be made payable to Nashville Chapter IAAP.** You are responsible for picking up any orders that you sell. The product will be available at the November chapter meeting for

pickup. If you cannot be at the November meeting, contact Renee Meloche, CPS/CAP to arrange to pick up your order.

Please give completed forms and checks to Debbie Green, CPS/CAP, Chair of the Past President's Council.

Nashville Chapter will make **40%** profit on these sales.

Christmas is around the corner and these make good stocking stuffers and gifts.

HAPPY SHOPPING!

Renee J. Meloche, CPS/CAP

**OCTOBER CHAPTER PROGRAM
CERTIFICATION BANQUET
SPEAKER: DR. RAYLENE HENRY**

OCTOBER MENU

Our next chapter meeting is Tuesday, October 18, 2011. **Remember that cancellations, guest reservations and alternate meal requests are due no later than Thursday, October 13, 2011, at noon.** Please e-mail me at elaine_mcdowall@gspnet.com or contact me at 615-739-4933.

If you are currently on the “Standing Cancellation” list, or if you have already cancelled for this month, there is no need to reply. **Please note that if you do not cancel your reservation before the deadline, you will be invoiced \$22.00 for the meal cost.**

We will be meeting in the Cumberland View Room at the Gaylord Springs Golf Links on Brownwood Drive just off of McGavock Pike. This month’s program is a recognition of those who have obtained the CPS and / or CAP designation or have recertified. Dr. Raylean Henry is the guest speaker.

MENU

Mixed green salad
Grape tomato, cucumber slices, sliced carrot, aged cheddar
White balsamic vinaigrette
~

Pan seared chicken breast, green olive and lemon salad
Oregano, five grain pilaf, roasted tomato emulsion

Alternate meal: Vegetarian

Chocolate, Frangelico Anglaise, cocoa dust

Alternate dessert: Fruit cup

IMPORTANT DATES FOR 2011

- OCTOBER 18TH — CHAPTER MEETING**
- NOVEMBER 6TH — DAYLIGHT SAVINGS TIME ENDS**
- NOVEMBER 11TH — VETERANS DAY**
- NOVEMBER 15TH — CHAPTER MEETING**
- NOVEMBER 17TH — CHAPTER SEMINAR (GAYLORD GOLF LINKS)**
- NOVEMBER 24TH — THANKSGIVING**
- DECEMBER 20TH — CHAPTER MEETING**
- DECEMBER 25TH — CHRISTMAS**

**DINNER RESERVATION
POLICY**

DINNER MEETINGS ARE HELD ON THE THIRD TUESDAY NIGHT OF EACH MONTH. RESERVATIONS MAY BE MADE BY CONTACTING ELAINE MCDOWALL, CPS/CAP. E-MAIL: elaine_mcdowall@gspnet.com, OR BY PHONE: [615-739-4933](tel:615-739-4933) NO LATER THAN NOON ON THURSDAY PRECEDING THE MEETING DATE.

CANCELLATION POLICY:

ALL MEMBERS HAVE STANDING RESERVATIONS. RESERVATION MUST BE CANCELLED BY NOON ON THURSDAY PRECEDING THE MEETING DATE OR YOU WILL BE BILLED FOR THE DINNER.

Research & Educational Foundation

R&E OFFERING NEW SCHOLARSHIP

The Research and Educational Foundation wants to help you grow your career!

We're going to do that with the R&E's new [2012 EFAM Scholarship Program](#). The program helps cover the cost of attendance for temporarily unemployed admins or those who have never been to EFAM before. It's part of the foundation's commitment to helping admins reach and maintain their professional edge. Scholarship applications will be accepted starting **Oct. 1, 2011 through Jan. 31, 2012**.

Visit the [updated R&E Web page](#) to learn more about the EFAM scholarships, the foundation and how to help the R&E reach its goals. The page includes an FAQ about the R&E, PowerPoint presentation and script, scholarship information and donation forms. It's the go-to source for the R&E.

Please join the R&E as we advance the careers of administrative professionals.

Member Accomplishments

Congratulations to Debbie West, CPS/CAP

Debbie was notified that she was nominated and selected as the winner of the “**Regents Online Continuing Education Faculty Member of the Decade**” award.

Dr Henry writes. . .

It is my pleasure to announce that you have been selected as the winner of this award. Your selection was based on your experience and commitment to ROCC over the past ten years. We are proud to honor you at the ROCC Ten-Year Anniversary Celebration on October 28 at TBR. Please let me know if you will be unable to attend. Along with being recognized at the Celebration, a monetary award also will be made in your honor to support online education at your institution.

We look forward to sharing our appreciation for your outstanding achievements on October 28th.

Congratulations from the entire ROCC staff!

Raylean Henry, EdD
Associate Vice-Chancellor
Regents Online Campus Collaborative
raylean.henry@tbr.edu
(615) 366-3917
(615) 366-3986 (fax)
www.rodpc.org





OFFICETEAM®

Specialized Administrative Staffing

A Robert Half Company

Grace Under Fire: How to Handle High-Pressure Situations

While a certain amount of on-the-job pressure is unavoidable, an extra project, seasonal rush or general rise in workload can catch anyone off guard and add strain to an already-hectic schedule. Too much stress can decrease job satisfaction and even lead to burnout.

What may surprise some is a survey by our company, which revealed that nearly three-quarters (74 percent) of employees polled said they perform as well or better than normal in high-pressure situations. Still many people under pressure tend toward “flight” rather than “fight.” If you’re of the “flight” variety, or even if you feel you could handle your stressful work situations better, the following guidelines should provide some help to ensure you make the most of crunch time:

- **Take a breather.** If you’re under the gun, step back before you react. Yes, it’s easier said than done, but you’ll need to calmly and quickly assess the situation and come up with an action plan before you pull the trigger.
- **Collaborate.** Seek input from colleagues. When you’re confronted with a difficult or unknown situation, ask their opinion of the best course of action. If the pressure you’re facing is the result of project overload, identify tasks that can be delegated to another member of the group.

- **Stick to the plan.** Direct your energy toward situations where you can affect the outcome. Don’t spend time worrying about what you cannot change.
- **Prioritize.** Focus your efforts on activities directly linked to your most immediate objectives. Lower-priority tasks and those with deadlines farther out can be handled later.
- **Ramp up.** Use downtime in between busy periods to prepare for the next workload peak so you can work as efficiently as possible. Organize your files and determine what types of resources you might need.

Pressure situations can bring out the best or worst in people, depending on their level of preparation. By being organized and following some key tips outlined here, it’s possible to navigate stressful work situations with greater ease. Whether you’re trying to meet a tight deadline or faced with a sudden surge of work, demonstrating grace under fire will help you perform better and show your value to your employer.

OfficeTeam is the world’s leading staffing service specializing in the placement of highly skilled administrative and office support professionals. The company has more than 315 locations worldwide, and offers online job search services at www.officeteam.com.

CALL FOR NOMINATIONS

September 30, 2011

TO All Members through Division and Chapter Officers
International Board of Directors
International Trustees, Retirement Trust Foundation
Chairmen, International Committees
Affiliate Association Presidents

FROM Mary Ramsay-Drow, CPS/CAP, Chairman Committee on Nominations

RE NOMINATIONS FOR INTERNATIONAL OFFICE OR
RETIREMENT TRUST FOUNDATION TRUSTEE

This correspondence includes links to forms and procedures for nominations to International Office or Retirement Trust Foundation Trustee. Individuals are required to **submit** all forms **via e-mail**. The Committee on Nominations Chairman will confirm receipt of any nomination within three business days.

The following documents may be downloaded from the [Call for Nominations](#), in the IAAP web community document library:

- Official Notice for International Office
- International Office Candidate Application
- Official Notice for Retirement Trust Foundation Trustee
- Retirement Trust Foundation Trustee Candidate Application

Nomination forms are to be completed and sent via e-mail to the Chairman of the Committee on Nominations, the Executive Director and the respective chapter, division or affiliate president for acknowledgement of nomination. **Note:** for International Office candidates the IAAP International Bylaws and Standing Rules state that any chapter or affiliate association, by vote of its members, may nominate only one of its qualified members as a candidate for international office and must do so prior to January 15, 2012. Any division, by a vote of its board of directors, may nominate only one of its qualified division members-at-large as a candidate for international office and must do so prior to January 15, 2012.

The application must be received **by e-mail no later than 5:00 p.m. CST January 15, 2012**.

Candidates may not conduct an educational workshop at the 2012 IAAP International Education Forum and Annual Meeting. Candidates may not serve as a 2012 annual meeting coordinator or co-coordinator. After election, members of the International Board of Directors are required to sign and adhere to the following document: International Board of Directors Code of Ethics. After election, all Retirement Trust Foundation Trustees are required to sign and adhere to the following document: Confidentiality Agreement and Conflict of Interest Statement.

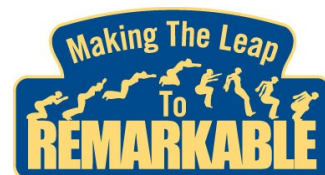
All nomination submissions will be reviewed by the committee after the deadline of January 15, 2012. **Applications found to be incomplete will be disqualified.** Candidates will be informed by February 1, 2012, of acceptance or non-acceptance of candidacy.

Committee on Nominations Chairman e-mail: mrdrow@iaap-hq.org
Executive Director e-mail: executivedirector@iaap-hq.org

cc: Committee on Nominations



[Register today!](#)



8 RULES FOR GOOD CUSTOMER SERVICE: GOOD CUSTOMER SERVICE MADE SIMPLE

By *Susan Ward, About.com Guide*

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others who may then try the product or service you offer for themselves and in their turn become repeat customers.

If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that the individual customer feels he would like to pursue.

How do you go about forming such a relationship? By remembering the one true secret of good customer service and acting accordingly; "You will be judged by what you do, not what you say."

I know this verges on the kind of statement that's often seen on a sampler, but providing good customer service IS a simple thing. If you truly want to have good customer service, all you have to do is ensure that your business consistently does these things:

1) Answer your phone.

Get call forwarding or an answering service. [Hire staff](#) if you need to. But make sure that someone is picking up the phone when someone calls your business. (Notice I say "someone". People who call want to talk to a live person, not a fake "recorded robot".)

2) Don't make promises unless you will keep them.

Not plan to keep them, you will keep them. Reliability is one of the keys to any good relationship, and good customer service is no exception. If you say, "Your new bedroom furniture will be delivered on Tuesday", make sure it is delivered on Tuesday. Otherwise, don't say it. The same rule applies to client appointments, deadlines, etc.. Think before you give

any promise - because nothing annoys customers more than a broken one.

3) Listen to your customers.

Is there anything more exasperating than telling someone what you want or what your problem is and then discovering that that person hasn't been paying attention and needs to have it explained again? From a customer's point of view, I doubt it. Can the sales pitches and the product babble? Let your customer talk and show him that you are listening by making the appropriate responses, such as suggesting how to solve the problem.

4) Deal with complaints.

No one likes hearing complaints, and many of us have developed a reflex shrug, saying, "You can't please all the people all the time". Maybe not, but if you give the complaint your attention, you may be able to please this one person this one time - and position your business to reap the benefits of good customer service.

5) Be helpful - even if there's no immediate profit in it.

The other day I popped into a local watch shop because I had lost the small piece that clips the pieces of my watch band together. When I explained the problem, the proprietor said that he thought he might have one lying around. He found it, attached it to my watch band – and charged me nothing! Where do you think I'll go when I need a new watch band or even a new watch? And how many people do you think I've told this story to?

6) Train your staff (if you have any) to be always helpful, courteous, and knowledgeable.

Do it yourself or hire someone to train them. Talk to them about good customer service and what it is (and isn't) regularly. Most importantly, give every member of your staff enough information and power to make those small customer-pleasing decisions, so he never has to say, "I don't know, but so-and-so will be back at..."

7) Take the extra step.

For instance, if someone walks into your store and asks you to help them find something, don't just say, "It's in Aisle 3". Lead the customer to the item. Better yet, wait and see if he has questions about it, or further needs. Whatever the extra step may be, if you want to provide good customer service,

8 RULES FOR GOOD CUSTOMER SERVICE: GOOD CUSTOMER SERVICE MADE SIMPLE

Continued from Page 11

take it. They may not say so to you, but people notice when people make an extra effort and will tell other people.

8) Throw in something extra.

Whether it's a coupon for a future discount, additional information on how to use the product, or a genuine smile, people love to get more than they thought they were getting. And don't think that a gesture has to be large to be effective. The local art framer that we use attaches a package of picture hangers to every picture he frames. A small thing, but so appreciated.

If you apply these eight simple rules consistently, your business will become known for its good customer service. And the best part? The irony of good customer service is that over

time it will bring in more new customers than promotions and price slashing ever did!



CUSTOMER SERVICE WEEK

The week of October 3 - 7 marked National Customer Service Week (NCSW). NCSW was established by proclamation of President Bush in 1992. In every position held by Administrative Professionals, customer service is extremely important every day. NCSW, however, provides employers and employees time to recognize the im-

portance of customer service.

As we recognize the importance of customer service, let us have some fun. Enjoy working the attached puzzles. Solutions provided but don't cheat, it will ruin the fun

Kimberly Barney, CPS



RECIPE TIPS FOR CHAPTER SUCCESS

This Article Was Copied From International Library

If you keep doing what you've always done, you won't keep getting what you've always got! Not any more! Not in today's world! That's been proven time and time again in chapters, divisions, districts, and member workplaces. We need to change with the times and do what works!

So let's see what we can cook up and share some recipes for chapter success. Here are some sure-fire tips from leader chefs:

- **Sacred cows make the best burgers.** What used to work often doesn't work any more. If you are losing members, having fewer members participate, coercing members to support chapter fund raisers or projects, experiencing difficulty finding people willing to serve as officers and chairs, or disappointed that guests don't become members...then you need to search out the sacred cows that keep you tethered to the past and eliminate them. Look at every project, every committee, every thing you do. If it isn't working—get rid of it or replace it with what does work.
 - **Cut the fat and use only the freshest ingredients.** Streamline business meetings, print short reports in the newsletter, eliminate committees that are outdated or jobs that can be effectively done by one person with member input. Don't hold things over from year to year. Begin each chapter year with zero-based planning. Offer fresh ideas and new activities to keep members interested and involved.
 - **Post ingredients.** Be up front with members. Tell them what is involved in a chapter "job." Let them know how many hours it will take and if it can be done all-at-once or requires monthly commitments. Tune in to everyone's favorite radio station WII-FM (What's In It For Me). Point out the positives, but don't gloss over the negatives. Make every chapter job fun, exciting, and something that will enhance a resume. Remember today, everyone is cutting calories!
 - **Add some sizzle to the steak.** Promote benefits and tell members what they will gain from joining IAAP, serving as a leader, or assuming additional responsibilities. We
- don't take on extra jobs any more because of a sense of duty. We want a return on our investment.
 - **Every acclaimed chef tastes her creations.** Ask for input. Don't be afraid of constructive feedback. Use executive advisory members, ask for suggestions from the market you are targeting (like Gen-Xers or reentry women), and make use of IAAP staff. The time for input is before you've printed 5,000 brochures or prior to your IMPACT meeting.
 - **Tailor the menu to suit your audience.** Would you go to Chinatown looking for a fine Italian ristorante? Find out the psychographics of your membership pool and use this information to shape a chapter that exactly fits the members you're appealing to. Keep evaluating to see what new needs they might have and what your chapter ought to do to keep pace. Continually assess the four Ps of marketing: product (or service), price, place (location), and promotion.
 - **An appealing presentation enhances the experience.** The presentation and garnishes are as important as the meat on the platter. Call new members to welcome them. Avoid seating guests next to negaholics. Follow-up with guests via a handwritten note, e-mail, with maybe even a few free issues of the newsletter. Garnishes include anything special that recognizes people and makes them feel welcome and important.
 - **Create your own reviews.** Invite your critics and wow them with the presentation and "meat" of the organization. Get testimonials from satisfied members (customers) and use them prominently in your promo. Don't aim for a meeting notice in the newspaper, but use the research provided on the IAAP Web site or in *Office-PRO* magazine to generate your own professional news.

Remember, IAAP is a business. Our business is the development of people. Don't stew over dwindling membership and lack of participation. Cook up your own recipes for success.

###

Are You Ready For Some Football!

WANTED!

VOLUNTEERS for TITANS GAMES

WHY VOLUNTEER?

- ◆ FUN WHILE WORKING
- ◆ BE A PART OF THE GAME CROWD
- ◆ FREE MEAL
- ◆ GET TO KNOW OTHER CHAPTER MEMBERS
- ◆ HELP RAISE MONEY FOR CHAPTER



FOUR VOLUNTEERS NEEDED PER GAME

CONTACT MARSHA GUPTON, CPS IF YOU CAN WORK.

THIS IS OUR MAIN FUNDRAISER FOR THE NASHVILLE CHAPTER. IF YOU ARE PHYSICALLY ABLE, PLEASE HELP SUPPORT THIS ACTIVITY! OUR NEXT GAME (TITANS VS HOUSTON) IS SUNDAY, OCTOBER 23RD.

PLEASE CONTACT MARSHA GUPTON, CPS IF YOU ARE WILLING TO VOLUNTEER AT MARSHA.GUPTON@TN.GOV OR 615-253-0824 (WORK) 615-337-3073 (CELL).

**WE STILL NEED
VOLUNTEERS TO WORK
THE TITANS GAMES!**

TENNESSEE TITANS HOMESCHEDULE

Sunday	October 23	Titans vs Houston
Sunday	October 30	Titans vs Indianapolis
Sunday	November 6	Titans vs Cincinnati
Sunday	November 27	Titans vs Tampa Bay
Sunday	December 11	Titans vs New Orleans
Sunday	December 24	Titan vs Jacksonville

HAPPY ANNIVERSARY IAAP

IAAP is celebrating its 70th anniversary in the 2011-2012 year. We're going to celebrate with a special anniversary issue of OfficePro and we'd like your help. Here's how:

- Send us your stories of historical moments and big projects your chapter or division took on. I'm thinking of events such as the year chapters bought billboards to promote Administrative Professionals Day or the Clear Lake/NASA Area Chapter that arraigned for the Space Shuttle Atlantis to carry the IAAP flag on board its mission.
- Were you a part of IAAP during its early years? We'd like to hear from you.
- Share personal accounts of how IAAP has helped your career and how the association has changed with the profession.
- E-mail us your scanned photos that depict unique events for your chapter/division or the profession.



Everything must be e-mailed to office-pro@iaap-hq.org. **Make sure to put "Anniversary" in the subject line.** We do not guarantee placement in the magazine. Write concisely. Please make your submission between 100 – 200 words. Include your name and chapter with your submission. All photos must be scanned and be high resolution (300 dpi or over) at 100 percent. We will not acknowledge submissions or inform you if your submission will be included in the magazine. No hard copy submissions, please. We cannot return submissions sent in hard copy format.

NASHVILLE CHAPTER IAAP BULLETIN BOARD AD FORM

The Nashville Chapter IAAP is accepting ads to be placed in our chapter newsletter. Our newsletter is sent to our members, student chapter members, potential members and our Executive Advisory Board. Our chapter newsletter is also posted on the IAAP International Website and our chapter website. The circulation is approximately 150 people plus the website circulation (*over 66,000 IAAP members*).

Ads may be placed by the month or by the year. Below is the pricing for the ads.

AD RATES	ONE ISSUE	TWELVE ISSUES
Full-Page	\$50.00	\$300.00
Half-Page	\$30.00	\$150.00
Quarter-Page	\$ 20.00	\$ 75.00
Business Card	\$ 5.00	\$ 25.00

NAME _____

NAME OF BUSINESS _____

ADDRESS _____

PHONE NO. _____

FAX NO. _____

E-MAIL _____

AMOUNT OF PAYMENT \$ _____

CHECK

CASH