



# DMC Newsletter

August 2011  
Volume 7, No. 2



What's Happening in the Downtown Milwaukee Chapter

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[www.iaap-downtownmilwaukee.org](http://www.iaap-downtownmilwaukee.org)



International Association of  
Administrative Professionals®  
Downtown Milwaukee Chapter

## September 13, 2011 Meeting



### Presenting Your Brand... You!

Wendy Melby, CPS/CAP—IAAP International Treasurer

How does branding relate to you? Are you even aware that you are a brand? Join us to learn how you can promote yourself and why it is so important in today's competitive market because if you don't, undoubtedly others will! During this session, we'll discuss what your brand is, how to establish your brand and then how to present your brand. Your personal brand is all about YOU because your brand is your reputation - good or bad.

Congratulations to Wendy for being elected IAAP's 2011-12 International Treasurer. She is also the past Great Lakes Director and past Wisconsin Division president. She works as a Sr. Project Manager at ManpowerGroup.

- Date:** Tuesday, September 13, 2011
- Time:** 11:30 am—1 pm  
Lunch & networking 11:30 am—Noon  
Program 12—1 pm
- Location:** Manpower Group  
100 Manpower Place, Milwaukee  
(Corner Cherry St. & 2nd St at the Riverwalk)
- Cost:** Members: \$12 for lunch (meeting only free)  
Non members: \$5 meeting only, \$17 including lunch
- RSVP:** By 5 pm on Friday, September 9, 2011  
[dmcrcsvp@gmail.com](mailto:dmcrcsvp@gmail.com) (please include lunch selection)
- Menu:** **Sandwich choices:** Your choice of classic turkey on 12-grain (w/ crispy bacon & mayo), ham & swiss on pretzel roll (w/ honey mustard) or vegetable & boursin on ciabatta. All options come with fruit salad, seasonal side salad, chips, cookies and a beverage.
- Parking:** Parking is available in the visitor parking structures located on Cherry Street across from ManpowerGroup Headquarters.

Remember to mark your calendar for all chapter meetings held on the second Tuesday during odd-numbered months!



## Letter from the President

The days of summer are quickly passing us by; the smell of fall will be in the air and the changing of colors are rapidly approaching as we begin a new IAAP chapter year.

A huge **THANK YOU** to all the members for their outpouring of support, both within our chapter and from our Wisconsin Division, as our chapter considered disbandment. The phenomenal support upon my election as President for the 2011 ~ 2012 term was inspirational and beyond belief. This speaks to the strength and vitality of this organization and to the important role that IAAP serves. Thank you to the outgoing officers for their hard work over the past year, and welcome to the incoming officers! (see box below)

As I begin my term as president, I have a number of goals for the year. I hope to contribute to our strategic goals (see letter from the editor) by encouraging our members to get more involved in the chapter in a variety of ways and cultivating new members through activities such as another membership drive and communication with employers and surrounding communities. Our chapter will continue to provide excellent education and leadership programs, and I would like to encourage participation from all DMC members to achieve both Member of Excellence and Chapter of Excellence designations for 2011-2012. On a personal note, I aim to take the IAAP certification exams, and I hope that others will also consider becoming certified.

Again, thank you for your outpouring of support as I begin as your chapter President for the 2011-2012 chapter year. I look forward to the year ~ Making the Leap to Remarkable!

See you at the September 13<sup>th</sup> Meeting,



Linda Napierala  
2011-2012 DMC President

### Welcome to Our 2011-12 DMC Board

<b>President:</b>	Linda Napierala <a href="mailto:dmcpresident@gmail.com">dmcpresident@gmail.com</a> 414.937.0044
<b>Vice President:</b>	Sheila Gee <a href="mailto:dmcvicepresident@gmail.com">dmcvicepresident@gmail.com</a>
<b>Treasurer:</b>	Robin Bidwell <a href="mailto:dmctreasurer@gmail.com">dmctreasurer@gmail.com</a>
<b>Secretary</b>	Vacant

### Welcome to Our 2011-12 Committee Chairs

<b>Membership Chair:</b>	TJ Britton, CPS/CAP <a href="mailto:Tj.Britton@we-energies.com">Tj.Britton@we-energies.com</a>
<b>Education &amp; Certification Chair:</b>	Cathy Curties <a href="mailto:cathycurties@northwesternmutual.com">cathycurties@northwesternmutual.com</a>
<b>APW Chair, Suit Drive Coordinator &amp; Webmaster:</b>	Carol Rehak <a href="mailto:crehak@gmail.com">crehak@gmail.com</a>

### We need your help!

- ◆ **Registration:** Due to new employment (congrats!) our new Treasurer, Robin Bidwell, will be unable to attend the meetings at noon. We need someone to staff the registration table at our six meetings for the year. You can help for any number of meetings and we'll explain everything you need to know.
- ◆ **Secretary:** The Secretary officer position is still available. This role includes taking and distributing notes for our chapter and board meetings. Offers to help take notes for individual meetings are also appreciated.
- ◆ **Newsletter editor:** We're looking for someone to do layout and editing for this newsletter.
- ◆ If you are interested in helping us out for any of these roles, please contact Linda Napierala.

## DMC Strategic Vision

Especially with all new officers in place at the beginning of this new chapter year and with the ongoing challenges that our chapter and our profession faces, the board thought it would be helpful to use the newsletter as an avenue to communicate the group's vision and enlist your support in crafting and implementing it over time. Keep your eyes peeled for future letters from board officers.

Please note that the newsletter will now be published every other month instead of every month, so expect to see a new issue in your email inbox during our off months when there is no regular chapter meeting.

As you may or may not be aware, the DMC board prepares a strategic plan and submits it to Division every year. While last year's plan is subject to revision by the new board, the main goals identified at the time are likely to remain the same. The three main goals of the 2010-2011 chapter year strategic plan were to (1) increase membership, (2) increase member involvement, and (3) increase budget size. While we identified many other additional goals, most of our ideas hinged on the need to increase the financial and membership resources of our comparatively small and new chapter. While we treasure the small, close knit nature of our chapter, and aim to retain that atmosphere, we must also work to sustain and grow its resources if we are to thrive in the long term. We seek to do so while respecting the limits and preferences of our members (for example, we're aware that most of our members don't want to do a traditional fundraising program, so we will continue to seek other creative avenues for financial growth.)

Each of these areas will be explored further in future newsletters, including updates on how the new board plans to pursue these goals. We welcome member feedback and want you to know that your ideas and energy are always welcomed. You don't need to be an officer to join a board meeting or help out with a project to whatever degree is comfortable for you.

## Wisconsin Division News

**Congratulations to our Wisconsin  
Division IAAP for achieving the Division  
of Excellence award for 2010-2011!**



**FALL EDUCATION CONFERENCE  
SAVE THE DATE!**  
October 28 (1—5 pm) and  
29 (9am—3:30pm)  
Holiday Inn American Center ~ Madison



**Download the July  
Wisconsin Division  
e-blast Here!**

## Suit Up!!! - Suit Drive Recap and International Suit-Up Day

Submitted by Carol Rehak (Godfrey & Kahn), Suit Drive Coordinator



THANKS to all who donated - - - - (wait for it) - - - - -  
LEG-END-ARY ----suits, separates and coordinates for  
our annual 2011 Suit Drive. This is an annual suit drive  
held every August by IAAP's corporate sponsor Robert  
Half/OfficeTeam and DMC's third year participating.

The 2011 suit donations will benefit the Waukesha  
Hope Center. The Hope Center has seen a 31% in-  
crease from 2010, with over 25,000 individuals visiting  
their clothing shop only thru July. Your donation is  
needed, appreciated and will be used. For more infor-  
mation on the Waukesha Hope Center go to HopeCen-  
terWI.org.

Amazing-awesome-ness also goes out to Carmen Ramirez at OfficeTeam, who coordinated curb-  
side pickups outside the 411 building, so I could avoid the hassle of parking and lugging in my  
two trunk loads of suits.

MARK YOUR CALENDAR - OCTOBER 13th - If you're a fan of the TV Show, "How I Met Your Mother"  
like I am, Barney Stinson's INTERNATIONAL SUIT-UP DAY is October 13th. Mark your calendars and  
Suit-UP! for a day of amazing awesomeness! There is an official Facebook page, in case you'd like  
a reminder.

THANK YOU and I look forward to again chairing the 2012 Suit Drive.

### Resources you can use!

#### Professional Development

The UWM School of Continuing Education has a wide range of non-credited classes available for professional development. Check out the catalog [here](#).

#### Job openings

Is your company hiring? are you looking?  
As a member of IAAP-DMC you can receive e-mails on job opportunities. We respect your privacy and you must sign up to do so. We will also pass along job opportunities from your company at no charge, too. Let your HR Department know about this great benefit. Contact member, Vicki Lewis (NML) via e-mail vlewis4255@gmail.com and put "IAAP - Jobs" in your subject line.

### Food Truck Fridays!

Stop by Cathedral Square every Friday through the end of September for Food Truck Fridays, presented by East Town Association.

Join Satellite Crepes, Streetza, Tigerbite, Fast Foodie, Cousin's Subs and more every Friday as Cathedral Square Park in downtown Milwaukee is turned into a one-stop shop for your lunch-time dining pleasure. See what all the hype is about with some of Milwaukee's best street food vendors.

We are always looking for more vendors, so if you are or know of any mobile food vendors, help us spread the word...the more the merrier!

11-2pm - starting May 6th

Every Friday May through September

Cathedral Square Park- Downtown Milwaukee

## Getting a Response to Your E-mails

Adapted from LeanOffices.com

If you've ever wondered whether or not people read your emails, you might take a closer look at how you're writing and structuring them to begin with. Everyone is on information overload these days and email only adds to the "bombardment" feeling. Here are 7 tips to keep in mind when crafting your next email in which you are requesting information or tasks of someone else.

1. **Use accurate Subject Lines.** Avoid nebulous subjects such as "FYI" or "Friday's meeting". Being specific with subject lines will help others know exactly what you're writing about. Good examples of well-written subject lines include: *Agenda for committee meeting on 7-19-11*, *Action Required: Marketing Materials for new product launch*, *Final Draft for Fall Training Proposal*

2. **Get to the point within the first 1-2 sentences.** You want the recipient to immediately know why you're writing and what you need. For example: I'm working on next year's training budgets; please email me by July 22<sup>nd</sup> what you anticipate to be your department's needs for training in 2012.

3. **Be concise.** Don't be known as the babbler or rambler. Everyone is busy and everyone gets too many emails. Keep it short and simple.

4. **Put requests in bullet or numbered format.** If you are asking for 2 or more things, use bullets or numbers. People can more easily identify with lists in these formats and will be more apt to meet your requests.

5. **Check your grammar and spelling.** While email is considered to be an informal means of communication, it is a direct reflection of you and your

organization. Take the time to not only use Spell Check but to read through your email before pressing send.

6. **Ask yourself, "Would I read this email?"** If it is visually too long or confusing in any way, shape or form, then rewrite it.

7. **Use the phone if you think your email will turn into a Volley Email game of several email strands.** Often a 30-second phone call can cover the same items that would result in an exchange of 4-8 emails.

And remember the Golden Rule of e-mail:

"The more you send, the more you will receive.



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This is your DMC Newsletter!

If you encounter some quality articles that help you on the job, have interesting downtown photos, or a Chapter Brag, send them to [dmcpresident@gmail.com](mailto:dmcpresident@gmail.com). Please put "IAAP" in the subject line.

Deadline for next month's newsletter submissions is September 20, 2011.

## Member News

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### New Members

Welcome to our new members since May

2011:

- ◆ Kerry Dettmann (6/1/2011)
- ◆ Holly Pukite (5/1/2011)
- ◆ Andrea Zweifel (8/1/2011)

### IAAP Anniversary dates

#### Congratulations!

- ◆ 1 year: Gail Fink
- ◆ 2 years: Donna Abbott, CPS; Vicki Lewis
- ◆ 3 years: Kimberly Benson, Mary Burns, Diana Luepke
- ◆ 5 years: Lori Brinza
- ◆ 7 years: Lisa McGraw
- ◆ 12 years: TJ Britton, CPS/CAP
- ◆ 14 years: Carol Rehak
- ◆ 18 years: Linda Napierala

### Member Birthdays (June 22-October 2)

Cancer (June 22 - July 22)

Cancer's element is Water. Symbolic of the emotions, water signs need to give and receive.

- ◆ Lori Brinza
- ◆ Martha De LaRosa, CPS/CAP

Leo (July 23 -August 21)

Leo is Fire to the core of the Sun! Fire brings a desire to create, innovate, and lead.

- ◆ Kerry Dettmann

Virgo (August 22 - September 23)

Virgo is an Earth sign, with a need for solid ground and form.

- ◆ Mary Burns
- ◆ Nicole Francis
- ◆ Lisa McGraw
- ◆ Carol Rehak
- ◆ Lynne Woida, CPS/CAP

## Thank you!

Our member Kerry Dettmann has assisted us in securing a new meeting venue for our meetings starting in November 2011. THANK YOU!

#### Location:

330 East Kilbourn Avenue  
Milwaukee, WI 53202

#### Parking Information:

There is an underground parking garage which is convenient because you can take the elevator up to the lobby floor and from there take another elevator to the 8th floor. There's also an above ground parking structure one block south of Plaza East. You enter both garages from Broadway and they are open to the public. The rate for 1.5 to 2.5 hours is \$10. A less expensive option is to park on the street where there are two-hour meters. I'm not sure what the rate is since I never use them, but there's lots of metered parking in the immediate area.