



International Association of
Administrative Professionals®
North Dallas Chapter

www.iaap-hq.org



MISSION STATEMENT

Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.

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North Dallas e-Talk

A monthly publication for the members of the North Dallas Chapter IAAP®

www.iaap-northdallas.org



October 2011

President's Perspective



Our biggest reason for joining IAAP is to take advantage of learning opportunities whether it be technology or ways to make ourselves more successful. Please be sure to support your career and our Chapter as well by signing up for the upcoming Joint Seminar on October 29 "Projecting a Professional Image" (see brochure on pages 12 & 13).

Sometimes we just need someone to give us a pat on the back. The following article reminds us how important we really are. Keep this in mind next time you have a review with your boss or are asking for a raise.

What is an Administrative Assistant?

The office secretary has been a fixture of American business for years. The person, usually a woman, was responsible for managing the office, running errands for the boss, typing, filing and fulfilling many other duties, including being what amounted to a personal for the boss. They accounted for some 4.1 million jobs in 2004, according to the U.S. Department of Labor.

As technology has advanced, the duties of the secretary, often maligned, have changed. The term "administrative assistant" is much closer to the actual duties of one of these employees. The U.S. Department of Labor even has an entry about administrative assistants and described their duties: "Secretaries and administrative assistants are responsible for a variety of administrative and clerical duties necessary to run an organization efficiently. They serve as information and communication managers for an office; plan and schedule meetings and appointments; organize and maintain paper and electronic files; manage projects; conduct research; and disseminate information by using the telephone, mail services, Web sites, and e-mail. They also may handle travel and guest arrangements." But any administrative assistant worth his or her salt will tell you this barely scratches the surface of everything they do.

The good administrative assistant knows intimately how the office functions. While all offices look the same on the surface, each office is different, often influenced by the industry it serves. Some have a more casual chain of command, some are very formal. The movie "The Devil Wears Prada" is a funny and revealing look at the world of the administrative assistant. How could Miranda Priestley have done all she did without her assistants keeping all the balls in the air?

In the office, the experienced

administrative assistant knows, for instance, which faxes are important and which are trash; what snail mail can be safely discarded; which e-mails must be forwarded to the boss, and which he or she can deal with. The administrative assistant also deals with the public in many offices, and is a source of general information. He or she will also probably be responsible, at least in part, in training new office staff. She has to know how to work with a variety of office equipment, and may be experienced enough to do minor repairs.

(continued on page 3)

Join us at our
October 18th meeting
for **PowerPoint
Presentation Skills**
with Ben Covin.

Ben will share tips to make our PowerPoint life a bit simpler by posing ways to step up our game with various elements of deck creation.

You won't want to miss it!!

See page 2 for program details and page 11 for reservation instructions.

Our October 18th meeting introduces our speaker Ben Covin who brings knowledge and years of experience in **POWERPOINT TRICKS & TIPS.**

This course offers tips and guidance to make your PowerPoint life a bit simpler by posing ways to step up your game with various elements of PowerPoint deck creation.

- Design and save your own theme.
- Combine multiple decks into one with multiple themes.
- Embed videos.
- Conquer custom animation.

(continued from page 1)

If the administrative assistant is the boss' primary assistant, she will probably type and compose part of her supervisor's correspondence, take many of his calls and keep his appointments up to date. An administrative assistant is served best by a college degree, but a sharp high school graduate who is technologically savvy and has good writing skills could also do the job. He or she will need a thorough knowledge of a word processing program, and should know his way around a computer with confidence.

Management may flatter itself that the company couldn't get along without it, but fire the administrative assistant, and watch how quickly the business falls apart.

Article written by: A Kaminsky; edited by: Bronwyn Harris
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Sherry Allen, CPS/CAP
 President
 North Dallas Chapter



Kevin Fish from Pizza Hut shares effective ways top companies are using social media to connect with their customers.



SEPTEMBER MEETING HIGHLIGHTS



L-R: Donna Murray, CAP, visitor from North Point Chapter in Atlanta; Jennifer Cano and Pam Cokee, guests of Lynda Green, CPS.



2011-2012 Board of Directors

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* Member of Excellence

Shut Up (and Other Terms That Disconnect)

By Marion Grobb Finkelstein

I heard something the other day that surprised me.

We were out for dinner with some friends and the teenage daughter was talking about getting her hair highlighted...again. The father passed a comment questioning if she really needed to spend that much money on her hair, after all, she's in high school. Her response was quick and without hesitation. She turned to her father and snapped back, "Shut up". I was stunned.

Now, one may argue that the term "shut up" has wormed its way into our vernacular and is commonly used. You might think, "Hey, it's no big deal that someone says 'shut up' to anyone". Perhaps that's true ... in most cases.

Usually when it's used in the colloquial sense, "shut up" means, "Are you kidding me? No way!". This use is intended as an exclamation, a statement of surprise. The intended use of this teenager was a slap of sheer defiance. There was no tone of friendly astonishment. If she meant to insult, mission accomplished.

The father said nothing.

That incident reminded me with a vengeance of one thing: words matter. They can heal or hurt. They can be flung out in anger or cooed as a soothing. Words make a difference to how we communicate. They can also be misunderstood.

There are certain words that I believe should not be used in the workplace: words that infer disrespect. To me, "shut up", is one of those expressions to be avoided. The risk for misunderstanding is too high and you may end up distancing the very people with whom you want to connect. It's not worth that gamble.

The challenge with words is that words alone are only part of the communication, albeit a very important one. To truly understand the message the words hope to convey, you need some other clues.

Have you ever been in a situation when you've wondered what someone *really* meant by a comment? Here's a couple tips that will help you decipher the intended meaning beyond the mere words.

HOW TO FIND THE MEANING BEYOND THE WORDS:

1. **LOOK AT THE CONTEXT.** In a face to face or voicemail message, you are able to garner a lot of information from the tone of the conversation. Is it aggressive, or lighthearted? Loving or hateful? Is there a relationship between these people and if so, is it a good one? The context provides the background and setup for the communication. It provides insight.
2. **READ THE UNSPOKEN LANGUAGE.** Our bodies talk. In fact, at times, they practically scream. A raise of an eyebrow, a crooked smile, the tilt of a head all communicate messages. The tone, the pace, the pauses of the spoken word give hints as well. Someone's action or refusal to do something shouts volumes. The unspoken language communicates the *emotion* behind the words, and that gives us a clearer understanding of the intent.

(Continued on page 6)

An Attitude of Gratitude

By Susan Fenner PhD, IAAP Staff

Any behavior that is positively reinforced will get repeated. What the heck does that mean? Simply put, if you like something, say so or show your appreciation and it will happen again. But, in addition, developing an attitude of gratitude will make you a person of choice – someone people will want to be around, work with, and please.

If there's so much to be gained from something as small as saying, "Thanks, I appreciate that..." or "Thanks, I appreciate you...", then why doesn't everyone do it? There's lots of reasons, but I can think of a few: not wanting to show that you need help/support and appear weak or inept; feeling uncomfortable telling certain people (like higher ups or strangers) they are valued; being in an environment where people aren't routinely praised (openly or in private); not making a habit of acknowledging the good, but rather seeing the glass as half empty.

Have you missed an opportunity to show gratitude?

- Acknowledging a door held open or someone letting you cut in line ahead of them.
- Waving thanks to a driver who lets you turn in front of him when he could have made the light.
- Telling a co-worker she's your role model.
- Bringing a small gift to a boss who changes his deadline to accommodate your work schedule.
- Complimenting the appearance of someone who is usually "invisible" at work.
- Telling your exec you like his style and support of you as a professional.
- Letting the IT staff know that the bugs are fixed and things are purring along.
- Commenting the janitors for turning a messy office into a spotless workplace.
- Thanking someone for their quick response to an e-request.

I once read a child's story where the refrain between a teeny tiny ant and other farm animals who helped each other out of dangerous situations, was always "It may not have been a big thing to you, but it was a very big thing for me." I've never forgotten that line and think of it often.

An attitude of gratitude may not be a big thing for you, but I can guarantee, it is a big thing for others!



THANK YOU PIZZA HUT!

**Generous sole
sponsor of our
chapter website!**

**Quick tip for you
and your friends, so
pass it along...**

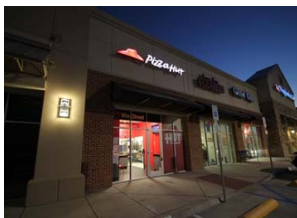
**Before ordering
your next pizza
from Pizza Hut, go
to our chapter
website at**

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

**Click on the Pizza
Hut logo, and off
you go!**

Next stop...

YUMMY!!!!



(continued from page 4)

3. **ASK FOR CLARIFICATION.** When in doubt, ask the person what they mean in a non-aggressive tone (man, that can be difficult). You could say something like, "I'm not sure I understand. What did you mean when you said XYZ", or "I'm not sure I understand what you're saying", and then be quiet, say nothing, and wait for his or her response.

It was based on these observations that I concluded that the teenage girl in my story was being defiant. Her "shut up" was not meant as a joke or an exclamation of disbelief. It was intended to end the conversation because she didn't want to hear the protest and regrettably did not have the maturity to discuss it (hey, she's just a teen).

OK, now comes the admission part. Being a communication person, I took the opportunity to express my perception (translation: I couldn't hold my tongue). I was compelled to say something at what I saw as such a flagrant display of disrespect to her father. I could tell by his reaction that he was reading it the same way, yet he said nothing. Probably he was in shock.

In the space of a second or two, I said, "Wow, don't tell your father to shut up. (Pause). I know to you that using the term 'shut up' is no big deal. To your father and us, however, it sounds rude and pretty harsh." I then allowed a saving face moment and added, "I'm sure you didn't mean it like that, did you?". That allowed for some dialogue and the conversation moved forward. Alright, maybe it limped forward for a minute or two. Awkward.

Do you find yourself using the term "shut up"? If so, be aware that it may be misunderstood by others. Conversely, if others are using it in your workplace or otherwise, now you have some tips to uncover and understand the real meaning of what's being said. And that's really what communication is all about — understanding.

Communication specialist, author, professional speaker Marion Grobb Finkelstein teaches individuals and organizations across Canada and beyond, how to improve morale, confidence and productivity by changing how they communicate. Chat with her at www.facebook.com/MarionSpeaks and sign up for her FREE weekly "Marion's Communication Tips" at www.MarionSpeaks.com. Book Marion for your next event, contact Marion@MarionSpeaks.com.

Food for thought...

Knowing is not enough; we must apply.
Willing is not enough; we must do.

Johann Wolfgang von Goethe

Be not afraid of growing slowly; be afraid only of
standing still.

Chinese Proverb



What Your Executive Needs From You

by Julie Perrine, CPS/CAP, MBTI Certified

Throughout my career, I've supported supervisors, managers, vice presidents, and presidents in companies with 5 employees up to 2,500. Some had previous experience in working with an administrative professional, others didn't. There were challenges associated with both. The executives who were used to outstanding administrative support were typically the easiest for me... as long as they didn't expect me to be exactly like the person who had been supporting them before I arrived. I'm sure you can relate. The executives who never had an admin – or worse yet had a bad admin – were typically the most challenging. But with a careful assessment of each situation, listening for clues, watching for opportunities, and learning as much as I could about their previous experiences and their current expectations, I was almost always able to win them over. I felt an enormous sense of accomplishment and undeniable pride in my profession when I converted an executive over to not being able to live without his or her admin. To get them to this point, it was my job to continually train and educate them over time on the immense value a super competent, value added, actively engaged administrative professional could add to their life. This is your job, too.



Now the tables have turned, and I've become the "executive in training". I have started building a support team around me. I can tell you it's the most amazing experience of my professional career. It's not that I can't do for myself the things they are doing for me...it's the simple fact that there are 100s of things that need to be done every week. I only have so much time. They only have so much time. So we divide and conquer. I need their help to keep me on track and fill in the gaps as we move forward. In some cases, they are much better at the given task or have more training on it, so they are much more efficient than I could ever hope to be. As a result, I am learning to delegate as many of the other 100s of things as I can to my team. But it has required training and patience from my team as I learn to adapt to this new model of support and working. Your executive is likely in a similar place no matter how long they've had admin support.

I'd like to share with you what I need and expect from my team (and what your executive likely needs and expects from you) as they support me in my executive role:

- I need them to politely **remind, nudge and/or occasionally nag** me to follow up on some things. It's just the nature of the beast.
- I need them to **tell me** when they see me doing something that they know they could just as easily be doing for me instead. They're training me to delegate.
- I need them to **send me information and resources** related to the projects we're working on that they identify as key to the decisions we are making.
- I need them to **identify new technologies** or systems that we should look at to make our projects and business run more smoothly.
- I need them to **fast track my learning curve** by sharing what they've learned with me and the rest of the team about various software, social media, or technology based tools.
- I need them to **point out** when they see me doing something inefficiently because I'm simply stuck in the rut of "this is how I've always done it."
- I need them to be **power users** of the respective software specialties they each have.
- I need them to be **willing to learn** new things.
- I need them to **dig in and figure things** out on their own when we don't have an established project plan or precedent to follow.
- I need them to **question me** on things they don't understand or procedures that don't make any sense. It may be an opportunity to make things run more smoothly.
- I need them to **share their ideas** and brainstorm with me even if we aren't able to implement each and every idea they present. This openly collaborative environment becomes electric over time.
- I need them to **tell me** if one of the tasks or projects they are working on is something they absolutely hate doing. I want every member of my team working in their areas of strength the *majority* of the time so I get their BEST every time they touch my projects and as a result they love what they are working on for me, too.
- I need them to **be fully aware of who I am** – my strengths, my personality type, my communication styles, my passions, my interests – so they fully understand how and why I work and communicate the way I do.
- I need them to **share who they are** with me also...their personality types, interests, strengths, etc. so I can fully appreciate who they are.
- I need them to **be problem solvers**.

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2011-2012 MEMBER OF EXCELLENCE CRITERIA

Revised to take effect for 2011-2012 IAAP Year:

Beginning July 2011, the wording of criterion 6 has changed, waiving the mandatory requirement for new members who joined in the current fiscal year. The criterion is still mandatory for renewing members.

Revisions and clarifications to the 2010-2011 criteria are identified by bold/underlined text.

IAAP Headquarters Membership Department reserves the right to request original documentation of criteria earned.

Revised Criteria as of July 1, 2011:

A Member of Excellence will receive a certificate (first four years), Pathways to Excellence certificate cover, and Member of Excellence pin (the fifth year).

A Member of Excellence will attain a minimum of 8 of the following 11 criteria:

1. Hold a current IAAP Certification (i.e., CAP as prescribed by the new curriculum.)
2. Download the Member of Excellence Commitment form; sign and date the form.
3. Actively participate in the IAAP web community forum discussions or write an article (minimum 200 words), and have it published in an IAAP publication (chapter, division, or international level.) Recommending another author's article does not qualify.
4. Attend at least one professional educational workshop, seminar or conference (at least 60 minutes in length) and provide a short paragraph on how the training relates to your job or your role in IAAP. It can be an IAAP or non-IAAP workshop, seminar, or conference; however, it cannot be included in your calculations to meet the requirement of criterion #9.
5. Hold a degree, certificate or equivalent (a minimum of one year in length) from an accredited college or university or hold a Microsoft certification.
6. Pay membership dues on or before anniversary date. This criterion is a mandatory requirement. This mandatory requirement will be waived in the case of new members joining IAAP in the current IAAP fiscal year who want to work towards becoming a Member of Excellence.
7. Serve as a chapter, division, or international officer, committee chair, or committee member; or serve as an RTF Trustee; or serve on a student chapter advisory board or the school's advisory board for the office administration program.
8. Conduct a public presentation, program or training at least 60 minutes in length. (Note that the presentation does not need to qualify for recertification points.)
9. Attend a minimum of eight (8) IAAP chapter, division or international sponsored meetings, programs or events (any combination.) These meetings, programs, or events cannot include an event used to meet the requirement of criterion #4.
10. Recruit at least one new member.
11. Integrate IAAP membership and involvement into annual performance plan or review.

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- I need them to **take the initiative** to fix things that they see need fixing...and to know when they need to ask and when they should just take care of it.
- I need them to **educate me** on their communication styles and preferences so we communicate as effectively as possible.
- I need them to **share their professional goals** with me so I can support them on their career journey just as they support me on mine.
- I need them to **hold me accountable** for doing what I say I'm going to do.
- I need them to **capture the "to do list" items** as we talk through things and then **track them** to make sure we get them done.
- I need them to **initiate the follow up** calls and emails on the "to dos" we are working on so I don't have to remember yet another series of details.
- I need them to **understand how businesses run** so they fully understand and participate in what we are doing each and every day.
- I need them to **professionally represent me and my company** in all they do.
- I need them to **be patient with me** because just like everyone else...I'm still a work in progress.

This may seem like a lot. It is. But running a department, managing a team, and leading a company is a lot...a lot of details, a lot of moving parts, a lot of responsibility. That's why **successful executives need outstanding administrative professionals**. I would bet that your executive may need many of these same things, too...even if they have never articulated it to you in these exact words. Even if you've worked together for several years, there are always things you can do to build upon the foundation you've laid and improve the working relationship...to become even more indispensable.

Depending upon the working relationship you have with your executive, some of these things may be easier than others. You may already be doing many of them. What else could you do? Where can you enhance or up level what you're currently doing? Next week, I'll share some of the specific strategies you can use to confidently take action in some of these areas so you **become the admin your executive can't imagine his corporate life without!**

*Julie Perrine, CPS/CAP, is a personality strategist, personal brand analyst, and administrative mentor who teaches administrative professionals and entrepreneurs how to increase their professional opportunities and achieve more productive and meaningful relationships by utilizing innovative technology, ideas, and people. Learn more and request your **FREE copy of our special report "Creating Your Strategic Administrative Career Plan"** at www.AllThingsAdmin.com*

CERTIFICATION

O
R
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R

Recertification

Recertification is required every five years to keep your professional certification status. Points are earned in the categories of continuing Education, Other Certifications, and Leadership.

A total of 60 points are required every five years.

For a list of Examples of Topics that Do and Do Not Count for Recertification
Go to: http://www.iaap-hq.org/sites/default/files/pdf/certification/topics_that_count.pdf

Go to the link below for the recertification application:
<http://www.iaap-hq.org/sites/default/files/pdf/certification/RecertificationApplication.pdf>

Go to the link below for a spreadsheet to track your certification points:
http://www.iaap-hq.org/sites/default/files/pdf/certification/Recertification_Spreadsheet_Revised_July_10.xls

Computer Tips and Websites

by Marie Herman, Illinois Division President-Elect
Two Rivers Chapter, Naperville, IL

These are blog postings I have written on topics related to computer tips and web pages. If you want to see any of these, just copy part or all of the title and paste it in the blog search box (Click Network at top, then Search Blogs).

Microsoft Office / Computer Tips:

05/13/09 Let the Blogging Begin - Pivot Tables
06/09/09 Word Format Painter - Nifty and Powerful Tool!
06/15/09 Find & Replace in Word - It Might Surprise You!
07/01/09 Importing Calendars (Events, etc.) from External Sources
07/08/09 Linking Text Boxes in Word
07/14/09 Data Validation in Excel - Ensuring Consistency
07/16/09 Get Thee to Go To in Excel ASAP!
07/17/09 Removing the automatic copyright symbol (or others) on the fly
08/03/09 Conditional Formatting in Excel 2003 and Excel 2007
08/10/09 Keeping Text Together in Word
08/13/09 A Range By Any Other Name Would Smell As Sweet in Excel
08/14/09 Microsoft Office Certification Info (With a Special Offer If You Are Unemployed!)
08/17/09 Text Selection Shortcuts in Word
08/24/09 Formula Auditing in Excel - Something worth double checking!
08/31/09 Copying and Selecting Shortcuts in Excel
09/14/09 Paste Special in Excel - Yes it really is that special
10/14/09 Difference Between a Form and a Template
10/28/09 Creating Forms in Office
10/29/09 Limits in Excel
12/03/09 You Always Wanted To Know How To Do This!
12/14/09 Lists in Excel and Why They Are Beneficial
12/18/09 Document Map in Word - Handy Dandy Indeed
01/05/10 Using Styles With Style in Word!
02/03/10 Five Cool Tricks in Office 2007
02/12/10 Yes, I am the Office 2007 Goddess... :)
02/16/10 Smart Art - Coolest Thing Ever!
02/22/10 Why Yes! The Windows Key *DOES* Actually Have a Purpose!!!
02/25/10 Opening a Corrupted File in Office (and Other Opening Options)
02/27/10 Nifty Things You Didn't Know the Alt Key Could Do
03/12/10 Nifty New Feature in Excel 2007 - Remove Duplicates
03/23/10 Publishing PowerPoint Slides/Notes to Word
03/24/10 Lessons Learned From Hosting My First Webinar
03/31/10 Handy Little Tips for Switching Between Windows
04/02/10 Free Quick Reference Guides for MS Office and Other Programs
05/04/10 Sneaky Little Trick To Add Paragraph Returns to Comments
05/24/10 Outline View in Word - Who Knew It Was So Useful???
10/27/10 Creating a Custom List in Excel - How and Why You Want To!
12/01/10 How to Calculate Payments (Formula) in Excel
12/02/10 Nifty little sorting trick in Word
12/03/10 Concatenate Function in Excel
12/16/10 How to Automatically Format Blank Cells in Excel
07/13/11 Something You Probably Never Noticed in Office
07/15/11 Using the Clipboard Feature in Office 2007/2010
07/27/11 "My Twitter Feed Got Hacked (and yours - or your email account - could too!)"

Websites Worth Checking Out:

06/10/09 timeanddate.com - A Fabulously Useful Website You Need to Check Out!
06/22/09 GoFox.com - Travel Tools at Your Fingertips
06/29/09 Yahoo Shortcuts You Might Not Know
07/06/09 CEOExpress.com - The Express Train to Information Your Executive Needs
07/21/09 Traffic.com - Checking for Traffic Conditions
08/11/09 Wetfeet.com - A Great Site for Current or Future Job Seekers
08/27/09 Snopes.com - Debunking the Myths of Your Life
09/15/09 tinyurl.com - tiny effort, big rewards
10/08/09 One Stop Calculating Shipping Across Multiple Carriers (UPS, USPS, FedEx)
02/01/10 Office Watch - Awesome site for Microsoft Office Tips
03/17/10 Free Webconferencing - Great resource for Chapters (and Individuals)!!!!
03/25/10 Amazing Blog You *HAVE* To Check Out If You Use PowerPoint

WHAT'S COMING UP...

NORTH DALLAS CHAPTER

- October 18
PowerPoint Presentation Skills with Ben Covin.
- October 29
Projecting a Professional Image seminar with Alaina Cyr, BSN, RN, CAPA, NE-BC and Annie Dawson, CPS/CAP (Sponsored by the North Dallas and Plano chapters.)
- November 15
Professional Protocol with Colleen Rickenbacher.
- December 13
Holiday Event

IAAP

- October 15
IAAP University hosted by the Las Colinas Chapter. For details, go to www.lascolinasiap.org.

EVERY BOX TOPS FOR EDUCATION CHALLENGE

The North Dallas Chapter will again participate in the Avery Box Tops for Education Challenge. More details will be communicated soon, but start saving your box tops now and bring them to any chapter meeting!

The chapter that collects the most box tops can win up to \$2,000 from Avery which will be presented at 2012 EFAM in Grapevine, Texas!



October Birthdays and IAAP Anniversaries

Birthdays

Holly Martinez	3
Susie Leineweber	26

Anniversaries

Sheryl Clinton, CPS/CAP	2000
Suzi Eggemeyer, CPS/CAP	2006
Josie Betts, CMP, CPS/CAP	2006

JOIN US FOR OUR NEXT CHAPTER MEETING!

Meetings are held the third Tuesday of each month (except May and December, which is the second Tuesday) at:

Maggiano's Little Italy
6001 W. Park Blvd. in Plano
(Northwest corner of Park Blvd. and the Dallas North Tollway)

Networking	5:30 p.m.
Dinner	6:00 p.m.
Program	7:00 p.m.

\$25 for members and their guests
\$30 for non-members and guests

Program only (no meal) \$5 for members, \$10 for non-members.

Dinner reservations **must be made by the Thursday prior to the meeting** by contacting Joy Yockey at IAAP.Reservations@yahoo.com



e-Talk Contributions

If you have something you would like to include in the next edition, please email it to Debbie Johnson at dsjohnson@comerica.com, or Josie Betts at josie.betts@yum.com by the 25th of the month.

REGISTRATION

Early Registration (Before October 14, 2011)	\$45
Late registration At the Door	\$50 \$55
Student Chapter Members	\$20

Payment includes: Registration, goody bag, presentation materials, professional headshot, breakfast, and lunch.

Name

Company

Address

Telephone

Email

IAAP Member Yes No

Chapter

Please visit:

www.iaap-plano.org

to register for this event

Or

Send form with check payable to:

IAAP Plano Chapter

Attn: Celia Alvarez

1100 Allied Drive, Plano, TX 75093



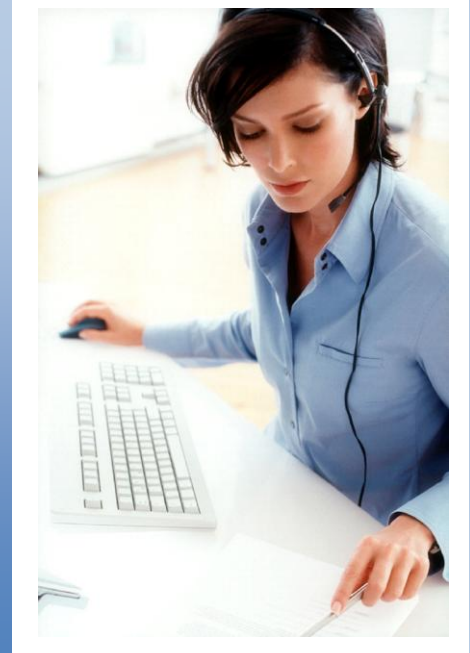
IAAP 2011-2012

REASONS WHY YOU SHOULD ATTEND:

- Great speakers
- Meals included
- Networking opportunities
- Goody bag (and a chance to win a door prize)
- One FREE professional headshot
- 3 recertification points

Invest in yourself and your career by taking advantage of this educational opportunity. You are worth it!

Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.



Projecting a Professional Image Seminar

Sponsored by North Dallas and Plano IAAP Chapters

Saturday, October 29, 2011

Pizza Hut, Inc.

7100 Corporate Drive

Bold Request C Conference Room

Plano, TX 75024

CHAPTER SPONSORS

The North Dallas and Plano IAAP Chapters are hosting a half-day seminar covering topics on both personal and professional development.



International Association of
Administrative Professionals®
North Dallas Chapter



International Association of
Administrative Professionals®
Plano Chapter

COMPANY SPONSORS

Breakfast provided by Corner Bakery



Lunch provided by Pizza Hut



Goody bags provided by Avery



Portfolios provided by Office Max



Mary Kay samples provided by Mary Kay Independent Beauty Consultant, Andrea Estrada



AGENDA

8:00 – 8:45 am	Sign in, Networking, Breakfast
8:45 – 9:00 am	Invocation, Announcements and Introductions
9:00 – 10:30 am	Effective Communication in Business: The Impact of Newsletters and Email
10:30 – 10:45 am	Break
10:45 – 12:15 pm	Skills Portfolio Workshop
12:15 – 1:00 pm	Lunch
1:00 – 2:00 pm	New Member Orientation (Optional for seasoned members)

EFFECTIVE COMMUNICATION IN BUSINESS: The Impact of Newsletters and Email

Alaina Cyr, BSN, RN, CAPA, NE-BC

In the highly communicative business world of today, administrative assistants must have effective communication skills as they interact with executives, customers and clients, colleagues, vendors, and virtual teammates via email, as well as newsletters, brochures and other publications. We will learn the do's and don'ts of effective communication and how to design and edit, messaging and the legal aspects of newsletters.

SKILLS PORTFOLIO WORKSHOP

Annie Dawson, CPS/CAP

In today's highly competitive job market, it is important for the administrative professional to have a skills portfolio ready at their hands. The skills portfolio is a wonderful tool to aid with job interviews, performance reviews, and plotting next steps in career goals. During this workshop, students will be presented with the necessary components of a skills portfolio with emphasis placed on hands-on portions including conducting a market analysis of themselves, creating and producing a biography, an elevator speech, and having a close-up head shot taken for use on social media sites such as LinkedIn and IAAP.



Headshot provided by Rhonda Cinello Photography
www.rhondacinellophotography.com

NEW MEMBER ORIENTATION

Membership Committee Chairs, Lynda Green, CPS & Andrea Estrada, CPS

Better understand IAAP and how the association can assist you in your administrative career. Learn the mission & core values of IAAP, and about the structure of the association. Information will also be provided on the various opportunities available to you as IAAP members.

IAAP core values:

Integrity
Respect
Adaptability
Communication