

# North Dallas e-TALK

International Association of Administrative Professionals

North Dallas Chapter

<http://iaap-northdallas.org>

June 2011



## President's Corner



Dear IAAP Chapter Members and Friends,

May was a very busy month for our chapter and our division. Those who attended the May 10<sup>th</sup> Annual Chapter meeting and program successfully nominated and elected a new slate of officers. Congratulations to all of our newly elected officers. I am looking forward to what they will bring to our chapter in the coming year! Congratulations to Debbie Johnson, CPS for running for T-L Division Secretary. Although she lost the election by only one vote, we are quite proud of the fact she stepped up to the plate and gave it her best shot. And congratulations to our chapter for winning the President's Award! We worked hard to achieve this honor and will share what we won at our upcoming chapter meeting.

With the IAAP year winding down, I want to remind you to go to the IAAP HQ Pathways to Excellence website at <http://pathways.iaap-hq.org/IAAPHQ/Pathways/Home/Default.aspx> and apply for **Member of Excellence**. If you meet 8 of the 14 criteria, you can submit online and receive your certificate and Member of Excellence 2010-2011 logo to place in your electronic signature. **The deadline to submit is June 30<sup>th</sup>**. As I have iterated throughout the year, this is not a hard thing to do but will make you look very professional and upstanding to your boss and those you work with.

As part of our chapter's Strategic Plan for 2010-2011, we have been striving to meet the necessary criteria for **Chapter of Excellence**. In order to do so, we had to meet 14 of the 19 listed criteria. As of this minute, we have met 13 of the 19 criteria. By late June we will know for sure if we have met the 14th one as well, which has to do with our End of Year Survey to be completed by you, our members. Please be watching for this important item in your email. We are seeking your feedback and value that as well as your response to that helping us to achieve Chapter of Excellence award. Thanks so much!

And, we saved the best for last! The last chapter meeting of this year is scheduled for June 21<sup>st</sup>. Our new year starts in July. At the June meeting, I will be handing over the gavel to our newly elected president, Sherry Allen, CPS/CAP. I know Sherry and the new officers will have great plans for our chapter. **Please consider what you would like to do for the chapter.** If you're interested in being a committee member or committee chair, let them know. This is your opportunity to step up to a leadership role. And we can't do it without your help! The outgoing officers and committee chairs will be transitioning their materials and knowledge to the incoming officers and chairs. The transition will be smooth because those who are leaving the position will always be there for the newbies!

And, as this is my final letter to you, I just want you to know what a great year it has been. Thank you all for making the North Dallas Chapter such a warm and wonderful place to be. Thank you for your fantastic support throughout the past year. And special thanks to the board members and committee chairs for all of your exceptional work to keep our chapter EXCELLENT!

With warm regards,

*Lynda Green, CPS  
President*



### Monthly Chapter Meeting

Tuesday, June 21, 2011

### Exceptional Communications

Carla Flowers, CPS/CAP

President- Elect of TL Division

Maggiano's Little Italy

6001 W Park Blvd

(Corner of Park and the N. Dallas Tollway)

Plano, TX 75093

RSVP by Thursday, June 16, 2011 to  
Karen Gallagher CAP at  
[IAAP.Reservations@yahoo.com](mailto:IAAP.Reservations@yahoo.com)

\$25 – Member for Dinner & Program

\$30 – Guest for Dinner & Program

\$5 – Member for Program Only

\$10 – Guest for Program Only

(Please sit in a designated non-dinner place.)

### Inside this issue:

Step Out of Your Comfort Zone	2
Birthdays/Anniversaries	2
Calendar of Events	3
June Meeting Details	3
June Meeting Presentation/Excel Tip	4
Certification Corner	5
EFAM Montreal 2011	6
Developing your Business Acumen	7-10
Top Summer Songs	11
Felicitous Solicitation	11

2010—2011

**Board Of Directors**

**President:**

Lynda Green, CPS  
[lgg56@verizon.net](mailto:lgg56@verizon.net)

**Vice President:**

Josie Betts, CMP, CPS/CAP  
[Josie.Betts@yum.com](mailto:Josie.Betts@yum.com)

**Secretary:**

Debbie Johnson, CPS  
[dsjohnson@comerica.com](mailto:dsjohnson@comerica.com)

**Treasurer:**

Karen Gallagher, CAP  
[kgallagher6@tx.rr.com](mailto:kgallagher6@tx.rr.com)

**2010-2011 Committee Chairs**

**Bylaws:**

Debbie Johnson, CPS  
[dsjohnson@comerica.com](mailto:dsjohnson@comerica.com)

**Certification:**

Joan McEwan, CPS/CAP\*  
[joanmcewan@att.com](mailto:joanmcewan@att.com)

**Community Website:**

Dawn Mace, CPS/CAP\*  
[dawnmace@badmuslaw.com](mailto:dawnmace@badmuslaw.com)

Beth Childers, CPS/CAP\*  
[bchilde1@oncor.com](mailto:bchilde1@oncor.com)

**Employment:**

Suzi Eggemeyer, CPS/CAP\*  
[ndiaapemployment@yahoo.com](mailto:ndiaapemployment@yahoo.com)

**Ways & Means:**

Marcela Holley  
[marcelahrz@gmail.com](mailto:marcelahrz@gmail.com)

**Membership:**

Julia Deslatte  
[mwjad2@hotmail.com](mailto:mwjad2@hotmail.com)

**Newsletter:**

Sheila Alberico, CPS  
[albericosheila@yahoo.com](mailto:albericosheila@yahoo.com)  
Caroline Pettigrew-Vela, CPS  
[carolinevela@msn.com](mailto:carolinevela@msn.com)

**Nominations:**

Maryann Upchurch

**\*Member of Excellence**

**Step Out of Your Comfort Zone**

January 8, 2010 by [lifelessons4u](http://lifelessons4u)

*If you remain in your comfort zone you will not go any further. –Catherine Pulsifer*

When is the last time you stepped out of your comfort zone?

Leave water sitting in a pot for two or three days and the stagnate water starts to smell bad. So what do you think happens when we stay in our comfort zone — we stagnate. At the beginning of every new year people make up a long list of resolutions. Are the same things on your list year after year? Then maybe it's time to try some new things, or a new approach. We all have a comfort zone where everything feels safe and familiar. We tend to not want to venture beyond it, however if we allow ourselves to stay there we will not be challenged, experience personal growth, or learn new and exciting things.

**My Comfort Zone**

I used to have a comfort zone where I knew I wouldn't fail. The same four walls and busywork were really more like jail. I longed so much to do the things I'd never done before, But stayed inside my comfort zone and paced the same old floor. I said it didn't matter that I wasn't doing much. I said I didn't care for things like commission checks and such. I claimed to be so busy with the things inside the zone, but deep inside I longed for something special of my own. I couldn't let my life go by just watching others win. I held my breath; I stepped outside and let the change begin. I took a step and with new strength I'd never felt before, I kissed my comfort zone goodbye and closed and locked the door. If you're in a comfort zone, afraid to venture out, Remember that all winners were at one time filled with doubt. A step or two and words of praise can make your dreams come true. Reach for your future with a smile; success is there for you!

*author unknown*

*"Life Begins At The End of Your Comfort Zone." –Neal Donald Walsh*

**Happy Birthday**



Mary Wood, CPS/CAP - 6/1

Catherine Ryan, CAP - 6/5

Caroline Vela, CPS - 6/6

Terri VanStrien, CPS - 6/7

Laryssa Johnson - 6/12

Susan Swanson - 6/16

Julia Deslatte - 6/18



**Happy Anniversary**

Sheila Alberico, CPS - 6/2009

Amanda Dupis - 6/1986

Vicky Falco - 6/2008



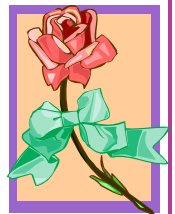
Karen Gallagher, CAP - 6/2005

Lynda Green, CPS - 6/2008

Marty Hackley - 6/2008

Joan McEwan, CPS/CAP - 6/2006

Pamela Powell - 6/2008





## Calendar of Events - June 2011



### North Dallas Chapter:

Tuesday, June 21

Chapter Meeting/Dinner

#### Our Menu

Salad: Chopped Salad

Entrees: Grilled Salmon Lemon & Herb, and Chicken & Spinach Manicotti

Dessert: Chocolate Zuccotto Cake

Thursday, June 30

Deadline for submission of Member of Excellence

## Meeting Details - June 21, 2011

### Maggiano's Little Italy

6001 W Park Blvd

(Corner of Park and the N. Dallas Tollway)

Plano, TX 75093

\$25 – Member for Dinner & Program

\$30 – Guest for Dinner & Program

\$5 – Member for Program Only

\$10 – Guest for Program Only (Please

sit in a designated non-dinner place.

Thanks!)

### RSVP by

Thursday, June 16, 2011 to

Karen Gallagher, CAP at  
IAAP.Reservations@yahoo.com

**Note:** When you RSVP, please indicate if it will be dinner and program or program only. Cancellations **must** occur prior to 4:00 pm the Monday preceding the meeting (Monday 5/9) otherwise **you are responsible for a meal if you are a no-show!**

### Exceptional Communications

Carla Flowers, CPS/CAP  
President-Elect of TL Division

### Schedule

5:30 pm Networking

5:50 pm Welcome

6:00 pm Dinner

6:45 pm Business Meeting

7:00 pm Program

## Chapter Meeting

Learn how to become an exceptional communicator by fine tuning your listening skills and engaging others. Become the empathetic listener who is noted for bringing out the best in others and in the process, developing the best in yourself. More details on page 4.

Also, installation of our 2011—2012 Board of Directors.

## Join us on Tuesday, June 21<sup>st</sup> to

Learn how to become an exceptional communicator by fine-tuning your listening skills and engaging others. Become the empathetic listener who is noted for bringing out the best in others, and in the process, developing the best in yourself.

Assessing your present listening quotient (LQ).  
Describing the communication process and the role that active listening plays.  
Pointing out the most common barriers to effective listening.  
Perfecting your ability to be empathetic, and feel the message, as well as hear it.  
Discussing proven techniques for enhancing your listening LQ.  
Examining what you can do to keep the conversation going.  
Helping you to decide when to use silence, when to ask questions – and what kind.  
Providing tips for sending a message of care and concern by using appropriate body signals.  
Exploring universal conversation stoppers and what they do to maim healthy interactions.  
Giving attendees opportunities to experience and improve their communication responses through role play and active group participation.

Presented to us by President-Elect Carla Flowers, CPS/CAP

### Excel Tip

#### Keep your numbers' leading zeros in Excel (2000/2002/2003/2004/2007)

If you need to enter the Zip code 02364 in your Excel spreadsheet, you'll probably throw your hands up when Excel automatically changes the value to 2364. Your Zip code must have five digits, but by default Excel doesn't display leading zeros.

Here's the solution: Create a custom number format with five digits. This custom format forces Excel to display leading zeros.

To create a custom number format that keeps leading zeros intact:

1. Select the cell(s) in which you must show leading zeros, such as the column in which you're storing Zip codes.
2. Press [Ctrl]1 to open the Format Cells dialog box.
3. Select Custom from the Category list box.
4. In the Type text box, enter 00000. This forces Excel to display five digits.
5. Click OK to apply the change.

Now when you type a number in your newly formatted cells that starts with a zero, Excel preserves the zero instead of automatically hiding it.



Hats Off to Pizza Hut

Sole Sponsor of our ND Chapter website

<http://iaap-northdallas.org>

Pssssstttt!

Quick tip to you and your friends, so pass it along!

Before ordering your pizza from Pizza Hut,

just go to our website (link above),

click on the Pizza Hut Logo, and off you go.

Next Stop,

YUMMMMMY!



CERTIFICATION

O  
R  
N  
E  
R

# It's time to become CERTIFIABLE!

Deadline to sign up for CAP & OM certification exam

**August 15<sup>th</sup>**

Exam dates are November 4-5, 2011

**Why wait?**

Do something for yourself and your career today.



IAAP's Certification Program will be changing effective  
November 2011

For more information about the Certified  
Administrative Professional certification click below

[http://www.iaap-  
hq.org/sites/default/files/pdf/certification/CAPEXamGuide.pdf](http://www.iaap-hq.org/sites/default/files/pdf/certification/CAPEXamGuide.pdf)

For more information about the Organizational  
Management Specialty click below

<http://www.iaap-hq.org/sites/default/files/pdf/certification/OMEXamGuide.pdf>

Watch your email for CAP & OM study group information.

email: [joan.mcewan@ge.com](mailto:joan.mcewan@ge.com)

if you are interested in a study group or if you need more information



Montreal, Quebec, July 24-27,  
Montreal Convention Center



This year IAAP takes you to beautiful Montréal for [EFAM](#). You'll see top rate speakers, inspiring educational programs and network with other members in the artfully decorated convention center, Les Palais des Congres.

Montréal, Quebec is described as romantic, elegant, a city full of life. It's said to resemble Vienna, a vibrant place full of memories, dreams and festivals. Located on an island at the junction of the St. Lawrence and Ottawa rivers, Montréal possesses all those characteristics...but also has a solid history as a gigantic trading post.

There are many ways to get to Montréal. The city is served by an airport 20 minutes from downtown with non-stop or one-stop flights from almost every major city in the world. This sophisticated city has many ethnic groups represented yet the majority of its population is French-speaking, making it the second-largest French-speaking metropolis in the Western world.

Montréal is made up of two parts: the Old City and the modern Montréal. The Old City is a maze of narrow streets, restored buildings and old houses while the modern Montréal is home to skyscrapers, theaters, museums, nearly 7,600 restaurants and a glittering nightlife.

Public transit is not only affordable, it's also a great way to get around the city. Quick, safe and clean, the metro connects downtown to major tourism attractions, as well as to numerous bus stops and train stations.

Get your passport soon so that you can join us for this unforgettable EFAM event.

<http://www.iaap-hq.org/events/conferences/efam>

## Developing Your Business Acumen: You Must Read to Succeed

By Julie Perrine, CPS/CAP, MBTI Certified

If I could help all admins develop one thing more fully, it would be stronger business acumen.

### What is business acumen?

**Business acumen** is the keenness and quickness in understanding and dealing with a business situation in a manner that is likely to lead to a good outcome. The term "business acumen" can be broken down literally as a composite of its two component words: Business literacy is defined in SHRM's Business Literacy Glossary as "**the knowledge and understanding of the financial, accounting, marketing and operational functions of an organization.**" The Oxford English Dictionary defines acumen as "**the ability to make good judgments and quick decisions**". (Excerpts from [http://en.wikipedia.org/wiki/Business\\_acumen](http://en.wikipedia.org/wiki/Business_acumen) - bolding/emphasis added.)

When you continually cultivate your knowledge and understanding of how businesses and organizations run at every level, it facilitates your ability to make good judgments and quick decisions each day as the administrative professional supporting them.

### Why is this important?

We are the eyes and ears of our executives and teams we support. We are there to assist with connecting the dots between departments and team members to keep the communication and information flowing and the projects moving forward. If we don't understand the core business applications of sales and marketing principles, accounting practices, and operational functions within our respective companies, we aren't as equipped as we need to be. Even if you don't like numbers, you need to understand how to read financial documents. Even if the thought of selling something terrifies you, you must understand how the marketing and sales cycle works and how it impacts every other area within your company. Even if you think you already have a pretty good sense of how things run, there's room to learn more – a lot more!

### How do you strengthen your business acumen?

I had a client ask me recently, "How do you know everything? You're like super woman or something." My answer was, "I make it my business to know everything. It's the only way to stay relevant in my profession and provide significant value to those I support." But that got me thinking. How do I know what I know? What are the specific things I do to make sure I'm ahead of the learning curve? I shared several [ways I expand my expertise gap in a recent article](#), and every one of those points tie into developing stronger business acumen as well. But I want to focus on just **ONE simple thing you can start doing right now** that will make a HUGE difference in your ongoing business education:



Read. **READ. READ!**



Online, offline, and everywhere in between! Read books. Read newspapers. Read magazines. Read junk mail. Read blogs. Read new stories via smartphone apps. Download free reports off of websites. Scan the content on social media sites such as Twitter, LinkedIn, and Facebook. **Read and learn!**

**But who has time for all of that reading, you ask?** YOU do when you MAKE THE TIME to do it. Quite honestly, you cannot afford not to do it.

I'm not suggesting you read everything you touch cover to cover. This is easier for some personality types to become comfortable with than others. But the more you read, the better you get at this. When I'm reading, I'm scanning for content that will help me better understand today's business environment, give me a deeper understanding of industries I support or have supported in the past, and educate me on new technologies and emerging marketing practices on the web. I scan the random magazines and junk mail that comes across my desk just to see what's in them. I find marketing ideas for clients and professional organizations I belong to. I learn about best practices for HR. I discover innovative ways to incorporate social media into marketing campaigns. I find new ideas for how to use social media for building corporate brands and promoting products and services online. I uncover new resources for event planning and meeting coordination. I learn how to use software programs more efficiently. The list is endless.

I want to share some excerpts from Dan Kennedy's book, *No B.S. Time Management for Entrepreneurs*:

You MUST read a lot to succeed. Here are the reasons:

(1) Varied, diverse input, ideas, viewpoints, life stories, examples, all the essential raw material poured into your subconscious mind, for it to sift, sort, try matching up with other puzzle pieces it already has, so it can occasionally yell "Eureka!" and hand you something profitable – without daily flow of new stuff, it just sleeps...

(2) Without exposure to others' thinking, your own range of thought shrinks. Soon you are a mental midget. Your range of thought narrows, like your range of motion shrinks if you don't move or exercise.

(3) You can't stay current. I read a monstrous amount and I still can't stay current. If you're not reading a book or two, a dozen magazines, a few newspapers, and a few newspapers every week, you must be way, way, way behind. Pretty soon, your conversation reveals you a dinosaur.

(4) If you have kids, you want to set a decent example for them.

These principles apply for any person who wants to be successful in any area of life. Dan Kennedy also has a list of questions you can use to quiz yourself at the end of each week to help you focus and spot the right things in the week ahead. I've adapted his list a bit so it's more directly applicable to administrative professionals:

What do you know this week, that you didn't know last week about...

- Your company?
- Your industry as a whole?
- Your company's competitors?
- Your company's customers or clients as a group?

- Your company's top 10, 20, or 30 customers or clients? (If you don't know who these are, then find out. You should know this!)
- One of your company's clients or customers, individually?
- One of the top leaders in your field or profession?
- Societal, cultural, or economic trends that may affect your company's business?
- A "success" topic – personal finance, self-motivation, time management?
- A "marketing" topic – direct-response advertising, social media marketing, copywriting that sells, direct mail, the Internet?
- A person, event, or topic in the current news of great interest or importance to your company's clientele?
- A "method" – a means, process, technique of doing something useful to you, whether learning how to do a component of your job more efficiently or using a piece of software more effectively?
- Dan Kennedy says if you actually discipline yourself to get one answer to each question worth putting down in writing just once a week, after a year, you'll be 624 big steps ahead of your peers and competitors. That is an AMAZING statistic! And it's what will help you STAND OUT as an administrative professional in ways you never imagined.

So here's my list of ideas to help get you thinking about what you can find to READ in the week ahead:

Book topics:

Business practices

- Marketing
- Leadership
- Entrepreneurism
- Negotiation
- Self-Motivation
- Career development
- Newspapers:

Local newspapers

- Regional business journals
- National newspapers (My personal favorite is The Wall Street Journal.)

Personal Tip: I love my iPod Touch apps for staying current with national newspapers and news organizations.

• Magazines:

Event planning and trade show publications (e.g. Meetings & Conventions, Midwest Meetings, Exhibitor – all free!)

- Industry related
- Profession related
- Business related (e.g. Inc, Entrepreneur, Success, Fortune, Forbes)

Personal Tip: Magazines can make a workout go much quicker. And you can find a lot of good FREE magazines in various categories at [www.magazines.com](http://www.magazines.com).



## Websites/Blogs

Here are some websites to get you started. Create a favorites list of “Reading Materials” in your web browser and scan these sites and their associated blogs regularly. Many sites have daily or weekly e-mail bulletins they can send to you also if you sign up for them. I recommend creating a separate e-mail address solely for developing your business acumen. Gmail accounts are free. If you don’t have time to scan and read the websites or e-mail bulletins on a daily basis, just do it once or twice a week to work it into your routine.

[www.SmartBrief.com](http://www.SmartBrief.com)

[www.BusinessInsider.com](http://www.BusinessInsider.com)

[www.Entrepreneur.com](http://www.Entrepreneur.com)

[www.Mashable.com](http://www.Mashable.com)

[www.wsjonline.com](http://www.wsjonline.com) – Tech section in particular is my favorite!

[www.Forbes.com](http://www.Forbes.com)

[www.AMAnet.org](http://www.AMAnet.org)

[www.hubspot.com](http://www.hubspot.com)

[www.AliBrown.com](http://www.AliBrown.com)

[www.ClientAttraction.com](http://www.ClientAttraction.com)

- Social Media Sites

LinkedIn – Join some profession or industry specific groups. You’ll be amazed at the information that is shared in these forums. You can also ask questions and search for resources.

- Facebook – Research your customers, clients, and competitors here. See what they’re doing and share what you learn.

Twitter – This is one of the most under-utilized resources by admins. Search for your customers, clients, and competitors here also. Search for resources to make you more effective as an admin (career topics, time management, leadership, etc). Here is a compilation of some of my favorite Twitter resources for admins to help you get started: <http://paper.li/JuliePerrine/adminresources>

**The thing about reading is this: the only one who can do it for you is YOU.** And you have to make the time to do it. It can be squeezed into places with amazing ease when you concentrate on making it a priority in your daily and weekly routine. I now carry reading material with me at all times for those 5-10 minute waits before appointments or picking my husband up after work. I love to read while I’m working out; it makes time fly! I don’t accomplish the same amount each day. Some weeks it’s easier to do than others. But it’s a habit you CAN develop. Once you do, your business acumen will become stronger by the day and you will become increasingly more valuable to everyone you support – now and in the future!

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](http://www.AllThingsAdmin.com)



### Top Summer Songs of All Time

- California Gurls by Katy Perry (2010)
- Summer In The City by The Lovin' Spoonful (1966)
- Wipe Out by The Surfaris (1962)
- Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini by Bryan Hyland (1960)
- Surf City by Jan and Dean (1963)
- Endless Summer Nights by Richard Marx (1988)
- Hot Fun In The Summer Time by Sly and The Family Stone (1968)
- Surfin' USA by The Beach Boys (1963)
- Summer Nights by John Travolta and Olivia Newton-John (1978)



## *Keep It Coming*

A *Felicitous Solicitation* from your editors . . . .

Our (Caroline and Sheila) time is coming to a close and we encourage you to think about taking the Dallas Chapter Newsletter as your committee commitment for the 2011/2012 year or longer if you so desire. Show your artistic talent and creativity with this very important piece of the chapter.

We encourage all readers to submit any items of interest they would like to see published in the Newsletter. Lets share our ideas, knowledge and experiences for our membership's enrichment and entertainment!

The timetable for submission(s) to next month's issue is as follows:

- Your Doc/Pics to Editors via e-mail\*: By July 3
- Copy to Board for final approval: By July 9
- Publication Date: By July 11

\*CarolineVela@msn.com; Caroline.Pettirew-Vela@us.fujitsu.com; albericosheila@yahoo.com

