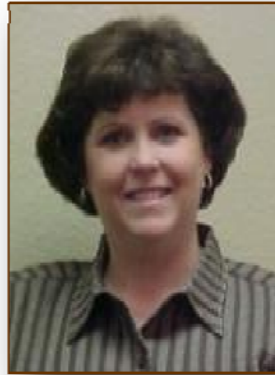




## A LETTER FROM THE EDUCATION AND PROGRAMS DIRECTOR:

Greetings to the Will Rogers Chapter of IAAP:

Thank you for giving me the opportunity to serve as the Director of Education and Programs for 2010-2011. I joined the Will Rogers Chapter in 2007 to meet other administrative professionals and to have a group of peers in which to reach out for advice and fellowship. The membership has warmly welcomed me and I appreciate your acceptance.



During these past three years, the education forums have been my favorite activities with the chapter. I would not have had the opportunity to meet so many professionals knowledgeable in so many different subjects if not for WRC. The presentations have taught me many new skills and viewpoints which I am able to apply within my office.

Exposure to these new experiences, which are always directly related to office administration and management, makes me a better employee. My desire is to be the best professional that I can be. In fact, this is the perfect time to make your efforts known. Invite your boss and their bosses to Executive Night for the special program on Oct. 12<sup>th</sup>. Having your executives attend the meeting will show our commitment to education and knowledge towards our profession. Additional information about this meeting is found later in this newsletter.

Remember that Saturday, Oct. 2<sup>nd</sup> from 10 am to 2 pm, Ms. Bernadette Scott (Designs by Bernadette), is sharing proceeds from the sales of her unique and beautiful jewelry. Thanks Bernadette! Don't miss the event and tell your friends, family and co-workers to meet at the Links Clubhouse at 115<sup>th</sup> and Memorial. Next time you see me, ask to see the special piece that Bernadette reworked for me. I love it!

Keep those of us studying for the November CPS Certification exams in your prayers. It is not too late to get involved. If you have any questions about this certification, please contact me or any of the WRC board members.

This chapter will change your life. Be involved and reap the rewards.

Passion & Purpose to all,  
Missy Burchette

## OCTOBER EDUCATIONAL FORUM & CHAPTER MEETING INFORMATION



### WHAT:

IAAP Will Rogers Chapter Educational Forum and Chapter Meeting / Executive Night

### WHEN:

October 12, 2010  
5:15 Networking  
5:45 Dinner  
6:30 Program

### WHERE:

The Hyatt Place  
7037 S. Zurich Ave., Tulsa, OK

### TOPIC:

Communication Strategies for Executives and Admins

### SPEAKER:

Thom Irwin, Founder & President of Irwin Law Firm

### COST:

\$16.00 US Dollars per person – Members and Guests

### RSVP:

- Go to [www.iaap-willrogers.org](http://www.iaap-willrogers.org) and
- 1.) Click on "Meetings/Events" tab
  - 2.) Click on "Submit Reservation Here"
  - 3.) Complete RSVP information
  - 4.) Click on SUBMIT button.

Call or email Janet Shook, CPS with questions. P: 918-488-6443; email: [janet.shook@zenegyok.com](mailto:janet.shook@zenegyok.com)

## 2010 DATES TO REMEMBER

- Oct 2 Jewelry Sale Fundraiser
- Oct 9 Stone Bluff Grape Pick'in
- Oct 17 IAAP's Fall Conference, Hilton Seelbach Hotel, Louisville, KY
- Nov 5, 6 Certification Exams

Future Educational Forum & Chapter Meetings (watch for additional information in this newsletter on these meetings)

November 9, 2010  
December 14, 2010

**SPEAKER OF THE MONTH FOR OCTOBER**  
**Thom Irwin, Founder and President, Irwin Law Firm**



Thom is the founder of Irwin Law Firm, P.C., located in Tulsa, Oklahoma, specializing in the areas of Estate Planning, Charitable Gift Planning, Business Planning and Tax. He assists clients by helping them avoid probate, plan for incompetency and disability, reduce estate, gift and other taxes, as well as plan for the proper distribution of assets to the family or other beneficiaries. He uses trusts extensively, including Revocable Living Trusts, Charitable Remainder Trusts, Charitable Lead Trusts, Irrevocable Life Insurance Trusts and Children's Trusts.

Thom also assists clients with their Business Planning, including Corporations, Limited Liability Companies, Partnerships and Non-Profit entities, as well as preparing Buy-Sell Agreements, Employment Agreements and other business-related documents. Thom believes in education-based planning, with the goal being to educate his clients in their planning options and to allow them to make informed decisions.

Upon graduation from Oral Roberts University Law School in 1982, Thom worked in the Estate and Planned Giving Department of the Christian Broadcasting Network in Virginia Beach, Virginia, assisting people in the planning of their estates. He taught at the Regent University School of Law, formerly full-time and as an adjunct professor, taught Estate Planning for the Professional Financial Planning program at Old Dominion University in Norfolk, Virginia, and more recently taught Estate Planning as an adjunct professor at **Northeastern State University**, Broken Arrow, Oklahoma.

Thom conducts seminars for churches, charitable organizations, business owners, professionals and others in the areas of Estate Planning, Planned Giving and Business Planning.

**TOPIC: "COMMUNICATION STRATEGIES FOR EXECUTIVES AND ADMINS"**

It has been proven through numerous studies and surveys that one of the most important elements of job satisfaction is a positive relationship between a supervisor and employee. It is mainly the harmony between a boss and his assistant(s) that takes any organization to the heights of success. Attend and bring your supervisor with you to learn how to communicate more effectively with each other and reap the rewards of being a more cohesive and productive team.



**OCTOBER MEETING IS "EXECUTIVE NIGHT"**

The October meeting is **EXECUTIVE NIGHT**. When will you ever find a better time to showcase IAAP and your networking group, the Will Rogers Chapter? We urge you to bring your executives to this meeting so they can see the type of educational programs and people you are exposed to through this membership.

**UPCOMING SPEAKERS / TOPICS**



2010

November 9: Speaker: *Sandy Tabio, A-O Division Bylaws and Standing Rules Committee Chair*  
 Topic: Parliamentary Procedure 101 & Beyond.

December 14: Blue Star Mothers & IAAP Will Rogers Chapter's Holiday Celebration  
 Speaker: *Evette Morris, Chapter 7 - Blue Star Mothers* (Chapter Members bring any donations collected for the freedom boxes.)

2011

January 11: Speaker: *Todd Saxton, Core Excellence (Pending Confirmation at this time)*  
 Topic: Draw a Plan – Seize Your Potential

February 8: Speaker: *James Feary, Ace Net Consulting (Pending Confirmation at this time)*  
 Topic: Overcoming I.T. Obstacles

March 8: Speaker: *Mr. Paul Bernius, Vice President, Human Resources & Corporate Assets, Pennwell Corporation*  
 Topic: Emotional Qualities (EQ) not Intellectual Qualities (IQ)

April 16: Will Rogers Chapter's Administrative Professional Week Conference (This is a SATURDAY)  
 Keynote Speakers: *Jim Stovall, Author of The Ultimate Gift and Paula Marshall, CEO Bama*  
 Cost (if any): To Be Determined

May 10: Speaker: *Johnny Dreyer, Director Industry Affairs, Gas Processors Association*  
 Topic: Communications

June 14 Speaker: *Teresa Tidwell, Arkansas-Oklahoma Division Secretary*  
 Election & Installation of Offices (MEMBERS ONLY, NO GUESTS, FOR THIS MEETING PLEASE)



## FREEDOM BOX ITEMS (AKA A SOLDIER'S WISH LIST)

Encouragement by Judy London

In the spirit of giving, members are encouraged to **bring items to the December 14 Meeting** from the list below. These items will be combined to make up Freedom Boxes that will be shipped though the year to soldiers around the world by the Blue Star Mothers. What better person to buy a gift for than a soldier who has given up their time with family and friends to defend our freedoms? If you pick up a few items each time you go to the store between now and December you will have lots of good items to contribute and there will be many men and women who will be thankful for your thoughtfulness. I know I will be paying it forward, how about you?

Batteries – AA & AAA  
 Baby Wipes (small sizes)  
 Crackers & Peanut Butter (single size)  
 Crossword Puzzle Books  
 Dental Floss  
 Deodorants (non-aerosol)  
 Disposable Razors  
 DVDs  
 Eyewash  
 Foot Powder (travel size)  
 Handheld Electronic Games  
 Hand Warmers  
 Hard Candy, Gum & Mints (individually wrapped)  
 Instant Coffee  
 Instant Drink Sticks (that you add to bottled water)

Instant Hot Chocolate  
 Instant Oatmeal  
 Lip Balm  
 Lotion  
 Mouthwash  
 Shampoo  
 Snack foods (nuts, trail mix, jerky)  
 Soap  
 Socks (white, grey or black - 100% cotton)  
 Tea Bags  
 Tissues (travel size)  
 Toilet Paper  
 Toothbrush  
 Toothpaste  
 AND MORE ....

## 7 SURVIVAL SKILLS

(Information provided by Joni Davis)

Tony Wagner, Co-director of the Change Leadership Group at Harvard University's Graduate School of Education, presented a list of seven "survival skills" that students need to succeed in today's information-age world, taken from his book *The Global Achievement Gap: Why Even Our Best Schools Don't Teach the New Survival Skills Our Children Need--And What We Can do About It*. It's a school's job to make sure students have these skills before graduating, he said:



1. Problem-solving and critical thinking;
2. Collaboration across networks and leading by influence;
3. Agility and adaptability;
4. Initiative and entrepreneurship;
5. Effective written and oral communication;
6. Accessing and analyzing information; and
7. Curiosity and imagination.

*Re: Article above -- my question to you, "are these not the same skills we all use every day in today's business world"?*



## CLASSIFIED (JOB POSTING)

**Community Action Team (CAT) Volunteer** needed for the IAAP Will Rogers Chapter. Individual is liasion between our Chapter and the community. The pay is poor (there is none) but the benefits and rewards are great! Anyone wanting more information or interested in volunteering for the position, please contact Cynthia Bradley, CPS.

Send administrative assistant job postings to Judy London ([jlondon@GPAglobal.org](mailto:jlondon@GPAglobal.org)) for inclusion in the newsletter. (If you aren't the correct person, let your Human Resources person know of this no cost oppportunity for your company!)

## HELPFUL WEBSITES

[www.internintulsa.com/index.asp](http://www.internintulsa.com/index.asp)  
[www.businessmanagementdaily.com](http://www.businessmanagementdaily.com)



## CPS/CAP – QUESTIONS

1. A record that is complete & unaltered is said to
  - A. have integrity
  - B. be reliable
  - C. be authentic
  - D. be usable
  
2. Indirect compensation includes
  - A. straight salary
  - B. output-based salary
  - C. commission
  - D. benefits
  
3. The Age Discrimination in Employment Act protects individuals who are
  - A. under 18 years of age
  - B. over 18
  - C. over 40
  - D. over 65
  
4. A contract imposed by law to prevent an injustice from occurring is a/an
  - A. unilateral contract
  - B. quasi-contract
  - C. bilateral contract
  - D. implied contract
  
5. Meeting participants tend to lose energy & focus
  - A. in the morning
  - B. in the afternoon
  - C. after an hour
  - D. after two hours
  
6. The amount of time spent on a task should relate to the
  - A. deadline
  - B. priority
  - C. weekly schedule
  - D. difficulty
  
7. Doing the right things at the right time is
  - A. efficiency
  - B. time management
  - C. delegation
  - D. effectiveness
  
8. The first step to managing time is to
  - A. identify activities that result in wasted time
  - B. do a job analysis & identify tasks
  - C. add overtime hours to catch up
  - D. delegate all noncritical tasks
  
9. Using a planner, time should be plotted
  - A. daily
  - B. weekly
  - C. daily & weekly
  - D. monthly
  
10. In a right-to-work state
  - A. union shops are illegal
  - B. unions are not allowed
  - C. employees must join a union
  - D. open shops are illegal

## HAPPY BIRTHDAYS

Donnis Allen  
Virginia Hite  
Janet Shook, CPS



## IAAP MEMBERSHIP ANNIVERSARIES

Jan Britt  
Missy Burchette  
Virginia Hite



## ANSWERS TO CPS QUESTIONS

- Question 1. A  
Question 2. D  
Question 3. C  
Question 4. D  
Question 5. D  
Question 6. B  
Question 7. D  
Question 8. A  
Question 9. C  
Question 10. A



## MEMBER SPOTLIGHT

Jan Britt, Executive Assistant  
CenterPoint Energy Field Services, Inc.

45 years in the secretarial industry with experience in a variety of fields: civil service, forestry, education, legal, communications, real estate, energy.

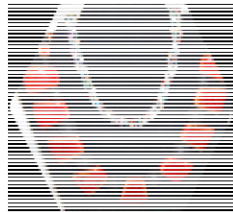
Coming upon two years as an assistant to VP Engineering / Construction, her 4 managers, and 18 engineers/designers. CenterPoint Energy is composed of an electric transmission / distribution utility, a natural gas business, an interstate pipeline operation, and a field service business with natural gas gathering operations. Jan works for Field Services supporting a team of engineers who design and build plants and pipelines for gathering/disseminating natural gas. She was hired in Nov 2008 as an administrative specialist. The following week she was handed an additional responsibility of Contract Administrator for Field Services with oversight of all Master Service Agreements between CNP and contractors. Renewing vehicle tags, preparing expense reports, event planner, travel arranger, and general administrative duties are literally 'worked in' as she attempts to fill two full-time positions. GOOD NEWS: they are hiring two individuals to relieve her of the Contract Administrator role -- Merry Christmas Jan!

Jan says she is blessed to live within 8 miles of three (of six) precious grandchildren, who bring the JOY into her life each weekend. The majority of her free time is spent with them and her husband, Gary, a real estate broker with McGraw Realtors. Jan & Gary will celebrate 45 years of marriage in February 2011.

Jan's passion in life is pursuing her relationship with Jesus Christ, her family, and her friends...in that order. If she could be a "Professional Friend", she would be. Fall is her favorite season, sharing 'life' with friends is her desire, writing is her joy, movies are her delight, and retirement is her hope.

## JEWELRY FUNDRAISER

Remember our jewelry fundraiser is open to the public – bring or tell as many people as you can about this! Cash and carry (no credit or debit cards)! Chapter receives a % of each sale so let the fun begin!



**THE SALE IS THIS SATURDAY, OCTOBER 2, from 10 am to 2 pm at The Links Clubhouse , 115<sup>th</sup> & Memorial, Bixby, OK.**

Members are encouraged to come help sell and / or shop! We need participation from all members to make this sale a success!



## GRAPE PICKER ALERT !!!

The grapes are ready to be picked at the **Stone Bluff Cellars Winery** and some of our IAAP members will be pick'in them October 9 beginning at 7:30 a.m. to raise money for the Chapter! To sign up to pick or to be a picker partner (donate \$ instead of time & labor) contact Janet Shook, CPS, by phone (918-488-6443) or email ([janet.shook@zenenergyok.com](mailto:janet.shook@zenenergyok.com)).

## BUTTER BRAIDS ARE COMING!

Ohhhh girls, we tasted the delicious **Butter Braids** during the September meeting and they were YUMMY! You order them frozen (can keep in freezer for 6 months) and bake when you need them. Perfect for the holidays and unexpected (or expected) guests! Members to sell these for \$12 each beginning Oct 12 and ending Nov 2. Money to be collected upfront (and the Chapter makes \$5 for each one sold). Product to be delivered in November. Contact Tammy Hendricks ([tammy@concept-builders.com](mailto:tammy@concept-builders.com)) to obtain your order form.





## WRC'S LENDING LIBRARY

Missy Burchette is now responsible for the Chapter's Library. Anyone wishing to see a list of the available publications or to check one out should contact her by email at [mburchette@lcm-wci.com](mailto:mburchette@lcm-wci.com).

## SEVEN HABITS OF HIGHLY SUCCESSFUL WOMEN

Written by Terrie Scott, CPS, CWCA



The keynote speaker at the A-O Division Annual Meeting, held in Oklahoma City on June 26<sup>th</sup> was Sherri Coale, the OU Women's Basketball Coach. I will try to recap her comments in brief notes. I wanted to share her thoughts with you in hopes that they will inspire you as they did me.

- 1) **Count on the Ripple**  
When you toss a stone into a pond, the ripple will always come back to you but remember that it also spreads out and around. It will touch many people. Remember, as parents – children parrot their parents in word and in action. One of the good points to the ripple is mentoring. Those you help and mentor will benefit from your effort but you will benefit as well.
- 2) **Write Your Worries in the Sand**  
This one is pretty self explanatory but remember, it can be very freeing to watch them wash away in the tide. If you can't change it, then don't worry about it – it's a waste of your time and energy.
- 3) **Believe in Talking Horses**  
In today's climate, a positive attitude is essential. Think back to when you were 5 years old. Remember, you believed you could do anything! Why, if you only had a cape, you could fly off the roof! You could be President, you could conquer anything. Now, think about today – all the negative attitudes have crept in. Oh, I can't do that cause I have to work – I can't do this cause I don't have enough time – I'll do all the things I want when.....somewhere between 5 and now we have lost ourselves and our belief in what we CAN do. Find a way to believe in talking horses again!
- 4) **Don't Wrestle with the Pigs**  
You will BOTH get dirty but they will LIKE it. When you face an irate customer, is it really worth the fight? The same holds true for relationships. If you prefer not to be associated with or you prefer not to be friends with someone, that's ok. But do you have to attempt to make them look bad just so you will look better? Do you really think that still works – do you think people haven't figured out what you are trying to do? Is it really worth getting dirty over?
- 5) **Avoid Dehydration**  
Don't stand knee deep in a river, dying of thirst. Information is a wonderful thing but you have to learn how to apply it effectively or you will just be standing in the river of information, not knowing how to get it to your lips for a drink.
- 6) **Categorize The Lumps**  
Is it an Inconvenience - or is it a Problem? Sue said something that really hurt my feelings – Tom didn't do what he promised – Bonnie didn't show up so now I have to drive the kids to practice.....my husband was involved in a traffic accident. I kissed him goodbye this morning and now, I'll never see him again.....sometimes our "troubles" are not nearly as large as we make them. Ask yourself this question – Will this make any difference to me five years from now?
- 7) **Sharpen the Saw**  
If you are attempting to cut down trees with a dull saw, you are not only frustrating yourself but you are also not accomplishing much. Take care of yourself.

## SAVE THE DATE

Make sure you have April 16, 2011 saved on your calendar so you are available to attend the Chapter's Administrative Professionals Week Conference. It's going to be great, you are NOT going to want to miss this!



## IAAP LOGOS FOR CHAPTER/DIVISION PRINTED ITEMS

### Use of Association Logos

**Common Usage**-IAAP logos or registered service marks identified below can be used in any chapter or division bulletins, program or literature for any chapter or division activity including workshops, and stationery or memo paper to be used only by the chapter or division. You can also use the IAAP logo on other miscellaneous promotional items as long as your IAAP chapter or division name is listed prominently near the logo.

**Special Usage**-Proper approval of the Executive Director must be obtained for use of the IAAP Emblem or registered service marks on any items other than those listed above. This procedure is established for the protection of our service marks and emblems. The following are proper ways to use IAAP trademarks:

- IAAP®
- International Association of Administrative Professionals®
- Certified Professional Secretary® rating, program, or recipient
- CPS® rating, program, recipient
- Certified Administrative Professional® rating, program, or recipient
- CAP® rating, program, or recipient
- Administrative Professionals Day® observance
- Administrative Professionals Week® observance
- OfficePro*® magazine
- Turning Jobs Into Careers® signature

Trademark symbol should appear at least once when referring to any of the above in a document. For the association name and IAAP, use of the official logo should suffice. Members are generally very attentive to the proper use of our trademarks in printed matter, and it is to their credit that they are so astute in such matters. However, use of the IAAP name and trademark on fundraising items sometimes becomes a problem, and we want to remind everyone of their proper use. It is not uncommon that such items are manufactured in violation of trademark law, of IAAP policy, and in violation of our contract with our official emblematic merchandise supplier. In addition, such violations put us at legal risk and create unauthorized liabilities affecting all members.

Generally speaking, it is permissible for chapters and divisions to authorize the manufacture of an item (e.g., tee shirt, cap, etc.) using the IAAP logo, provided that the name of the chapter or division accompanies it. This indicates to a prospective buyer that the item is a product of that particular chapter or division, not a product of IAAP. Aside from using the logo with accompanying chapter or division name, it is against IAAP policy, and in fact, illegal, for a member or unit to use the logo without express approval of the Board of Directors. In rare instances, such usage may be approved, but generally it is in violation of our exclusive contract with our official emblematic merchandise supplier. Of course, all chapters and divisions are authorized at any time to use the logo on all printed materials, publications, signage, etc., wherever necessary to conduct IAAP business.

This issue has frequently been a problem at IAAP conferences and conventions. In planning any chapter, division or district meeting, the coordinators should know and review what types of items are being sold to ascertain if they are in compliance with policy. Meeting planners should also evaluate the impact of excessive displays of fundraisers on the professional image of the event.

As in the past, this policy will be firmly adhered to at the International Convention and Education Forum as well. Chapters should be aware that the focus of member activity at convention should be on business and education. Individual fund raising items will not be allowed for display or sale in any of the convention meeting rooms or at any official convention functions. This is not a new policy, and has been in force for several years.

If you have any questions regarding the use of the logo in any regard, please contact Aaron Ensminger at IAAP headquarters, [aensminger@iaap-hq.org](mailto:aensminger@iaap-hq.org), or call 816.891.6600 ext. 2251.

If you need a high resolution (300 dpi or greater) EPS or JPEG logo, please contact Kathy Koopman at IAAP headquarters, [kkoopman@iaap-hq.org](mailto:kkoopman@iaap-hq.org), or call 816.891.6600 ext. 2222.

## EDUCATION FORUM & ANNUAL MEETING REPORT / JULY 18 – 21, 2010

Written by Delegate, Terrie Scott, CPS, CWCA

Cynthia Bradley, CPS, Will Rogers Alternate, and I arrived in Boston, MA at approximately 4:30pm on Saturday, July 17<sup>th</sup> and went directly to the Hynes Convention Center to insure our credentials for delegate and alternate for the Forum. Picked up our registration packets and workshop/business session/voting tickets.

### Sunday, July 18, 2010

Attended the delegate briefing at 8 am, followed by the opening business session at 9 am. The Parade of Nations was beautiful and moving as usual. Introductions were made from the stage to include the Parliamentarian, Timekeeper, Elections Committee Chair, Tellers Committee Chair and past International Presidents in attendance. The first registration/credentials report was as follows:

- International Officer – 12
- Division Delegates – 34
- Chapter Delegates – 274
- Member-at-Large Delegates – 1
- International Affiliate Representatives – 1
- Total number of Int'l Officers and Delegates eligible to vote – 322
- Total number of Proxies – 107
- Total number of Registered Alternates – 160
- Total number of Registered Attendees – 1221

Introduction of the 2010 candidates for election to IAAP International Board of Directors and the Retirement Trust Foundation International Board of Trustees was made. Candidates gave 2 minute speeches. It was announced that one candidate had withdrawn; Valerie King, CPS/CAP from the Rochester Chapter, Northwest District for the office of Secretary. We also had one nomination from the floor for the office of Secretary; Teresa G. Bennett, CPS from the Boise Chapter, Northwest District.

International President, Susan Shamali, CPS/CAP presented a 'State of the Association' address. Attendance in Minneapolis last year was down 30% from previous years and HQ is experiencing lagging dues renewals. They have instituted many cost cutting measures in addition to freezing salaries.

Outlined the certification/recertification changes coming to the organization. Currently members felt it was difficult to even explain the certifications to people. CPS or CAP or CPS/CAP. It was felt that the 'CAP' Certified Administrative Professional better defines our profession. Effective November 2011 we will change the current rating system. All current CPS holders will become CAPs and all current CPS/CAP holders will become CAP-OM. The 'OM' will stand for the Office Management (4<sup>th</sup> part) of the current exam. They will be adding specialized exams to the program so that members can become certified in any given area. In the future, you will be able to earn specialized certifications, i.e. in the Legal field, Information Services, Medical, etc. Your new certification could look like this: CAP-OM, IS, ME so.... you would be a "Certified Administrative Professional in Office Management, Information Systems and Medical".

They have dropped the necessary points needed to recertify from 90 to 60. Forms and explanations for the new certifications and recertification rule changes can be found on the International website.

### The Retirement Trust Foundation Report

The RTF has instituted a new program – "HSAN" Housing Subsidy for Admins in Need. This new program will provide housing assistance to IAAP members, over age 55 that may be in need. This program will provide help for Admins where they are, rather than them needing to move to New Mexico to receive assistance from the RTF.

### Avery Awards

This year, Avery received applications from 276 Chapters and 27 Divisions. Avery presented honorary mention awards to a Springfield, MO Chapter and an Oakridge TN Chapter, a Chapter of Distinction award to a Chapter in Dallas, TX and a Chapter in Nashville, TN. The Division of Prestige was in Missouri and the Chapter of Prestige was the Sunny Isles Chapter in Nassau Bahamas. The awards presented were \$500, \$1000 and \$3000 respectively.

### Southwest District Caucus

The Chapters of Excellence were recognized. The Will Rogers Chapter podium banner will be mailed to Cynthia Bradley, CPS in August. As of June 30<sup>th</sup>, the Southwest District was showing the following numbers;

- Membership - 5565
- Chapter Disbands - 6
- New Chapters Chartered
  - Professional -
  - Student - 3
- As of June 23<sup>rd</sup> (does not include May 2010 certification exam reports)
  - Members of Excellence - 360
  - Chapters of Excellence - 36
  - Divisions of Excellence - 3
  - New CPS/CAP Certifications - 179

## EDUCATION FORUM & ANNUAL MEETING REPORT / JULY 18 – 21, 2010 CONTINUED

Sunday evening we enjoyed the Evening of Welcome "Take Me Out to the Ballgame" with treats, dancing and baseball games. They are quite serious about the Red Sox in Boston!

### Monday, July 19, 2010

Monday was voting day and the polls opened at 8 am.

The Southwest District Director slot had three nominees. Marsha Bryan, CPS/CAP (Arkansas-Oklahoma Division), Suzanne Dunbar, CPS/CAP (Texas-Louisiana Division) and Dortha Gray, CPS/CAP (Texas-Louisiana Division).

After a second ballot, I am sad to report that Marsha did not win the bid for Southwest District Director, however, we will encourage her to run again in two years. Our new Southwest District Director is Dortha Gray, CPS/CAP of the Houston Chapter, Texas-Louisiana Division.

Delegate briefing session was followed by the reconvened Business Session  
Registration/Credentials Report was as follows: As of 2:30 pm, Monday, 7/19/10:

International Officers – 12  
Division Delegates – 35  
Chapter Delegates – 283  
Member-at-Large Delegates – 1  
International Affiliate Representatives – 2  
Total number of International Officers & Delegates Eligible to Vote – 333  
Proxies – 116  
Total number International Officers, Delegates & Authorized Proxies – 449  
Total number of Registered Alternates – 170

### Bylaws Amendments

The International Bylaws and Standing Rules Committee presented seven (7) proposed amendments for consideration and vote. I will attach a copy of those amendments to this report. All amendments were adopted after much discussion.

The Retirement Trust Foundation presented ten (10) proposed amendments for consideration and vote. Copies of those amendments are also attached. Again, after much discussion, all amendments were adopted.

### Installation of the 2010 IAAP Internationals and Trustees:

President	Mary Ramsay-Drow, CPS/CAP
President-Elect	Tamra Goodall, CPS/CAP
Vice President	Karlana Rannals, CPS/CAP
Secretary	Antoinette Smith, CPS/CAP
Treasurer	Judith Yannarelli, CPS/CAP
Northeast District Director	Bianca Constance
Northwest District Director	Kristi Rotvold, CPS/CAP
Southwest District Director	Dortha Gray, CPS/CAP
Affiliate Representative	Leanne Fisher
RTF Trustees (two)	Carolyn Prather, CPS and Kelly Reggio, CAP

### Announcement of Future EFAM locations:

2011	Montreal, Quebec, Canada (July 24-27)
2012	Grapevine, Texas
2013	Anaheim, California
2014	Milwaukee, Wisconsin
2015	Louisville, Kentucky

### Tuesday, July 20, 2010

Morning Session Keynote Speaker – Vernice Armour, "Fly Girl"

Vernice was the 1<sup>st</sup> female U.S. Marine Corp. helicopter pilot. She spoke of 'Breakthrough Mentality' – 1) Don't Make Excuses 2) Make a Commitment to the Commitment 3) Execute 4) Review, recharge and renew the attack.

Let your mission determine what you load and take positive steps to get where you are going. Vernice reminded us that someone is always watching and you should make a choice to refuse to settle. Never react – only respond. Vernice told MANY great stories about her experiences and was very uplifting. She says (being a helicopter pilot) that you don't need a runway – you can take off right from where you are. Acknowledge the obstacles but don't give them power! She believes in the power of being a mentor.

M	Mentor & the Mentee
E	Education
N	Networking
T	Teamwork
O	Outstanding self leadership
R	Role Model

## **EDUCATION FORUM & ANNUAL MEETING REPORT / JULY 18 – 21, 2010 CONTINUED**

2011 is the 75<sup>th</sup> anniversary of Amelia Earhart's attempt to fly around the world. They have built a replica of Earhart's airplane and have asked Vernice to fly it around the world in commemoration of the anniversary – what an honor!

The Avery Administrative Excellence Award was presented to Eileen Behr, CPS/CAP with SRI International out of the El Camino Chapter.

Attended workshops all of Tuesday afternoon

Evening Session Keynote – Erin Brockovich

Erin spoke about her experience working as a law clerk following an automobile accident. Erin's involvement in an investigation and lawsuit regarding the poisoned drinking water of a small town resulted in the largest settlement ever made in history.

Wednesday, July 21, 2010

Morning and afternoon workshops

Awards Banquet

Division of Excellence awards were made

The 2010 Award for Excellence Winners were:

Oak Ridge Associated Universities and Pfizer, Inc.

Incoming President's Address by Mary Ramsay-Drow, CPS/CAP. Mary is Executive Assistant to General Council, Harley-Davidson, Inc. and a member of the Milwaukee Chapter, Wisconsin Division, Great Lakes District.

Final registered attendance count was announced at 1,456.

We ended the banquet with the famous 'Smiling Faces' video.

Other Notes

The Will Rogers Chapter was mentioned in the 'Connections' newsletter that is printed for attendees each day. On July 20th, they listed Chapters and Divisions that had donated to the Research and Education Foundation. Will Rogers was at the top of the list. Interestingly, out of the 10 Chapters/Divisions listed, seven (7) of them were from the Arkansas-Oklahoma Division!

There was, of course, the Book Nook, Hospitality Room, Office Expo and a Certification Lounge (new this year).

Thank you for allowing me to represent the Will Rogers Chapter as your delegate in Boston, Massachusetts.

## ENGAGED EMPLOYEES ARE MORE PRODUCTIVE



Imagine that you're the coach of a professional football team--and that on a really good day, maybe 10 of your 45 players are 100% committed to the team's success. About half are kind of committed (as long as you rev them up with a great pep talk first and keep pushing them, you can count on them to go out there and perform). The rest? Well, those players show up, suit up, and sit on the bench most of the time. They make the minimal amount of effort necessary to squeak by, collect their paychecks, and go home. Can you imagine such a thing? Oh, wait. That's a typical NFL lineup, isn't it?

All joking aside, my point is this: with a team like that, how many games are you likely to win? I'm betting very few. Oh, you'll win some--against teams a lot like yours. But a dedicated team like the 2008 Steelers would wipe the floor with you, because too few people on your team actually care enough win.

Now, let's translate that analogy into the business environment. You're a manager instead of a coach. Your team is still a team, but they're a bunch of white-collar business professionals rather than athletes. So, given the breakdown I've outlined above in terms of commitment, how well do you expect your team to compete, either within the company or in the global business environment? The answer, of course, is "not very." If you're a manager worth your salt, this won't be acceptable to you. But you can't just fire all the underperformers, or sadly, you might not have much of a team left. A more effective solution is employee engagement.

You've probably heard this term before, and maybe you've dismissed it as just another corporate buzz phrase. In some cases it is, but when taken seriously, it becomes far more than that: studies have repeatedly demonstrated that employee engagement is a significant factor in the success of any company, large or small. Simply put, the higher the percentage of employee engagement, the higher the employee productivity and the greater the corporate success.

So what is employee engagement, exactly? While not everyone agrees on the precise terminology, the consensus is that an engaged employee is one who's enthusiastic and fully involved with his or her job and organization, and who makes a sincere effort to contribute to both team and company success. The engaged employee is proud of what they do for a living and proud of where they work.

As commonly articulated, employee engagement is a relatively new concept, dating only from the early 1990s. The field splits employees into three categories: the actively engaged, the unengaged, and the actively disengaged. Depending upon the study, somewhere between 17-29% of employees are actively engaged. (Returning to our football analogy, those are the players who are 100% committed to winning.) About half--literally the "mediocre middle," as my colleague Mark Sanborn calls them-- are unengaged. They may like their jobs, and they may be good at them, but they don't really care much about the company's goals (often because they have no idea what they are). At the bottom of the heap are the remaining employees--again, 17-29%--who are actively disengaged. These are the people who go to work just so they can get their paychecks. They're not committed at all, and they couldn't give two hoots about the company's mission and vision, even if they knew what they were. They're just marking time until they can retire.

Fortunately, these numbers aren't set in stone. It's possible for you as a leader to change them, and it's crucial that you try. Indeed, it's the leader who really makes the difference here: time and again, researchers have found that the relationship between employee and manager is an excellent gauge of the employee's engagement level. As the saying goes, workers don't leave companies. They leave managers. If that sounds like it's all on your shoulders, well...to a large extent, it is. You're the leader of your team, and to most employees, you're the direct representative of the company--and possibly the only such representative they encounter regularly. Along with everything else required of you, it's also your responsibility to ensure that your employees are engaged to the highest possible extent.

Why should you bother? Because by all accounts, engaged employees are SuperCompetent employees: the type of people you build an organization around, and the ones you count on to help take your organization to the next level. According to a recent study by Gallup, world-class businesses (e.g., those that make money hand over fist, have great safety records, and exhibit low employee turnover, among other things) have engaged employee/disengaged employee ratios of about 9.57:1, as opposed to a disappointing 1.83:1 for average businesses. It's clear that, as the researchers put it, "The world's top-performing organizations understand that employee engagement is a force that drives performance outcomes." Gallup sets an engaged/disengaged benchmark of 8:1 for successful, world-class companies, giving us all a standard to shoot for.

The Gallup researchers go on to note that actively disengaged workers cost American companies an estimated \$300 billion annually in lost productivity alone. And here's another interesting statistic, this time from Serota Consulting's 2005 study of 28 multinational companies: companies with high employee engagement had share prices that rose an average of 16% over the course of the study, whereas the industry average was just 6%. In 2003, a study by ISR found that companies with high levels of engagement saw their operating profits rise by nearly 4% over three years, while those with low levels of engagement showed drops in net profits and operating margins on the order of 1.38% and 2.01%, respectively. (If you don't think those percentages sound significant, multiple them by a few million dollars and think again.) And consider the fact that in the long run, engaged companies outperform their less-engaged competitors by up to 28% (one of the key findings of the Conference Board study of 2006).

Clearly, engagement is a key driver in achieving and sustaining outstanding productivity in any organization, if only because it dramatically increases employee satisfaction and retention. Engaged employees are far more productive and more valuable than the mediocre middle unengaged employees, or of course the actively disengaged. Naturally, that affects the bottom line; so doing everything you can to increase employee engagement is simply good business. That being the case, you need to understand what factors drive engagement, and how you can put them into play to engage your employees.

## ENGAGED EMPLOYEES ARE MORE PRODUCTIVE CONTINUED

Now admittedly, some level of engagement is based on an individual's personality; a bright, bubbly person is generally more easily engaged than a dour one. Otherwise, engagement is driven by a number of interrelated factors, including but not limited to:

- Employee confidence that they can do their job properly, and will be allowed to do so with minimal oversight
- The nature and quality of the job itself
- Access to training and career development
- Opportunities for growth
- Ongoing communication and feedback from management, especially in terms of conveying information and congratulating good work
- A clear understanding the company's goals, and why employee contributions matter
- Trust in the company and its integrity
- Pride in the company, and their place in it
- Opportunities to work in a team environment
- Relationships with team members and other co-workers
- Presence of a confident, competent, and (most importantly) supportive manager who can lead by example

According to recent surveys, only about half of American workers trust the people at the very top of their company org charts. But here's a factoid you might be gratified to learn: about three-quarters trust their immediate managers (including 44% of the disengaged ones). That's good, because again, it's a critical factor in creating and maintaining engagement. Another factor in your favor is that people want to be proud of what they do for a living and who they work for. This will help in your quest to engage your employees and thereby strengthen your corporate culture.

Gallup uses its Q12 measure to determine engagement; that is, twelve questions that it asks every employee when assessing the topic. Some of these questions may seem a bit odd, but together they identify what Gallup calls "strong feelings of employee engagement." You may have seen this before, but here's what they ask:

1. Do you know what is expected of you at work?
2. Do you have the materials and equipment you need to do your work right?
3. At work, do you have the opportunity to do what you do best every day?
4. In the last seven days, have you received recognition or praise for doing good work?
5. Does your supervisor, or someone at work, seem to care about you as a person?
6. Is there someone at work who encourages your development?
7. At work, do your opinions seem to count?
8. Does the mission/purpose of your company make you feel your job is important?
9. Are your associates (fellow employees) committed to doing quality work?
10. Do you have a best friend at work?
11. In the last six months, has someone at work talked to you about your progress?
12. In the last year, have you had opportunities at work to learn and grow?

It's easy to see how these questions apply to the engagement factors outlined previously--which should make it fairly easy to determine what you, as a manager, need to work on in order to maximize employee engagement within your organization.

Of course, you're never going to get everyone engaged; there will always be that occasional sourpuss or cheerful non-entity you'll never be able to reach. But if you can meet or exceed Gallup's 8:1 Engagement/Disengagement Benchmark, then your team will outshine nearly all of the competition.

So how do you do it? By fostering an environment of excellence, in which the cognitive and emotional issues that result in employee engagement are actively addressed at all stages of the game. Motivate your team members in positive ways: by walking the talk, leading by example, and making your personal integrity obvious and clear. Let them know what needs to be done, and let them know when they've done it right--and when they haven't. With few exceptions, your employees also want the opportunity to get ahead and develop their skills. Help them. You don't want to necessarily be their friend, but you do have to be a leader in every sense of the term, and you want them to realize that they have a chance to excel under your leadership. Remember: one of the strongest of drivers for employee engagement is the employee's relationship with their manager.

You also have to take into account individual needs based on age, position, experience, and other factors. Young people and those newer to the organization are most interested in challenges and career growth, for example; older and better established workers are more interested in stability, rewards, and recognition. Realize too that a need for stability isn't necessarily complacency; in the current economic situation, most people want all the stability they can get. It would be easy to take advantage of this for your short-term benefit, but I wouldn't if I were you. It won't do a thing to engage lackluster employees, and it might decouple some who are already engaged. Employee engagement should never be based on fear, even if it does seem to work for Darth Vader. When things turn around, how long do you think they'll stay?

Increasing your ratio of engaged to disengaged employees can be a lot of hard work. It's a task that requires not just strength, but flexibility and empathy; not merely good communications, active coaching and counseling of employees, but also careful consideration of each employee's individual character. So be it. If you end up with SuperCompetent employees that make you and your organization shine, it'll be worth every single minute of effort.

**Make it a productive day! <sup>(TM)</sup> (C) Copyright 2010 Laura Stack. All rights reserved.**