



**A LETTER FROM YOUR IAAP WILL ROGERS CHAPTER PRESIDENT**

WRC Members:

Are you ready for December? December will bring many things with it; hurried shopping, cooking/baking and maybe even some bad weather. Hopefully, you will allow December to provide you with an opportunity to stop and remember the things that mean the most and to be thankful, truly thankful, for all that has been provided us. We complain that we don't have enough time, enough money but ask your self – what is enough? There is so much that we take for granted in our everyday lives - we have SO much and often don't even acknowledge it. My prayer would be that this Christmas season brings you peace.

November's Chapter meeting was held at our new home, Hyatt Place at 71<sup>st</sup> & Yale. The room was great, the food was good, service excellent. And, I think everyone enjoyed our 'down to earth, eloquent cowboy'.

December's meeting will host the Chapter's Christmas charity– The Blue Star Mothers. One of the founders of Blue Star Mothers will speak to us and we will have the opportunity to provide items to be included in Christmas boxes that will be sent to our troops overseas. War is a tough job but I would guess it's doubly tough being away from your family during the holiday season.

If you would like to participate in the Christmas ornament exchange (\$5 limit) Please bring a wrapped ornament to the December meeting and Cynthia promises to devise a fun way for us to exchange them.

Cynthia Bradley CPS and Janet Shook CPS are diligently working on our seminar scheduled for Saturday, April 24<sup>th</sup> during Administrative Professional's Week. They will be holding planning meetings and are in need of volunteers. If everybody does something, no matter how big or how small, we will be able to cover all bases. Let's see some of that 'Power of Commitment', please participate!

Don't forget to support all our Chapter fundraisers (Rada Cutlery and Gourmet Cupboard). We want to raise enough funds to be able to give the attendees of the APW Seminar the very best of everything (speakers, etc.)! Without your help and support this won't happen.

Our members have experienced some challenges this year. As our relationships grow and strengthen, let's remember to keep each other lifted up – we need each other.

Wishing you all a Wonderful Holiday Season! Remember to stop and enjoy it!

*Terrie Scott CPS, CWCA*  
President, Will Rogers Chapter, IAAP

**DECEMBER MEETING  
INFORMATION**

**WHAT:**  
IAAP Monthly Meeting



**WHEN:**  
December 8, 2009  
5:15 pm (networking begins)

**WHERE:**  
The Hyatt Place  
7037 S. Zurich Ave., Tulsa, OK

**TOPIC:**  
Support Our Troops  
Charity Event & Holiday Social

**SPEAKER:**  
Barbara Porter, Chapter 1,  
Blue Star Mothers of America, Inc.

**COST:**  
\$18.00 US Dollars per Person

**SPECIAL:**  
*Ornament Exchange\**

*\*If you wish to participate, please bring a wrapped \$5 Christmas ornament to exchange.*

**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@zenergyok.com](mailto:janet.shook@zenergyok.com)

**CALENDAR**

- Dec 4, 2009**      Game Night
- Dec 15, 2009**    Cookies & Carols
- Dec 25, 2009**    Christmas
- April, 2010**      APW Conference
- May 31, 2010**    Excellence Program Documentation Due

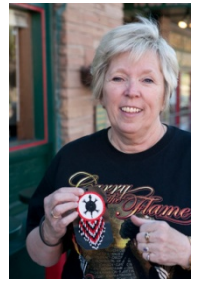
**SPECIAL RECOGNITION FOR JOANN FRY ... AND THE WILL ROGERS CHAPTER SITE!!!**



**CONGRATULATIONS JOANN ON YOUR WEBSITE! It knocked my socks off!** You are an inspiration to others with many wonderful ideas on this site. It is fun, interesting, easy to navigate but remains professional. It is not boring for sure and entices the user to explore. Great ideas that I will incorporate on our chapter site at <http://www.iaap-macomb.org>. Again, very well done! Jan Gaulin CPS/CAP, Macomb Chapter, IAAP, President, Office Pro Plus, Inc., Sterling Heights, MI.

## DECEMBER SPEAKER INFORMATION

December's speaker is Barbara Porter, Blue Star Mothers of America, Inc. – Oklahoma Chapter 1



A little bit about Barbara and how she became involved in Blue Stars Mothers ...in her own words ...

I am one of the founders of the Blue Star Mothers of America here in Tulsa. I was on my way home from San Diego where my son was stationed in the Navy. (This was right after 9-11.) I was having a "pity-me" party, felt like the only one having to be so far away from not only my son but his wife and two children as well. I realized other mothers, fathers and family members were probably going through the same thing. A local radio station was asking "moms" to call in or email if they wanted to get a support group going for this type of situation. Being the stubborn person I am, once I got their number I bugged them to death until they finally said "why don't you find 5 officers and start a group up". That is how we started Chapter 1 of the Blue Star Mothers in Oklahoma, we now have 20 Chapters in Oklahoma. Oklahoma Chapter 1 has been credited with being one of the busiest and most active groups throughout the United States. We've been asked to come teach other chapters how to do fundraising and we are busy sharing what we've learned with chapters, both new and old, all around the country. So .. **being persistent and bugging people is my fame to glory.** LOL .. my son is now a Sgt. Commander in the Navy and currently flies F-18 Hornets. I worry about his safety since this is listed as the most dangerous job in the military. Although he is currently stateside, the worries for a mom are still the same. Those fighting the enemy on the ground are real American Heroes and their moms, dads and families are also heroes – it takes a special kind of person to serve in the military and it calls for a lot of support and dedication from their families.

Barbara advises her Chapter works out of a 10,000 sq. ft. warehouse, assembly line style, putting Freedom Boxes together for our military. This is their main focus and their way of saying to our military "thank you for your sacrifice and patriotism to our nation". These boxes let the troops know there is ALWAYS someone back home thinking about them and praying for them. And they will continue to do so until all of our guys/gals come home and are safe and sound on American soil. She invites and encourages all of us to visit and support this group.

Christmas is – because of a Gift given from God to us – so give – let's remember those far away and not home for Christmas because they are defending God and country and the freedom's we have, so that we can enjoy our family and friends not only on Christmas but every day!



**Feel free to bring any item(s) on the WISH LIST below to the December meeting. We'll give all items collected to Barbara before she leaves to be used in Chapter 1's Freedom Boxes.**

### WISH LIST

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

## CPS/CAP STUDY QUIZ

By Brenda Hix



1. **A technique used in group decision making is**
  - A) The scientific method
  - B) Operations research
  - C) Brainstorming
  - D) Decision trees
  
2. **A communication about new company vacation policy would most likely use the channel of**
  - A) Downward communication
  - B) Upward communication
  - C) Horizontal communication
  - D) Diagonal communication
  
3. **In accounting, objectivity refers to**
  - A) Accounting information being recorded separately for each accounting entity
  - B) A common unit of measure being used for recording economic events
  - C) Valuations being factually substantiated and verifiable by an independent party
  - D) A dollar today being worth the same amount as a dollar used to buy an asset in the past
  
4. **Which one of the following is allowed as an adjustment to gross income for individual income tax purposes?**
  - A) Medical expenses
  - B) Casualty losses
  - C) Alimony paid
  - D) Job expenses
  
5. **Employees are protected from**
  - A) Drug testing
  - B) Intrusions into their personal privacy
  - C) Lie detector tests
  - D) Lawsuits
  
6. **The number of signatures for a four-panel fold is**
  - A) Two
  - B) Four
  - C) Six
  - D) Eight
  
7. **A small decorative stroke added to the end of the letter's main stroke is called a/an**
  - A) Em dash
  - B) Font
  - C) Sans serif
  - D) Serif
  
8. **In a worksheet, what is needed in order to find information in a list?**
  - A) Formatted labels
  - B) Formula operators
  - C) Numeric data
  - D) Relative reference
  
9. **Which presentation graphics view will duplicate on the microcomputer monitor how the slide transitions, effects, timings, and animations will appear during an oral presentation or on an information kiosk?**
  - A) Normal
  - B) Outline
  - C) Slide show
  - D) Slide
  
10. **Low-level, non-disturbing background noise that blends with regular office noise is called**
  - A) Absorption
  - B) Isolation
  - C) Reflection
  - D) White sound



**IT WAS A HIGH TIME AT THE HYATT!**

By Cynthia Bradley CPS, President-Elect

What a great chapter meeting we had at the Hyatt last month – great room, great service, great food, great speaker and great fellowship!

Chapter meetings are one of the many benefits of membership with IAAP. There’s just nothing like being at a meeting and getting the full experience and reaping the benefits of the educational and motivational speakers, networking with career-minded professionals, building relationships, and the opportunity to give back by being involved in something greater than yourself.

For those of you who have not been attending meetings, I want you to know that you are missed when you aren’t with us. I challenge you to consider and realize that **YOU NEED US** and **WE NEED YOU!** Just come to chapter meetings and let us prove this to you! Don’t let being busy or tired be your excuses to miss. Come anyway – busy or tired, or both -- you may just learn a new way to manage your time better and I know the fellowship with other members will make you forget all about being tired!

Be determined to reap every benefit offered you through your IAAP membership.

It is the desire of the leadership of the Will Rogers Chapter, you’re A-O Division leadership, as well as the leadership of the International Board to keep members connected and to serve its members. We extend an invitation to you to re-connect and stay connected with your chapter. And, please call on us to help you in any way we can. You are very important to us – and your involvement makes a difference!

**WRC LENDING LIBRARY**

No new books were added in November. Remember, to check out a book, contact Brenda Hix ([Brenda.hix@zenergyok.com](mailto:Brenda.hix@zenergyok.com)).



**QUOTE OF THE DAY**

Life is not a journey to the grave with the intention of arriving safely in a pretty and well preserved body, but rather to skid in broadside, thoroughly used up, totally worn out and loudly proclaiming – Wow! – What a ride!  
.... Erma Bombeck

**CPS/CAP STUDY QUIZ ANSWERS**

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

**WE ARE COUNTING ON YOU!**

PLEASE contact Cynthia Bradley CPS, President Elect, and volunteer to help out on the 2010 APW Conference. Our Chapter is responsible for making this event happen and our reputation and image will be on the line. We are counting on everyone’s participation and assistance to pull this off. Remember, even if you can only donate a few hours here or there it helps! Cynthia can be contacted easily by email at [cyn.d.bradley@gmail.com](mailto:cyn.d.bradley@gmail.com). We hope to see your name on the volunteer list soon!



## GIRLS THAT WANNA HAVE FUN KNOW HOW TO HAVE FUN!

There are just no words to tell you how much fun and fellowship you missed if you didn't attend the "Girls Just Wanna Have Fun" (aka "game" night) hosted by Cynthia Bradley on November 6th. Just ask any of those who participated (Cynthia Bradley, Jan Britt, Thelma Israel, Judy London or Terrie Scott)! They can't wait for the next go round and *want you to join in on the fun too* -- and here's your opportunity!

### Thelma Israel will host a "game night" on December 4<sup>th</sup> at her home beginning at 7 p.m.

Thelma has a ton of games on hand but if you have a favorite, feel free to bring it with you! Don't forget to bring your favorite snack or soda, too!! Come prepared to enjoy yourself and get to know the other Members in your Chapter! You'll be surprised at what you'll know by the end of the evening!!! If you know you can attend, please **RSVP to Thelma at [thelmadwc@cox.net](mailto:thelmadwc@cox.net)**. It always helps to know how many are going to be there for seating purposes. However, if you find at the last minute you can attend, don't hesitate, just jump in the car and come on! The more the merrier!



### DECEMBER SOCIAL: "COOKIES AND CAROLS"

Brenda Hix has graciously agreed to be our host for the December Social: "Cookies and Carols". We will have a Christmas Cookie Exchange Party and play The Christmas Carols Game. Everyone should bring 2 dozen cookies for the cookie exchange. And, if you know the words to any Christmas Carols, you'll do just fine playing the game! It doesn't matter if you bake or buy the cookies, NOR does it matter if you can sing or not. Just plan on coming and sharing in the fun!

The idea behind the cookie exchanges:

Cookie exchanges started when a busy woman wanted to bake a variety of cookies for the Holiday, and also wanted to visit with each of her gal pals, but just didn't have the time. So, this very smart, career-minded, professional woman (okay it's my story) decided to invite her girlfriends to a little gathering where they would each make just one kind of Christmas cookie and meet for a party where they would "trade" and end up with a variety of cookies to take home -- all while having fun with friends! Thus - the Christmas Cookie Exchange Party was born!

In keeping with the cookie exchange tradition, please bring only one kind of special Christmas cookie. For the bakers among us, bake up a family favorite or your prize-winning Christmas cookie, along with the history (grandmother's recipe, etc.) and any story behind why you make this cookie each year, etc., and be ready to share your story. And, for those of us who aren't the Martha Stewart type, I encourage you to think outside the chocolate chip cookie at the grocery store and head to the bakery section for something, or to a stand-alone bakery (like Merritt's) for a Christmas cookie that you would like to be able to make at home! Then, make up a fantastic story to go along with your cookie and be ready to share it! No one will be the wiser if your story is good! And, you'll have so much fun acting the part of Martha Stewart for the evening!

**SAVE THE DATE** – mark your calendar today!

**WHEN:** Tuesday, December 15, 6:30 pm – 9:00 pm

**WHERE:** 7418 W 40th St, Tulsa, OK 74107 (the home of Brenda Hix)

**WHAT TO BRING:** 2 dozen of the same type of cookie, a plate/platter/dish to display your cookies buffet style during the exchange, and a second container to take cookies home with you.

**EXTRAS:** Brenda will have a light supper (soup or sandwiches) but if you can bring a carafe of hot cocoa, hot cider or other items to share, please let Cynthia know when you RSVP

**RSVP:** **To Cynthia Bradley ([cyn.d.bradley@gmail.com](mailto:cyn.d.bradley@gmail.com)) by noon, Friday, Dec 11**

## HAPPY DECEMBER BIRTHDAYS

Carol Goldsmith



## IAAP MEMBERSHIP ANNIVERSARIES

None to report.



## WELCOME NEW MEMBERS

Dawn Franklin  
Chrystal Martinez



## TINY URLS

Article submitted by Joni Davis



## “RSVP”

There is an automated “[RSVP Form](#)” on the Chapter website that you should utilize to inform us if you will – or will not – be attending the Chapter’s monthly meeting. (Please RSVP either way.)

Go to [www.iaap-willrogers.org](http://www.iaap-willrogers.org) and

1. Click on the “Meetings/Events” tab
2. Click on “Submit Reservation Here”
3. Complete RSVP information
4. CLICK ON **SUBMIT** BUTTON

### What is a tiny URL?

It is a shortened address for a long URL. There are many reasons why you would want to shorten a long URL.

If you are a Twitter user you know that it is a micro-blog that has a 140 character limitation. A long URL can eat up much of the available characters you need for typing.

Read on for a list of online tools used to shorten long URLs.

### How do you shorten a long URL?

There are several online tools available for converting long URLs into short ones. The following are some of the Web sites that can be used for this purpose:

- <http://www.bit.ly>
- <http://www.tinyurl.com>
- <http://www.tiny.cc>

### How does it work?

It is quite simple and varies little by tool. Read on for the easy overall steps.

1. Copy your long URL from the address bar of your Web browser.
2. Go the web site of the program you wish to use.

Follow the on page directions for shortening the URL.

## 2010 IAAP WRC MEETING DATES

January 12  
February 9  
March 9  
April 13  
May 11  
June 8

Ladies, mark your calendars please! Your participation is important to all of us!

## HELPFUL WEBSITES

<http://www.youofficecoach.com> – office politics, etc.

Send website addresses you find helpful and frequently use in your job / life to [jlondon@GPAglobal.org](mailto:jlondon@GPAglobal.org) for inclusion in future newsletters!



## NOVEMBER MEETING NOTES ... FOR THOSE THAT COULD NOT BE WITH US ...



Supplied by Cynthia Bradley CPS, President Elect

### Announcements

Meeting set for Saturday, November 14<sup>th</sup>, to plan an APW Conference at the Promenade Mall Meeting Room. *(Note, this meeting was cancelled and will be rescheduled shortly. A notice with meeting information will be sent.)*

Sherwood Forest Farms Christmas Wreath sales were turned in. Brenda Dietzfeld will let us know how we did.

Shelly Haire will send Rada Cutlery fundraiser information and Stacy Landers will send Gourmet Cupboard fundraiser information shortly. These are great opportunities to raise funds for our Chapter so watch for this information and plan to participate. We need everyone's help to make these successful.

An Ornament Exchange is set for December Chapter Meeting. If you would like to participate, bring a wrapped Christmas ornament (\$5 limit) to the meeting

### Handouts

Attached for your reference.

### Speaker Notes

Kevin Wilson, a Vice President at The Bama Companies was our November guest speaker.

Title "The Administrative Professional – The Most Influential Person In The Organization"

Administrative professionals are more than their job – they can influence every person in an organization. How? By applying the principles that follow:

- Titles are appointed from above – Respect is received from beneath. Titles mean nothing - respect means everything in comparison.
- Know what is required of you - then do more. Seek out more responsibility when you know you are able to carry the task or load successfully.
- Do every task to the best of your ability. Then, if and when you make a mistake, you can hold your head up knowing that you did your very best – regardless. And, you'll learn the lessons you need to learn this way.
- Get rid of excuses.
- Success is short term – Significance is lasting. What are you doing to be significant?
- Goals are dreams with deadlines. Establish personal and professional goals. Make them realistic and don't set too many at once. Make expectations realistic and plan steps to make your goals happen. If you fail to plan, you plan to fail. If you plan your work and work your plan, you'll achieve more.
- Always start and end every day with a positive attitude and be thankful.
- Do not maintain – IMPROVE! Maintaining is falling behind. Be a life-long learner with a beginner's attitude. You'll learn a lot more and nurture a humble spirit that way.
- What do you want to prove in your life? At work? In your relationships? Are you working to prove your integrity, trustworthiness, graciousness, honesty, work ethic, significance?
- Always remember that you need someone and someone needs you – all the time. We were created to live with others, not alone. So consider this and be willing to ask for help when you need it and to offer help when you can give it.
- Build strong self-esteem. This is a sure foundation for strong and healthy relationships. Work on your relationships to keep them genuine and strong.
- Trust builds relationships. Being a genuine person of integrity builds trust.
- Build strong core character. Be a person of integrity. Be kind and considerate, respectful and loyal.
- Don't let your identity be tied to your job (men are the worst at this) – don't allow the question, "What do you do?" define who you are. (Make sure your identity is from God.)
- Have a healthy self-respect.
- Have a professional identity, a spiritual identity, and a personal identity.
- People without a cause are lost.
- Work to improve every relationship you have. If it's good, make it better. If it's broken work to fix it. Yes, this is hard and takes time and effort, but the payoff is worth it.
- FORGIVE – this is a lifestyle.
- Life is NOT about work – it's about the legacy you leave behind.
- On your tombstone will be your date of birth and date of death, separated by a dash. The dash represents the years you lived. How will you live your dash? Your dash is your legacy – work on the dash!

## Sherwood Forest Farms Fundraiser

### Report

By Brenda Dietzfeld



Well, considering our short selling timeframe, we did pretty good on this fundraiser. After paying our invoice to Sherwood Forest Farms, we should make a nice profit of \$168. Not bad for our first time!

Next year, we will get information from the company faster and out to you so we can have a few more weeks to sell.

Now, all we have to do is sit back and finish decorating for the holidays!

Merry Christmas Everyone!

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### RADA Fundraiser

More information will be forthcoming about this fundraiser.  
Browse their website (listed below) to see their products.

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

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### Gourmet Cupboard Fundraiser

More information will be forthcoming about this fundraiser.

### TIDBITS

Submitted by Judy London

Harry, a gentleman I worked with in my CITGO days, sent me the article below in an email – don't know where it came from or if it's true but I can see some merit in it so I'm sharing with you.

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Next time you come home for the night and start to put your car keys into your purse, think again. Carry them with you and put them by your bed before retiring.

You have an alarm installed on your car that you can activate from inside the house. Go ahead, test it. Activate the alarm from anywhere inside your house (your children or grandchildren have most likely already done this and it works). The car horn will start to honk and will continue to honk until your battery runs down or you turn the alarm off (whichever comes first). You can most likely activate the alarm even if your car is parked in the garage or in the street instead of the driveway (as I said, test it). If someone tries to break into your house, odds are the burglar/rapist won't stick around long if you set the car alarm off. After a few seconds all the neighbors will be looking out their windows to see what's causing the commotion and / or calling the police to report a problem. The criminal won't like that and will most likely vacate the premises.

Another hint, carry your keys while walking to your car in a parking lot. You can use it to signal for help in the event of a heart or a physical attack. Setting the car alarm off will draw people to you and possibly save your life.

### Hard Trivia .. Just for Fun!

What is the 2<sup>nd</sup> verse of Jingle Bells as sung by Jimmy Buffett?

A day or two ago, I thought I'd make a run, to Port Antonio I be cruisin' in the sun, the radio was loud, the chicken jerked and fried, and all I had to do that day was drive on the left side.

What are the words to the chorus of "Slow as Christmas" sung by Clink Black?

You're as slow as Christmas, I was up before the dawn, up so fast I missed it or was that old saying wrong, every Christmas Day makes every other day seem long, and what seemed would never get here has so quickly come and gone.

## THINGS YOUR BURGLAR WON'T TELL YOU

Submitted by Cynthia Bradley CPS, President Elect



1. Of course I look familiar. I was here just last week cleaning your carpets, painting your shutters, or delivering your new refrigerator.
2. Hey, thanks for letting me use the bathroom when I was working in your yard last week. While I was in there, I unlatched the back window to make my return a little easier.
3. Love those flowers. That tells me you have taste ... And taste means there are nice things inside. Those yard toys your kids leave out always make me wonder what type of gaming system they have.
4. Yes, I really do look for newspapers piled up on the driveway. And I might leave a pizza flyer in your front door to see how long it takes you to remove it. Keep mail box empty..
5. If it snows while you're out of town, get a neighbor to create car and foot tracks into the house. Virgin drifts in the driveway are a dead giveaway.
6. If decorative glass is part of your front entrance, don't let your alarm company install the control pad where I can see if it's set. That makes it too easy.
7. A good security company alarms the window over the sink. And the windows on the second floor, which often access the master bedroom-and your jewelry. It's not a bad idea to put motion detectors up there too.
8. It's raining, you're fumbling with your umbrella, and you forget to lock your door-understandable. But understand this: I don't take a day off because of bad weather.
9. I always knock first. If you answer, I'll ask for directions somewhere or offer to clean your gutters. (Don't take me up on it.)
10. Do you really think I won't look in your sock drawer? I always check dresser drawers, the bedside table, and the medicine cabinet.
11. Here's a helpful hint: I almost never go into kids' rooms.
12. You're right: I won't have enough time to break into that safe where you keep your valuables. But if it's not bolted down, I'll take it with me.
13. A loud TV or radio can be a better deterrent than the best alarm system. If you're reluctant to leave your TV on while you're out of town, you can buy a \$35 device that works on a timer and simulates the flickering glow of a real television. (Find it at [faketv.com](http://faketv.com).)

### 8 MORE THINGS A BURGLAR WON'T TELL YOU:

1. Sometimes, I carry a clipboard. Sometimes, I dress like a lawn guy and carry a rake.. I do my best to never, ever look like a crook.
2. The two things I hate most: loud dogs and nosy neighbors.
3. I'll break a window to get in, even if it makes a little noise. If your neighbor hears one loud sound, he'll stop what he's doing and wait to hear it again. If he doesn't hear it again, he'll just go back to what he was doing. It's human nature.
4. I'm not complaining, but why would you pay all that money for a fancy alarm system and leave your house without setting it?
5. I love looking in your windows. I'm looking for signs that you're home, and for flat screen TVs or gaming systems I'd like. I'll drive or walk through your neighborhood at night, before you close the blinds, just to pick my targets.
6. **Avoid announcing your vacation on your Facebook page. It's easier than you think to look up your address.**
7. To you, leaving that window open just a crack during the day is a way to let in a little fresh air. To me, it's an invitation.
8. If you don't answer when I knock, I try the door. Occasionally, I hit the jackpot and walk right in.

Sources: Convicted burglars in North Carolina , Oregon , California , and Kentucky ; security consultant Chris McGoey, who runs [crimedoctor.com](http://crimedoctor.com); and Richard T. Wright, a criminology professor at the University of Missouri-St. Louis, who interviewed 105 burglars for his book Burglars on the Job.



## THE JOB MARKET VERSION OF CATCH 22

Billions of words have been written about job search tools and tactics in this job market of our discontent. Job board does and don'ts. Twitter. Facebook. Building a personal brand. Improving your "findability". It's all good advice, but none of it will work if your career is sick. To put it in another and admittedly blunter way, don't bother looking for a job if you have a wimpy career.

You see, that's what's different about today's job market. Come as you are has been replaced by come as you need to be. The good old days of searching for employment with stand pat qualifications are gone. If you're out of work, your career needs resuscitation.

It doesn't matter that you got superior ratings on performance appraisals in your last job. It makes no difference that you have a track record of being loyal, dependable, and hard working. And, it is totally irrelevant that your employer went out of business, was acquired or for whatever other reason was the cause of your unemployment.

The plain, hard truth is that employers view people in transition as damaged goods. It's not fair. It's certainly not true. And it stinks. But it is reality. You won't find many recruiters who will admit it. And in most cases, they work hard to avoid the appearance of such a bias. But deep down inside, it's there. An everyday event confirms it: when presented with a choice between two equally qualified candidates, one employed and the other not, the offer will almost always go to the person who already has a job. It's the job market version of catch 22.

So, what can you do? Reinvent yourself. It doesn't matter how well educated, trained or senior you are in your field, change your image in the job market.

How? By fixing your career. By building up its strength, its fitness. There are many techniques involved in doing that, but perhaps the most important is pumping up its cardiovascular health. The heart of your career is your professional expertise, so go back to school. Right now. Even as you are looking for a job.

### Build Career Fitness

Revitalizing your career in the middle of a job search involves two important steps:

Step 1: Begin acquiring a new skill or refreshing one you already have. You might, for example, take a course in a second language at a local community college or attend a new certification program offered by your professional or trade association. You can choose almost any topic just as long as it will clearly and meaningfully enhance your ability to contribute on-the-job.

And

Step 2: Add the fact that you're back in school to your resume. Note it in the Summary at the beginning of that document and, in its Education section, provide the name of the course you're taking, the institution or organization that's offering it, the formal outcome if there will be one (e.g., the certificate or degree you will earn) and the term "on-going".

Those two simple steps will instantaneously transform you into a new person. First, they will enhance your skill set, making you a potentially more valuable employee. Second, taking a course of instruction or training program even as you are searching for a job demonstrates attributes all employers want but find it hard to identify in a candidate: resolve, fortitude, and determination.

Most importantly, this course of action will set you apart from other candidates by demonstrating that you have two very special attributes: you understand that in today's rapidly evolving world of work, staying competent in your field is an ever-moving target AND you take personal responsibility for keeping yourself at the state-of-the-art. You recognize the responsibility and accept it.

Become that person, make that transformation, and the playing field will level. You may be in transition, but you will no longer be at a disadvantage when compared to employed candidates. You will have reinvented yourself as a career activist, a person who is committed to continuous self-improvement no matter how senior or experienced they may be. An individual who has the right stuff – the skills and the attributes to be a champion at work.

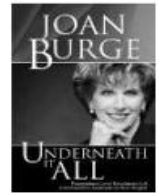
Thanks for reading,  
Peter  
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**About Peter Weddle** Peter Weddle is a recruiter, HR consultant and business CEO turned author and commentator. He has authored or edited over two dozen employment-related books, including his latest, *Work Strong, Your Personal Career Fitness System*, and has been a columnist for *The Wall Street Journal*, *The National Business Employment Weekly* and CNN.com

## GETTING INTO THE EXECUTIVE SUITE

(Excerpt from Joan's new book, *Underneath It All. . . Post Graduate Revelations Life Assistants to New Heights*)



Part 2 of 3

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**Here are 5 more attributes that will help you achieve your career goal.**

- **Tough-skinned.** Name an individual who appears not to be hurt by harsh words or unfair criticism. This individual may be said to have tough-skin. Insults, inequities bounce off him or her. Of course, this is what on-lookers notice. It isn't necessarily the whole picture. If you could see below the surface you probably would see something completely different ... you might even notice tears. In the Executive Suite, you must be tough-skinned. You need to put your energy into matters at hand. A seasoned Pro doesn't even think about feeling sorry for herself. She acts in a manner that brings credit to her partner, her company and lends dignity to the occasion.
- **Take ownership.** If you offer an idea – be prepared to support it. If something you work on goes sour – be prepared to admit it. People will come to know you as a “stand-up” person. You never slink off to blend in with the wallpaper! You are a force to be reckoned with and someone who can be trusted.
- **Inquisitive.** Albert Einstein is quoted as saying, “I have no particular talent. I am merely inquisitive.” Einstein won the Nobel Prize for Physics in 1921. Surely his inquisitive nature served him well. You may not be seeking the Nobel Prize but when you ask questions look for the facts; won't permit anyone or anything lead you astray ... you will also be well served and so will your partner.
- **Excellent role model to other Admins.** Company executives are bound to take note when you're an excellent role model. You may think this is the primary reason to do it but, it's not. The primary reason is to build a strong network of good people. You shall call upon them and they shall call upon you and it becomes a mutually beneficial work-relationship.
- **Thirst for knowledge.** Good for you, you're inquisitive. You want to know why and why not. When you have a thirst for knowledge you will learn new things. Without this thirst for knowledge you may not know what it is you want to know about! For example, if you don't know that electronic books exist, you won't ask why or how they could be useful to your manager.

### About the author:

Source: Joan Burge, one of today's foremost authorities on workplace excellence and administrative effectiveness, editor of “Monday Motivators” e-zine, and the CEO and founder of OfficeDynamics.com – a premier training and development provider since 1990. Contact her at 800-STAR-139.

## WHY EFFECTIVE NETWORKING IS NOW MORE CRITICAL THAN EVER

By: Andrea Nierenberg

Whether you are seeking a new job, looking to create job security in your company, or interested in building new client relationships for your business, networking is now more important than ever.

While I am a true believer in continually nurturing and building our relationships—not just when we're experiencing tough times—today's challenging business environment underscores the need to consistently put your energy and strategies into the fine art of networking.

The relationships we continually build and nurture with people over time are the ones that are there for us no matter what—because we have been there for them. Even though we live in a high-tech world, we need to think in terms of “high touch.” Ask yourself: “How often do I touch base, to say hello or thank you, to my clients/customers/advocates/friends? What actions can I take to stay on their radar screens?”

Be creative as you think of ways to take care of the people with whom you have worked hard to build trust and advocacy. This goes back to delivering the type of service and value that is priceless. It is going the extra mile and taking the “high road” as I like to call it. (There is less traffic there anyway!)

Follow my simple “**I.N.C.E.N.T.I.V.E**” system, outlined below, to create your own “networking everyday life model” to continual success.

**I:** Be truly **Interested** in others. Do this with sincerity and **Integrity**. Nobody likes a phony. One tool I use a lot is Google Alerts, which I set up for people I want to be able to touch base with often. This allows me to monitor ideas and interests that pertain to them. When you receive a Google Alert about one of your contacts you will stay “in the know” and can drop them a note or call with information and news of interest to them.

**N:** **Nurture** your relationships through knowledge acquired over time. I have a list of many topics that I use to get to know people. Here are a few that help me stay connected and reach out with an article, thought, suggestion, or idea that people might find of interest:

- Birthday
- Hobbies/interests
- Favorite foods/restaurants
- Vacation spots
- Kids
- Pets
- School alumni
- Special holidays
- Job promotions/moves
- Whom you refer them to
- Whom they refer you to
- How you met
- Likes
- Dislikes
- Professional Organizations
- Understanding what motivates them
- Knowing what their concerns are in business
- Knowing what keeps them up at night and how you might help them

## Why Effective Networking is Now More Critical than Ever .. Continued

**C: Connect and communicate** in an ongoing way—not just when you want something—but much more important, to provide news, insight, and advice or to just provide a sympathetic ear. **Continually create** value for your relationships. Be **clear** and connect with them in the way they prefer (i.e., e-mail, text, phone, etc.). I always ask my contacts, “What is your preferred method of communication?” This shows that you are really listening to them, which too often is a forgotten art.

**E: Execute.** Quite simply, do what you say you will do. Too often, after all is said and done, much more is said than done. Under-promise and over-deliver. Take the time to follow up on everything that you say you will do and surprise and delight people by doing so. I always make a list to be sure that no matter what, I follow up with everyone and deliver what I have promised.

**N: Network!** To me the word “network” is huge and means many things. I say that “networking” is part of the “S” factor: sometimes it is strategic and structured for the events you attend—so be prepared. Most of life, however, is serendipitous networking, so you must be ready for every opportunity to meet, connect, reconnect, and help someone else. Everywhere and every day we meet people who can give us information that will be of interest to one of our contacts or trusted advisors or advocates. So keep your eyes and ears open and also be sure to continually Nurture your relationships. I can’t emphasize this enough.

**T: Trust** is the key to any relationship in good and bad times. Work hard to continually build trust with your relationships, which takes **Time**. Talk less and listen more; you’ll learn a lot. Remember, we have two ears, but only one mouth! Do your homework and research consistently, so that when you do speak, you’ll be able to offer a suggestion or helpful bit of advice.

**I:** Take the **Initiative** to reach out and connect with people. If we wait for someone to call or e-mail or meet with us, we might wait a long time. Of course as we build and develop these relationships, true **Integrity** is key. My Dad always said, “With integrity nothing else matters and without integrity, nothing else matters.” I live by this credo—and it is so true.

**V:** Continually create **Value** with those in your life. What are you delivering to them that makes you stand out? Also **Value** relationships with people who have given and continue to provide support to you. Make sure you let those people know how important they are to you. Be **Visible** and make sure they can easily find you so you will be there when they need you.

**E: Energy and Enthusiasm** are essential keys to continually building relationships that last. Take care of yourself so your energy can remain high. Plan and prepare for each day by setting goals and by measuring how well you attain them. One way I do this is to set a specific goal each day for different clients or relationships. Something as simple as calling three extra people with a message of goodwill or a piece of information, sending three extra e-mails with the same type of message and, I’m a big believer in pulling out pen and paper to write a short note of thanks, a greeting of hello, or a simple “thinking of you” message.

Live life with a “networking eye and ear” and more opportunities will present themselves to you, I promise. You’ll find that the more you give to others, as you incorporate the “everyday networking model” into your life, the more successful you will become.

### About the Author - Andrea Nierenberg

Andrea Nierenberg is president of The Nierenberg Group ([www.Nierenberggroup.com](http://www.Nierenberggroup.com)). An expert in the “art of networking,” her specialty is teaching businesspeople how to find, grow, and keep business through networking. She is the author of three best-selling books: **Nonstop Networking: How to Improve Your Life, Luck and Career**, **Million Dollar Networking: The Sure Way to Find, Grow and Keep Your Business**, and **Savvy Networking: 118 Fast & Effective Tips for Business Success**.

## WHAT IS A CANDIDATE OF CHOICE?

They are the elusive goal of every recruiter. They are our candidate of choice. And yet, there is no common or generally accepted definition for them. That fact is made clear every day in the variety of different terms we use to describe them. Some call them “top talent”. Others prefer “the best talent”. Still others refer to them as “A level candidates”. And the sports enthusiasts among us think they are “all stars”.

Despite this lack of a common vocabulary, however, most of us believe we know them when we see them. And that may certainly be true. The term of art is less important than the attributes it defines. As long as we clearly understand the qualities for which we’re looking in our candidates of choice, we can figure out where and how to recruit them. No less important in these days of recruiter layoffs, such an understanding also enables us to establish reasonable and appropriate measures of success for our work.

So, what are the qualities of a candidate of choice?

One author developed a list of eight characteristics. She describes these individuals as people who:

- Are well-rounded so understand the business as well as their field of work
- Get results, often in innovative ways
- Are builders who can help an organization grow
- Are flexible and can succeed in a range of roles
- Are open and willing to accept the ideas of others
- Keep their commitments and deliver what they promise when they promise it
- Are team catalysts who support group work and accomplishments; and
- Are respected by their peers and the people who work for them.

It’s a comprehensive list, and that is both its strength and its weakness. Clearly, a person who has those attributes is a valuable employee. In fact, they may also walk on water. The list sets the bar so high, we would be hard pressed to find anyone on earth who measures up. Indeed, if this list ever fell into the hands of hiring managers – people who already have champagne tastes and beer budgets for their staff – our jobs would incalculably more difficult to perform and our prospects of success significantly less likely.

So, what we need is a more realistic set of qualities to help us identify a candidate of choice. It has to be a list we can work with, something we can use to fulfill our obligation to the organization. All too often, however, we get suckered into using a list similar to the one above, a list designed to help managers and supervisors do their job. And when we let that happen, we quickly find ourselves saddled with impossible requirements and, as a result, set up to fail in the organization.

The best way to develop an appropriate set of attributes, therefore, is to focus on who does what in the organization. Our role is to bring the right individuals in the door – the organization’s candidates of choice; it is the hiring manager’s responsibility to transform those candidates into effective workers – the organization’s employees of choice. We must focus on individual readiness; hiring managers necessarily focus on individual performance.

## What Is a Candidate of Choice? ... Continued

### A Definition That Makes Sense

When we search for a candidate of choice we are hunting for a person who is ready to perform. And, individuals who are ready to perform have at least two of just three attributes:

- They have a hard-to-find skill that is critical to the success of the organization; and/or
- They have a track record of sustained superior performance in their field; and
- They have a personality and outlook that aligns with the culture and values of the organization.

An individual set recognizes the central reality facing every employer today. What differentiates successful organizations from all others is not talent. It is “accessible talent”. Candidates must have the ability to make a meaningful contribution on-the-job and they must possess a mindset that predisposes them to do so within the context set by an employer. They must, in short, be ready to perform, and that's what makes them candidates of choice.

You can call such individuals whatever you like, but to be an optimal employment prospect, they must have attributes that represent real potential for your organization. For in essence, that's what we do. We recruit real potential. It's the hiring manager's job to turn that real potential into reality.

Thanks for reading,  
Peter  
Visit me at [Weddles.com](http://Weddles.com)

Peter Weddle is the author of over two dozen employment-related books, including *Recognizing Richard Rabbit*, a fable of self-discovery for working adults, and *Work Strong, Your Personal Career Fitness System*.

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**Fa la la la la la la la!**

