



BRYAN COLLEGE STATION IAAP

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The Ethics of Perfume

The Skinny

Wear only soft fragrances. A soft fragrance is one that magnified a million times would still smell pleasant.

My idea of hell would be to be trapped in an elevator with a woman drenched in White Shoulders perfume. Most perfumes are so harsh they feel like an ice pick being driven up my nose. Perfume is so pervasive. It snakes its way right inside me. Science tells us the sense organs in the nose are actually tendrils of the brain reaching out like a snake's tongue to sample the general environment. I wish people would be more polite with perfumes. Here are some suggested rules of etiquette.

The Etiquette

If you use perfume, you should have at least three kinds:

- One to use when you are alone. You can slather it on all you like when you nose goes numb. It does not matter if, to everyone else, it smells like cat pee.
- One to use when you are with your lover. Both of you should like it. It is your signature he remembers you by.
- One to use when you are in public. It should be mildly pleasant to nearly everyone and highly offensive to no one. It should be subtle. It should be chosen just as carefully as the other two. I'd suggest experimenting with some of the Body Shop soft fruity scents. The [Fruits And Passion](#) Orange And Cantaloupe would be a safe bet to start with from my own experiments. I found it was the fragrance that most men commented on positively of all those I tried during massage. Put on only the tiniest dab. You are not trying to overpower everyone else in the olfactory symphony, just play one instrument. Perhaps some day perfumes will come with a seal of approval stating "elevator tested". Don't reapply perfume just because you personally can't smell it. Your nose gets used to the fragrance and quickly goes numb to it. If you think you might need to reapply, check with several other people to see if they agree you should.

Choosing

I had a conversation with a group of men about the perfumes their women used. In general they were not all that impressed. One man said that one perfume had set his knees knocking. His wife had been out in the garden pruning lilacs, and she was covered in lilac and perspiration.

In some cultures young women are taught to dab a little vaginal secretion behind the ears. I know of no culture where young men are taught the analogous trick. Nature works best.

Some years ago Dennis Lewsey left behind a blue handkerchief with white dots. My lover and I took turns sniffing it. It was utterly intoxicating. The odour was lush, soft, rich. He told us it was an oil-based fragrance, but maybe the magic was his natural body odour. I have sniffed hundred of potions sold at cosmetic counters trying to find it. Nothing comes anywhere close. Dennis is now dead, so what it was will likely always remain a [Jitterbug](#) mystery.

There is a very good chance your lover finds your natural body odours quite appealing. That is part of the unconscious reasons why he picked you. Don't go to crazy covering them up even if the ads tell you that underarms are not supposed to smell appealing without help.

Scent should be mysterious, organic, subtle, changing, not a poke in the eye. What I don't understand is why so many commercial scents smell like the test tube washings from an organic chem lab. They are way too sharp.

According to experiments, the aphrodisiac odours for men include pumpkin pie, anise (licorice), lavender and nutmeg. For me personally, it is fir needles. It blends well with body odours. Cucumber works best for women. (con't on page 2)

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Matron: "Sir, you smell."

Dr. Johnson: "No madam, you smell, I stink"

WORD PLAY: Sockdolager

\sock-DAH-lih-jer\ 1. Something that settles a matter : a decisive blow or answer : finisher * 2 : Something outstanding or exceptional
 Example Sentence: For a while I was completely stumped, but then, all of a sudden, I got a sockdolager of an idea.

The Ethics of Perfume (con't from page 1)

Why Less Is More

A perfume is designed to blend with your natural body odours to create a unique subtle scent that is your signature. Anyone smelling it again, immediately thinks of you, and all the good times you have had together in past. Smell bypasses logic and goes straight to the emotion and memory centres of the brain. If you use so much that there is 99% perfume overwhelming 1% of your natural scent, it is like a song with only one note. It is flat. It is no longer uniquely you. It lacks subtlety.

Further, the nose tires easily. Any scent always present eventually disappears from awareness. You want a subtle scent that appears and disappears — that flirts with the apprehender, thus keeping his interest. To do that you need the merest touch of perfume so that it disappears, and reappears only when you move, letting off a tiny burst of fragrance. Keep in mind that the smell of perfume by itself is not sexy. It is only in combination with your natural scent does it come alive. It is not a deodorant to cover up your natural fragrance.

As you get older, your sense of smell fades. This is why older people often overdoise themselves with perfume. Don't trust your own sense of smell to decide how much is enough. It will always smell less intense to you than it does to others, and of course it will smell nicer to you than to others since you picked the fragrance. To get a more honest answer from others ask "Do you think this fragrance would be better more or less intense?" Beware particularly of reapplying because the scent has faded. It has not faded so much as your nose has become exhausted.

Smoking Analogy

When I was growing up, people smoked anywhere they pleased. If I did not like it, tough. Today, smokers have been banned from public transport, pubs, restaurants, theatres and the work place. Though perfumes don't hurt everyone, certain perfumes can give some people migraines, nausea or moodswings. We are gradually seeing a shift in attitudes. Hospitals are now asking visitors to refrain from using perfumes. The new thinking, fired perhaps by smoking, pollution and global warming concerns, is you don't have the right to stink up the air for others. Ironically, perfume is supposed to make you more appealing. If you are using so much it is making others ill, it is failing miserably for its intended purpose. People who use too much perfume tend to be self centred. They presume that because their dosage of perfume smells good to them and does not make them nauseous, that it **must** be the same for everyone else. Common sense says you should go extra light on your perfume for a airplane, train or bus trip, or any other time you will be confined with others, even a long elevator ride.

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One Minute Strategies

- ◆ **Flag flight options.** When you give your boss his or her travel schedule, include flights before and after the ones you booked. If the boss finishes early or has to stay later, he or she will have the options handy.
- ◆ **Create a quick-and-dirty Excel chart in one key-stroke.** Select any cells with the data table you want to chart. Then press the F11 key. Excel creates a column chart in a new worksheet. You can take the chart as is or alter it.
- ◆ **End with action.** Finish any planning memos with who will do what by when (participants, duties and deadlines). Bold key dates and phone numbers.
- ◆ **Speak up about unrealistic deadlines.** If a deadline is too short, let your boss know today, not days from now. The longer you wait, the harder it will be to roll it back.
- ◆ **Track call-backs.** When you leave a message, jot the name and purpose of your call on a list beside your phone. Later, when you receive that mystery greeting of "Hi, this is Joan," you won't have to wonder who Joan is and why she's calling.
- ◆ **Hand-check visibility.** To determine whether a Power-Point slide will be legible when projected, presentations expert Diane DiResta says, place it on the floor and try to read it while standing. For flip charts, make sure that the letters are at least three inches high.

*Administrative Professional Today September 09



INTERNATIONAL ASSOCIATION OF ADMINISTRATIVE PROFESSIONALS®

Welcome New Members:

Manal Fl Sherif (Qatar)

Angeline Medina

Susan Rozario (Qatar)



Websites of Interest

<http://www.howtogeek.com/tag/microsoft-office/>

http://www.pendaflex.com/enUS/Campaigns/Pendaflex_Learning_Center.html

<http://www.microsoft.com/atwork/default.aspx>

<http://www.evite.com/>

<http://50millionpounds.com/>

PRESIDENT'S MESSAGE

Mark your calendars now for October 20th – that's the evening our chapter will hold its annual Executive's Day Celebration at the College Station Hilton 5:30 – 7:30 pm. Invite your executive to attend as your guest. Last year over 40 people attended – 12 of those were executives. Each executive in attendance received a small gift as a token of our appreciation for their commitment to work and support of administrative professionals. This acknowledgement was so well received that we decided to do it again this year. Better yet, nominate your executive for our annual "Executive of the Year" award. The winner will be announced at the celebration and will be presented a plaque and special gift. Our guest speaker for the evening will be R. C. Slocum – his topic will be "How's Your Attitude" (one recertification point). Nominations for "Executive of the Year" are opened through Oct. 1st - the form is on our

chapter website at <http://www.iaap-bcs.org>.

Did you know that National Boss's Day was created in 1958 when Patricia Bays Haroski wanted to honor her boss and registered the holiday with the Chamber of Commerce of the United States? She worked for her father and noticed his commitment to the company and his employees. She thought October 16th, her father's birthday, would be a great way to officially acknowledge and honor the hard work of bosses and supervisors nationwide.

Plan on joining us on October 20th – hope to see you there.

Janice Walpert CPS/CAP
President, Bryan-College Station Chapter

ROAD TRIP NOVEMBER 14th SAN MARCOS PRIME OUTLETS

3939 IH-35 South #900

San Marcos, TX 78666

(512)396-2200

<http://www.primeoutlets.com>

WOW! Talk about shopping till you drop.

With the holidays approaching, this would be a terrific way to obtain all your gift needs and satisfy that need to shop or just look around, eat and visit with many of your B/CS IAAP Chapter Members, meet new folks, network and discover many new shops that are coming to the Prime Outlets in November. And lets not forget, you will get some exercise. Drivers needed for car pooling, fuel costs to be split between occupants of vehicle.

RSVP no later than November 12th: via email to dferguson@tfs.tamu.edu

**"In order to find the edge, you must risk going over the edge."
 ~Dennis Dugan**



Dear Annie: Twice recently, you misused the abbreviation "i.e.," so I thought I would try to straighten the matter out.

What you have done is use "i.e." when "e.g." was intended. The abbreviation "i.e." is a complete enumeration of all possibilities. It stands for "id est," meaning "that is," which infers a complete list of what items answer the condition. But if the intent was to list a few examples, "e.g." is the correct term. It is an abbreviation of "exempli gratia," meaning "for example," or "example given," and lists representative items.

When you told "Wife of a Motor Mouth" to interest her husband in a hobby and added "i.e. , photography or crafts that he can display," you implied that there were no other choices. Using "e.g." would have left the door open for thousands of other possibilities. — *Larry in Bakersfield, Calif.*

Dear Larry: Thanks for hauling us up short. As another Latin expert once informed us, nostra culpa is the correct way to say "We're sorry." We often see and hear "i.e." applied to mean "for example" and had no idea it was incorrect. We'll try to keep it straight in the future.

*Provided by Lisa Benavides, CPS/CAP

Use these 3 R's to work smarter

When you are tackling a big project or critical deadline, stop every hour or two to:

- 1. Review** what you've done. Is it ready to go or does it still need polish? Are you on, ahead of or behind schedule?
- 2. Re-evaluate** your plan, if necessary. Do you need more resources? Do you need to involve a co-worker or ask for a deadline extension?
- 3. Recharge** your batteries with a stretch, a beverage and a breath of fresh air. Spending too much time hunched over a keyboard or a stack of papers stresses mind and body.

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Upcoming Events:

Texas-Louisiana Division
 Leadership Workshops
 New Orleans, Louisiana - October 3, 2009
 San Antonio, Texas - October 24, 2009
 Register at: www.iaap-txla.org

October B/CS IAAP Chapter Meeting
 October 20, 2009
 5:30 pm

Shopping Trip to San Marcus
 November 14, 2009
 RSVP to dferguson@tfs.tamu.edu by
 November 12, 2009

"Behind every successful woman is a substantial amount of coffee."
~Stephanie Piro

The Savvy Networker — 10 Boilerplate Phrases That Kill Resumes

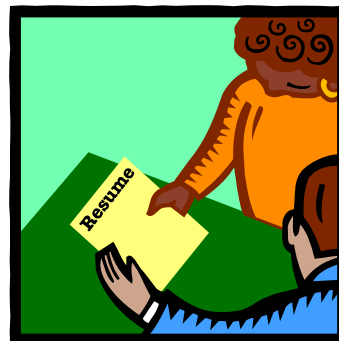
The 2009 job market is very different from job markets of the past. If you haven't job-hunted in a while, the changes in the landscape can throw you for a loop.

One of the biggest changes is the shift in what constitutes a strong resume. Years ago, we could dig into the Resume Boilerplate grab-bag and pull out a phrase to fill out a sentence or bullet point on our resume. Everybody used the same boilerplate phrases, so we knew we couldn't go wrong choosing one of them — or many — to throw into your resume.

Things have changed. Stodgy boilerplate phrases in your resume today mark you as uncreative and "vocabulary challenged." You can make your resume more compelling and human-sounding by rooting out and replacing the boring corporate-speak phrases that litter it, and replacing them with human language — things that people like you or me would actually say.

Here are the worst 10 boilerplate phrases — the ones to seek out and destroy in your resume as soon as possible:

- Results-oriented professional
- Cross-functional teams
- More than [X] years of progressively responsible experience
- Superior (or excellent) communication skills
- Strong work ethic
- Met or exceeded expectations
- Proven track record of success
- Works well with all levels of staff
- Team player
- Bottom-line orientation



You can do better. What about adding a human voice to your resume? Here's an example:

"I'm a Marketing Researcher who's driven by curiosity about why people buy what they do. At XYZ Industries, I used consumer surveys and online-forum analysis to uncover the reasons why consumers chose our competitors over us; our sales grew twenty percent over the next six months as a result. I'm equally at home on sales calls or analyzing data in seclusion, and up to speed on traditional and new-millennium research tools and approaches. I'm fanatical about understanding our marketplace better every day, week and month — and have helped my employers' brands grow dramatically as a result."

You don't have to write resumes that sound like robots wrote them. A human-voiced resume is the new black — try it!

*Liz Ryan is a 25-year HR veteran, former Fortune 500 VP and an internationally recognized expert on careers and the new millennium workplace. Contact Liz at liz@asklizryan.com or join the Ask Liz Ryan online community at www.asklizryan.com/group.

The opinions expressed in this column are solely the author's.

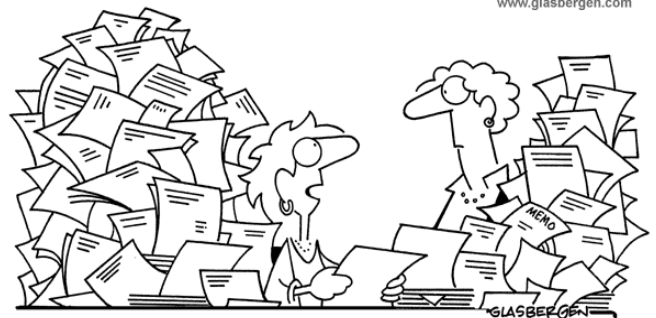
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www.glasbergen.com



**"This call may be monitored
because our receptionist
is a snoop and a gossip."**

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**"I am not disorganized — I know exactly where everything is!
The newer stuff is on top and the older stuff is on the bottom."**

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn." ~ Alvin Toffler

An Elephant Called 'E-mail'

My husband just brought me an article he received on *E-mail Overload Costs Companies Billions in Lost Productivity*. It reminded me of something I've been speaking on with passion for about 18 months. It is something that is at the core of my being from many perspectives: as a business owner, a vendor to clients, a client to vendors, and someone who loves and hates e-mail. E-mail has grown into a big white elephant and we are being stampeded by it. The good news is that every one of us can reduce the number of e-mails we send.

(Excerpt from my Star Achievement Series®)

Electronic communications were designed to dramatically increase our productivity. We are fortunate to have so many tools available to us. E-mail accelerates communications and the transfer of information. It is especially useful when working with people in different time zones - or if your manager travels frequently. Voice mail allows us the opportunity to leave our personal message when we can't reach someone. And what would business professionals do without their Blackberries?

While technology has dramatically changed our lives and provides many benefits, it also presents challenges. In this article, I am going to address both-opportunities and dangers. I highly encourage you to do your own research on this subject. If you are to maintain your star edge, you must motivate yourself to do your homework.

First and Most Important STOP... THINK... SELECT

E-mail, snail mail, fax, telephone, voice mail or face-to-face? Which is the appropriate medium to use in any given situation? We need to know when to use technology and when the "Human Moment" is critical. How do we know that? We have to be a good decision-maker. Here are some questions to ask yourself during the decision-making process:

- Could the message I'm delivering be misconstrued or misinterpreted in any way?
- Could the information I'm communicating be taken as hurtful in any way?
- Could I come across as being prejudiced or biased?
- Is this bad news for the recipient?

Because the receiver can't hear my tone in an e-mail, will she know I'm just joking?

While we won't always make the best choices, we can at least try to make better choices.

Goal/Motive

Start with the end in mind by asking yourself these questions:

- What is my purpose for communicating with this person?
- What information am I sending?
- What do I need from the other person?

What do I hope will happen as a result of communicating with this person?

Once you determine your goal in communicating, try to answer the following questions.

Are you:

- Trying to build rapport or gain trust?
- Introducing yourself?
- Relaying a message?
- Expressing an idea or thought?
- Informing co-workers of important news? Providing data?

Relationship

Then think about your relationship to the recipient:

- How long have you known him/her? Is he/she a
- Co-worker?
- Staff member?
- High-level executive?
- Vendor?
- Business associate?
- Mentor?

Last, Select Media

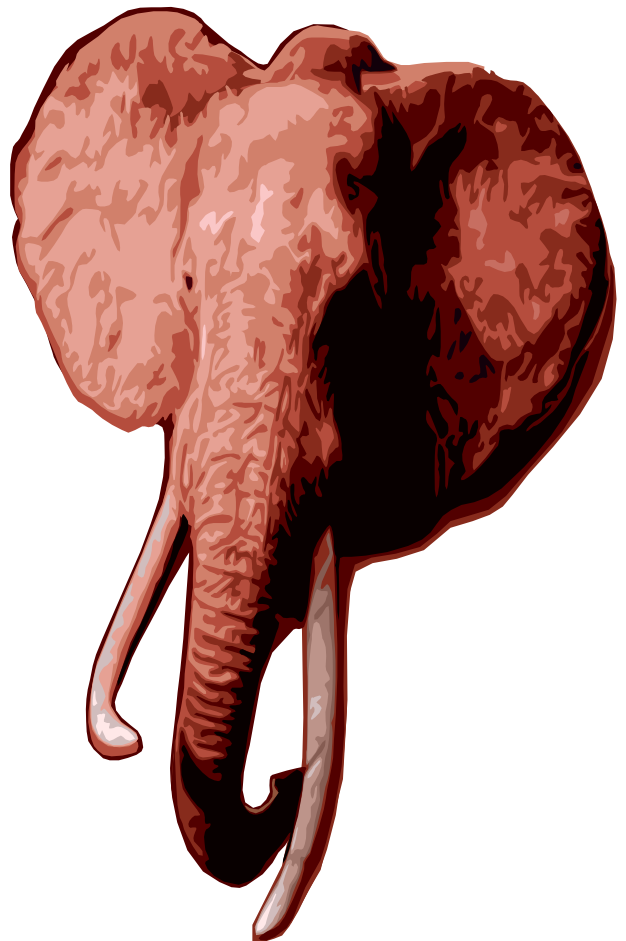
- E-mail
- Voice mail
- Face-to-face
- Telephone
- Instant Messaging

Internal Correspondence

Help me stop the e-mail stampede. It will save all of us time and increase profitability, which ultimately affects every employee. Let's make this a goal for not only this week but for the months ahead.

Wishing you a Sensational September!

Joan Burge



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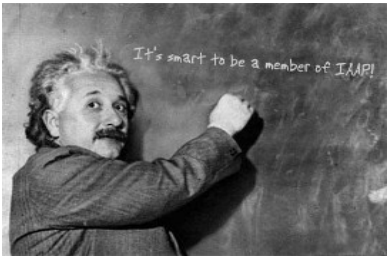
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Newsletter submissions should be sent to Gena Monroe at gmonroe@tamu.edu.



IAAP's VISION is to inspire and equip administrative professionals to attain excellence.



We had a successful Stuff the Bus charity drive!
Thanks to everyone who contributed!

Exciting news! On-line registration for monthly meetings is now available at <http://www.iaap-bcs.org>. You can right click your mouse and a screen will appear that provides the option "Go to the website." Click that option and it will take you directly to our new webpage. Meeting information is located under Upcoming Meetings.

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