



*McKenzie Chapter, IAAP*

# **McKenzie Matters**

*Volume 1, Issue 2  
February 2011*

## **Coming February 15th**

### **Developing Effective Company Newsletters**

*Presented by:*

*Ryan Lee, Director of Marketing, Monaco RV*

- Introduction and background
- Knowing your audience
- Layout choices
- Making your newsletter compelling
- Managing sending and receiving
- Including relevant information
- Resources for tracking success
- Asking for feedback
- Easy ways to utilize technology

Qualifies for IAAP  
Recertification Points

5:30—6:00 p.m. Dinner & Networking

6:00—7:30 p.m. Business & Program

Location: Boulevard Grill  
2123 Franklin Boulevard  
Eugene, OR 97403-1960

Cost: \$13 Members / \$18 Non-members

**To get more information and to RSVP go to**

**[www.iaap-mckenzie.org/IAAPHQ/McKenzie/Home](http://www.iaap-mckenzie.org/IAAPHQ/McKenzie/Home)**



## A Message From Your Chapter President

I have been wracking my brain for what to put in my “President’s Message” for this newsletter. I must say, this is probably my least favorite thing to do in IAAP.

For inspiration I went to the HQ website. What I found there were blogs, podcasts, videos, webinars, documents, e-groups and contests to motivate you to excellence. As an IAAP member, you have all of these opportunities available to you 24/7. IAAP offers you the opportunity to network, to learn, to grow; as a person and as an employee.

There has been a lot on WIIFM. If you haven’t been using our local Chapter site or the Headquarters website you are really missing out on “What’s In It For Me.” I would encourage all of you to fuel your Passion and Purpose this year by taking advantage of what IAAP has available. Check out [www.iaap-hq.org](http://www.iaap-hq.org) or [www.iaap-mckenzie.org/iaaphq/mckenzie/home](http://www.iaap-mckenzie.org/iaaphq/mckenzie/home)

The best place to start – your local Chapter meetings! See you there.

My best to all of you,  
Brenda

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### PC Health and Safety: An Owner’s Guide

Did you miss the January meeting? Mark Dietz, IT Manager at Fall Creek Farm and Nursery presented an excellent program on the care and feeding of your home PC. Among Mark’s topics were firewalls, passwords, and how you can keep your home PC healthy and extend its working life.

Mark’s PowerPoint presentation is on the McKenzie Chapter website. If you are a member, be sure to check it out at

<http://www.iaap-mckenzie.org/IAAPHQ/McKenzie/Home/>



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## Mousepad Musings

“To achieve great things, two things are needed: a plan, and not quite enough time.”

*Leonard Bernstein, Conductor and Composer*

# Putting Your Membership \$\$ to Work

During my twelve years as an active McKenzie Chapter member, I have observed some wondrous things happen within the chapter and/or division. I have seen people shake like a leaf, just standing to introduce themselves and then go on to lead the chapter as president. I have seen members become experts on Robert's Rules of Order and serve as parliamentarian at Division meetings. The confidence you gain through serving in your local chapter; will impact your career and your personal life in a meaningful way.

The old saying that you get out of something what you put in, is so true. Here is my list of things you can do to get the most value for your time and monetary investment in IAAP. Give it a try!

- Attend meetings regularly. In addition to learning something new every month, meetings provide a wonderful opportunity to network with others in your profession.
- Take an active part in chapter business meetings. Learn a little bit about Robert's Rules of Order.
- Support the elected leadership; they devote a lot of time making the meetings meaningful for you. If you have suggestions for improvement, tell any Board member. They would welcome your ideas.
- Be a committee member or chair a committee. It is a wonderful learning experience.
- Become familiar with how IAAP is organized from the Chapter level, through Division, District, and International. Save up for a trip to Division Annual Meeting or the Education Forum and Annual Meeting (EFAM). You will return with lots of enthusiasm for your own job and how you can improve your performance.
- Read the IAAP bylaws. Learn and understand what bylaws are.
- Read IAAP publications. Members receive seven issues of OfficePro Magazine annually by postal mail. The e-newsletter, OfficePro Express, arrives in your email inbox on a biweekly basis. Both are wonderful readings and chock full of articles on new technology, new ways of thinking, cutting edge business trends, tips, and inspiration.
- Mentor and support each other. Remember, the best way to really learn something is to teach it to someone else.
- In IAAP we celebrate our successes together and support each other in challenging times.

Happy Valentine's Day

Judy Cooper, CPS/CAP  
Newsletter Editor