



International Association of
Administrative Professionals®

Professionally Speaking...

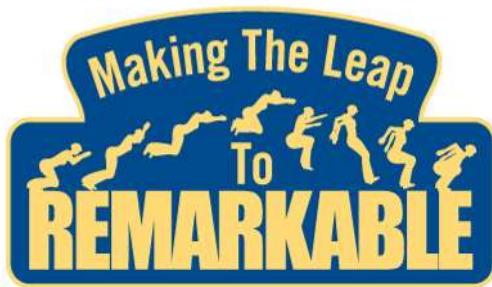
*The newsletter of Central Canada Division
(formerly Ontario Division)
International Association of Administrative Professionals (IAAP)*

May 2012

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IAAP 2011-2012

Remarkable...

Commitment to Action...

Measure #7 – Alliance Building



BACKGROUND INFORMATION...

In Measure 7, the book states that “Forming alliances with other organizations—whether nonprofit, for-profit, or government—was high on the priority list for both the study and comparison associations. Most of them had built several alliances that proved effective in generating revenue, raising awareness around a key issue, or building their organizational brand.” However, definite differences in the approach to alliance building existed in the study groups.

It was noted that “While remarkable associations are willing to admit they can’t do everything on their own, they bring self-confidence to their alliance-building activities. Secure in who they are and what they bring to the table, these associations communicate clear expectations for each specific partnership and do not hesitate to walk away if a win-win situation does not materialize. But they’re also willing to admit what they can’t do on their own.”

“When forging alliances or remaking themselves, remarkable associations do not stray from clearly stated goals and they maintain a disciplined process to achieve those goals. Their counterparts in the comparison group are more likely to seize on opportunities that offer the potential for short-term gain. In general, they seem less concerned about the long-term implications of their actions.”

POSSIBLE QUESTIONS TO CONSIDER...

“Measuring your association’s ability to build successful alliances goes beyond basic counting. For instance:

1. How many alliances has the association sought during the past five years and why?
2. How many alliances have been formalized during that same time?
3. Who are the association’s unconventional partners?
4. When seeking alliances, does the organization have a list of criteria describing the type of alliance it wishes to form and the nature of its relationship to the association’s strengths, weaknesses, mission, vision, and/or goals?
5. With any alliance ultimately formed, did the association establish metrics for success in advance?
6. Has the association ever evaluated an alliance partner and ultimately decided to decline? Why?

“The answers to these questions will help an association begin to assess the extent to which any alliances were considered in terms of their alignment with mission and goals, core competencies, and the association’s willingness to invest in careful planning to enhance success.

“Sir Frances Bacon noted that knowledge is power. Like any other powerful tool, the information embodied by the seven measures confers power on the user *only* if collected carefully and ethically and used responsibly—in the service of the association’s stakeholders and its goals.”

WHAT WE DO IN CENTRAL CANADA DIVISION

We currently have 31 Associate Members in Central Canada Division, as outlined here:

1 - BurlOak Bay Chapter

2 – North Bay Chapter

10 – Toronto Chapter

8 – Grand River Chapter

3 – Ottawa Chapter

2 – York Region Chapter

2 – Horseshoe Falls Chapter

1 – Peel-Halton Chapter

2 – Central Canada Division At Large

The following are comments from some of our Chapters and Associate Members regarding the benefits received by each through Associate Memberships.



The Toronto Chapter enjoys productive relationships with the Associate Members (AMs) and prides itself on the positive outcomes for all parties achieved through those relationships. Chapter leaders work hard to provide exposure for the Associate Members in front of the Chapter members, knowing those members can potentially benefit from the products or services provided by the Associate Members. Everyone comments how it's a win-win all around!

An AM liaison position was created for our 2012 APD Gala event and it was decided by the chapter leaders that it was important to create a permanent liaison position to manage the process of welcoming new AMs, ensuring they receive all the benefits possible, and keeping in touch with them to find out about any new developments relevant for Chapter members.

Here are the ways in which Toronto Chapter leaders facilitate interaction with the Associate Members:

- AMs are invited to present a 15-minute overview of products or services at a monthly meeting once every 12-18 months.
- A special 'exhibit area' and a dedicated table were provided for AMs at the 2012 APD Gala event (and will be in future such events).
- AMs were invited to donate door prizes and silent auction items for the 2012 APD Gala event.
- All AM logos are featured in every newsletter and on the website.
- Each newsletter issue features a "spotlight" article on an AM and a welcome to any new AM having joined the previous month.
- Some AMs are in a position to host Chapter events in order to showcase their facilities.
- The relationships with Associate Members are a priority area for the Chapter, and we look forward to adding new AMs every year.

Conversely, the Chapter leaders encourage members to consider AMs as a "first check" when they need to source services or products such as training, corporate gifts, flowers, music, corporate outings, event space, placement services, and so on. Our AMs deserve our business!

*Sherrie Machan, CAP-OM, and Josephine Roman,
Co-Presidents, Toronto Chapter*

The reasons why Niagara College is an Associate Member...

Administrative professional are well regarded in Niagara College. We employ highly professional Admin Support and we like to think we train up and coming Admin Professionals. Associations are only as strong as its membership so affiliation with the IAAP is very beneficial for Niagara employees and students alike.

Networking is very important to career advancement and development. The IAAP's membership gives those looking for positions and those with positions an opportunity to keep close to the business world. Our membership is employed by public sector, private sector, large and small employers. By networking with each other we can see trends and opportunities in the Niagara region.

*Monique Finley
Coordinator, Office
Administration
Niagara-on-the Lake Campus of
Niagara College,
Associate Member of
Horseshoe Falls Chapter*



The Ottawa Chapter has three Associate members. They are The Office Team, The 500 Staffing Company and PMC Training.

All three of these groups are valuable members. The Office Team and The 500 Staffing Company often have representatives at our Chapter Meetings. We allow a maximum of three attendees at the member rate, and charge guest rates for any more than three. The 500 Staffing Company presented as a dessert speaker at a Chapter meeting on "What a Staffing Company has to offer today's Admins". Both of these companies promote IAAP to the Admins that they represent and they distribute our IAAP Ottawa Chapter brochure. The Office Team sent a representative as well as promotional materials for our April 25th AP Day Seminar.

Ottawa and Ottawa West Chapters work with PMC Training on an Administrative Forum offered in May. We supply two volunteers from each chapter. We manage the registration table, we introduce guest speakers and collect the evaluation forms. We provide a speaker to open the Forum and speak about the advantages of IAAP. We help set-up and take down for the event. In return, we promote the IAAP and provide materials that attendees can take away with them. This is a great way to promote IAAP.

Adèle Conn, CAP, 2011-2012 President, IAAP Ottawa Chapter



North Bay Chapter has two Associate Memberships - Canadore College and the North Bay Parry Sound District Health Unit. These memberships give the chapter an opportunity to disseminate information about the association to these organizations through their representatives in the chapter. Both organizations have, over the years, participated in our Trade Show and were supportive to the Chapter when we hosted the Canada Divisions' Conference in 2009. We value all members of the Chapter as they all have the capability to contribute to the association in unique and interesting ways.

Marilyn Halsall, North Bay Chapter

Through our Associate Membership in the Horseshoe Falls Chapter, we are provided with the option for all staff admins to participate in the educational programs as they wish, as well as opportunities for networking with other chapter members. Our firm receives advertising promotion when sponsoring or donating to IAAP chapter events.

*Paula Ransom
Wormald, Masse, Keen, Lopinski LLP
Chartered Accountants & Business Advisors*

We are delighted to have the enthusiastic involvement of the representatives of our two Associate Memberships with Niagara College's Administrative Program and with the Chartered Accountants & Business Advisors' firm of Wormald, Masse, Keen, Lopinski LLP (WMKL). At Niagara College, Monique Finlay ensures the staff and students of the Admin Programs are kept abreast of the opportunities available through IAAP. This year, our chapter was able to reinstitute providing a Student Award which consisted of \$125 cash, a one-year Student Membership in our chapter, and the registration/dinner cost for the chapter meeting during which the award presentation was made. For WMKL, Paula Ransom has been actively involved in the chapter's activities since becoming the representative for her firm. She is a past Board member of our chapter, has been Chapter Reporter, and is currently chairing the Bylaws Committee and Co-Chairing the Webmaster duties. An additional benefit to the chapter includes Paula's ability to enable us to host various committee and other small events in the Boardroom and Training Room at WMKL. It is a pleasure to have these two Associate Members on the Horseshoe Falls Chapter Team!

Pat Taylor, CAP-OM, Horseshoe Falls Chapter

Attention CDC 2012 Attendees...



If you can bring a little extra money with you to CDC, your support in “bidding high and often” in the Silent Auction would be appreciated. We'll have some great items to entice you.

Also, some of the Chapters will be offering items for sale in their fundraising efforts to supplement the operating budgets for their chapter events. Thanks for considering purchasing these items as well. While we don't have a complete list of treasures that will be available, you may wish to purchase token items for use in recognition within your own chapter for the current or coming year—a win-win for all concerned.



[June 2012 issue](#) (input due by June 15)...
Summary and “Remarkable” Celebration.

Calling all Central Canada Division Chapter Leaders and Members



Send us your input by June 15 regarding what actions you and/or your chapter are taking on the “Making the Leap to Remarkable” front in the area of ***Summary and Remarkable Celebration.***

I look forward to receiving your submissions at pattayloriaap@hotmail.com



You're Invited!

*Here's Your Invitation
to Get Involved in Your Division*

The Central Canada Division's AGM will soon be upon us –
only a couple of weeks away!

The division committee chair positions for next year are still being filled and
there is time to put your name forward for any of them.

We are looking for a member(s) to help with:

- Bylaws,
- Student Chapters,
- Program/Education, and
- Chapter Builder.

If you have any questions or you and another member want to join forces and
be the committee for one of these, please let me know.

Continue your remarkable leap into next year!

*Melanie Lambert, Central Canada Division President-Elect
Melanie.Lambert@nrc-cnrc.gc.ca*



Message from Canada District Director

Lina M. Veglia,
International Director, Canada District
Member of Excellence 2008-2012

If you haven't yet, please subscribe to the Canada District egroup for this and other items of interest to Canada District Members. Go to www.iaap-hq.org.

Life certainly has its way of moving right on by. Where does the time go? It seems the year just got started and here we are just a month away from the Canada Divisions' Conference. Chapters and Divisions have been busy getting their year-end reports ready while the Host Committee Chairs and I are hard at work getting last minute details in order.

So far we have 189 registered for the conference with 54 first timers. Pretty cool eh! We are really excited!

Some of you have asked about our social events, so I thought it would be best to put it out here for all.

The Evening of Welcome will be a 70's theme. We encourage you to come dressed in 70's style if you wish, otherwise the dress is casual. It will be a fun evening with an opportunity to do some networking with attendees across the country. Please make sure to have dinner prior to the Opening Ceremonies, as the Evening of welcome includes light snacks only.

Friday's Oktoberfest event will be taking place in Breslau, a 15 minute bus ride from the Delta Hotel. Your ticket price includes transportation to and from the hall so there is no need to worry about taking a cab. Once again, dress is casual. In fact, feel free to wear your favourite pair of jeans. There is a shop (Hans Haus) right beside the Kitchener Delta with a wonderful assortment of Oktoberfest t-shirts and souvenirs.

The evening will include a traditional Bavarian meal, entertainment by the Oktoberfest Gang, along with a traditional keg tapping. Don't forget to pack your dancing shoes so that you can do the chicken dance or polka with Onkel Hans and Miss Oktoberfest.

I invite you to share in the Spirit of Gemütlichkeit with us and look forward to hosting you!

Future Canada Division's Conference Dates and Locations

2012: Kitchener/Waterloo, ON
– June 7-9 – Delta Kitchener-Waterloo Hotel

2013: Lethbridge, AB
– May 23-25 – Lethbridge Lodge Hotel & Convention Centre

Member of Excellence Progress to May 21/12

Congratulations to Central Canada Division's current 42 Members of Excellence.

As of May 21, the count is as follows:

BurlOak Bay (2)	Ottawa (6)
Grand River (11)	Ottawa West (3)
Horseshoe Falls (4)	Peel-Halton (1)
Merle Law London (1)	Quintus (1)
North Bay (2).....	Scarborough (2)
	Toronto (9)

Others are getting close to completing at least eight of the criteria. Remember the deadline to submit is June 30 at midnight. You can do it!

Future EFAM Dates and Locations

2012: Grapevine, Texas, July 21-25, Gaylord Texan Resort

2013: Anaheim, Calif., July 28-31

2014: Milwaukee, Wis., July 27-30, Milwaukee Convention Center

2015: Louisville, KY, July 26-29, Kentucky Int'l. Convention Center



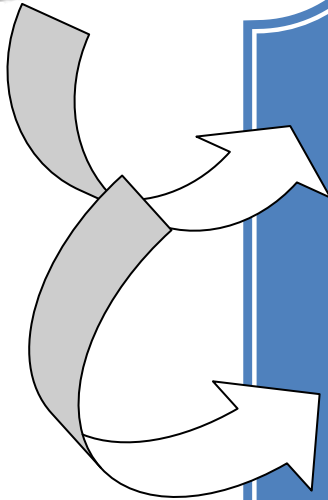


Reminder

SMILE!

Calling all Central Canada Division Members who will be at EFAM 2012 in Grapevine, TX...

Please add Monday, July 23 at 10:00 a.m. to your itinerary. That's when time has been reserved for a group photo of our Division members in attendance to be taken by the EFAM professional photographer. The photo location will be announced when we arrive in Grapevine.



Mark your calendar:

Central Canada Division Leadership Workshop – Central Canada Division Leadership Workshop will be Saturday, June 23 from 8:00 - 3:45 at Cambridge City Hall, Bowman Room at 50 Dickson Street.

The Comfort Inn at 220 Holiday Inn Drive is offering an IAAP members' room rate of \$89.99 per night for either Friday and/or Saturday for those that need to stay. Reservations can be made by calling the hotel directly at 1-519-658-1100 and referencing IAAP.

Central Canada Division Education Forum - Central Canada Division Education Forum will be held Saturday and Sunday, October 19-20 in Belleville, Ontario at the Travelodge Hotel, 11 Bay Bridge Road. More information, overnight room rate and registration cost to come!

5 reasons to expand your group of friends

By Kait Fowlie, *Canadian Living*, newsletter May 22, 2012 (canadianliving@e.canadianliving.com),

Continue to grow your social circle as a way of minimizing stress, creating fresh opportunities and having more fun.

If you're looking to revamp your life, get organized or start a new endeavour, expanding your social circle is one of the best places to start. Friends make your life richer, and they can also create opportunities for personal success -- and not necessarily in the ways you might imagine.

To learn more about why making new friends (and strengthening the bonds you already have) is so important, we turned to Donna MacMillan, an Edmonton-based life coach. She shares how genuine connections with others can enhance your happiness, mental health and personal drive.

1. Having friends is good for your health

Socializing helps us unwind, let loose and live in the moment, which are all significant contributing factors to good health. "Friends are critical to our health, and one of the biggest reasons is laughter. With friends there's a lot of laughter, and when you laugh it increases wellness immensely," says MacMillan.

Laughing is quite literally the best medicine. The endorphins released by laughter and excitement temporarily allow a heightened threshold for pain tolerance, MacMillan explains. So adapting a happier disposition and allowing yourself to laugh more often can build a lifestyle that is naturally more resistant to mental and physical pain.

2. Friends can help you achieve your goals

Whether it's sticking to a fitness plan or overcoming a difficult personal obstacle, companionship makes achieving your personal goals a lot easier. "Our friends allow us to relax, and when you're relaxed you can actually start to connect with yourself again," MacMillan says.

This makes it much easier to see the bigger picture. Only when we break free from the chaos in our minds -- such as stress, the pressures of deadlines and looming goals -- can we focus on what we truly want and how to achieve it, she explains. Spending time with friends allows you that necessary opportunity to step away from the chaos so you can put things in perspective and focus on getting things done.

3. You can release your inner child with friends

Getting caught up in daily responsibilities can make it hard to enjoy yourself or to find pleasure amid the daily grind. Friends can help bring out that fun-loving child inside of you, the one that gets lost amid deadlines, dinner duty and endless piles of laundry.

"When we get out with our friends, we actually become quite childlike," says MacMillan. This can be a positive shift because children often don't overthink things in the way that adults tend to do. Rather, they act on a more instinctual level, she explains. Being in touch with your inner child is a crucial part of being creative, imaginative and open to new opportunities that you might otherwise miss out on.

4. Having more friends means improved networking

We hear it all the time: Your connections are your most important **career asset**. The most valuable and long-lasting connections you have are the ones that are the most genuine. These relationships will give back in ways that extend beyond the career sphere.

To create relationships that are beneficial both in and out of the office, just be yourself, advises MacMillan.

"Honestly, just **relax** and show people who you are. That is where your charm is. If you don't allow your true self to show you can't truly connect with people," she explains.

People will respect you all the more for being approachable and friendly. Besides, it's the genuine connections that will likely create new opportunities, open up more channels for discussion and help you find common ground with new people.

5. Friends can help you learn new things

Friends are the best teachers as they can open your eyes to interests you didn't know you had and offer fresh perspectives when you're out of ideas. Often without even trying friends can help you realize the solutions to your most difficult situations.

"When you're having a big dilemma in life, when you're sitting pondering the same question over and over again and you can't find the answer, go for lunch with your friends," MacMillan says. Trust your friends to help you make sense of a problem that has you stumped or upset, she advises. Sometimes it's surprising to find that your friends often know you better than you know yourself.

It can be easy to feel that you have enough friends or that you don't have time to forge new relationships, but making an effort to reach out and connect with others has many benefits. Do yourself a favour and expand your social circle to reap the rewards -- both personal and professional -- of new friendships.

How to speak with confidence and get your point across

Three tips to help you boost your career and self-esteem by learning to deliver your ideas effectively

... by Judith Humphrey, from *Chatelaine Daily Fix* newsletter, May 14, 2012

I recently had lunch with a woman who is worried about her job, because she just can't get her great ideas across. She told me that whenever she speaks up in meetings, her words always seem to get lost in translation. Worse, someone else will propose the same thing a few minutes later—and everyone loves it. As Madonna says, "You've got to express yourself... so you can respect yourself," and that applies to work as much as it does to romance.

The hurdle

When trying to share our opinions, many of us have trouble getting to the point. This is compounded by the fact that we women tend to be good listeners, but when it comes to bringing forward an idea, we feel awkward. Sometimes it's because we're worried about being criticized, in which case we tend to spew out a lot of supporting material to show we've done our homework. Other times we're so nervous we rush and wind up blurting out our argument before we've completely thought through the concept. Or we're just so eager to make our point that we simply don't know when to stop talking. Either way, our audience ends up thinking, "Where is this going?" or "When will she finish?" We sound scattered, disorganized, even flaky—not the way we want to come across.

The solution in three steps:

1. Get to the point, fast. The first step is to form a tightly focused message in your mind before you start to speak. Begin by asking yourself, "What is my point?" to help hone your thinking. Your main argument should always be something you can state in one sentence. It's okay to set it up (for instance, if you need to link it to the discussion at hand, you can say something like, "I've been listening, and I think that..."), but no matter what, your central point should be the second or third sentence you say. And you should focus on a single subject if you are going to have a single, powerful message.

2. Back up your argument with power words. Leading into your subject is an art. To ensure everybody hears your message, highlight it with phrases like "My view is...", "My point is...", "I believe that..." or for more formal situations, "The message I want to leave you with today is..." Having that verbal cue makes you sound authoritative and keeps your audience from having to guess what you're getting at. Then, once you've stated

your message, prove it. Use the reasons why you think as you do (no more than three). For example: If you're arguing for a new kitchen, you might say to your partner, "First: If we enlarge the kitchen, we'll spend more time there as a family. Second: Kitchens add greatly to the resale value of homes. And third: We'll be able to whip up more gourmet meals." Now you're talking. Or you can define the ways to accomplish something. Or if you want to hire a new staff member at work, you might argue that the benefits will outweigh the cost in two ways. One: It will free up the time of higher-paid employees. And two: This individual will be able to book more business. Another tool is to recap the situation and describe your response to it. For example: If your point is that a 40-storey condo should not be built on your block, you should outline the situation as you see it, and then discuss the appropriate response. Organizing your structure in one of these ways makes a stronger case for your message.

3. Hit the pause button. Don't wait for everyone's eyes to glaze over. Once you've made your point, stop speaking. It sounds easy, but it isn't—everyone hates dead air. But let others fill it instead of rambling on. Pausing after you've delivered your message is powerful. It gives others time to think about what you've said and give your idea a chance to sink in: plus, it buys you time to organize your thoughts. This way you can prepare for the next thing you want to say, so you can express yourself well every time—and your ideas will get the respect they deserve. Remember, having a clear and concise point turns you into a leader in your audience's eyes, making it easier for them to understand what you believe in and feel confident that you know what you're doing.

For more leadership advice, check out Judith's new book, *Speaking as a Leader*, and her *Taking the Stage* seminar, *The Humphrey Group*.

