



International Association of
Administrative Professionals®

Professionally Speaking...

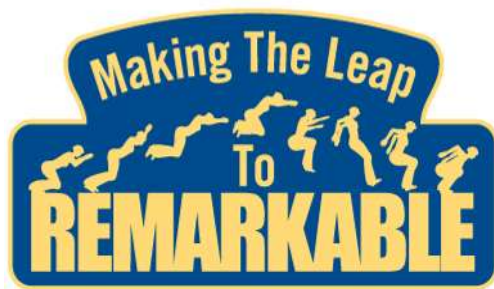
*The newsletter of Ontario Division
International Association of Administrative Professionals (IAAP)*

November 2011

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IAAP 2011-2012

Remarkable...

Commitment to Purpose...Measure #1 – A Customer Service Culture

One of the comments from the book is “We’re here to serve you.” How do we do that? In response to a few of the questions posed in the book, as outlined in the September 2011 issue of *Professionally Speaking...*, we’re pleased to include the following.

- How do your members contribute to the success of your chapter and the association?

- *The leaders of Toronto provide an impressive multi-page chapter brochure available on their website for downloading to encourage potential members to consider joining our association.*



- *Ottawa Chapter leaders provide an Adopt-A-Student mentorship Program with students from the Office Administration program within the IAAP Student Chapter at Algonquin College.*

- *The leaders for Horseshoe Falls Chapter encourage their members to participate in the IAAP Pathways to Excellence program by tracking each member’s progress on a visual display board.*



- How do you know what your members need? If you have a formal process for determining this, please tell us about it?

- *Ottawa Chapter has already completed a member survey on-line to determine input from their members for planning purposes. Members were required to respond by the end of October.*

Women who want to get ahead career-wise do the one thing you dislike

... excerpt of an article by Flannery Dean, from the October 17 2011 Chatelaine Daily Fix eNewsletter

According to a report (via jezebel.com) on the *Harvard Business Review* blog, there's one thing that women can do to get ahead in their careers—unfortunately it's the one thing most women are reluctant to do.

That secret technique: active self-promotion.

The suggestion for working women comes out of a fairly discouraging report on gender-employment equity by Catalyst, a non-profit that focuses on issues related to women in business.

After looking at the careers of more than 3,000 male and female professionals, researchers Nancy Carter and Christine Silva concluded that while women work as hard and make themselves as available to their bosses as their similarly ambitious male counterparts they still weren't as successful as men. In fact, they still lagged significantly behind in terms of compensation and recognition.

Carter and Silva discovered that while both men and women used "proactive strategies" equally, i.e., "seeking high-profile assignments, networking with influential leaders, and making their "accomplishments more visible," men were twice as likely to see that pay off in advancing to the "senior executive/CEO ranks" than women.

But don't lose hope. The report did identify one technique that did help women advance and make more money. That strategy: tooting your own horn.

Said the study: "Of all the strategies used by women, making their achievements known—by ensuring their manager was aware of their accomplishments, seeking feedback and credit as appropriate, and asking for a promotion when they felt it was deserved—was the only one associated with compensation growth."

Making sure no one forgets you're a squeaky wheel with a pretty impressive C.V. isn't the only thing that helps. The research also identified schmoozing or "proactively networking" with influential higher ups as a winning proposition.

Ontario Division Chapter of Excellence 2010-11 Recipient Update

In the September 2011 issue of Professionally Speaking..., we announced that, and showed photos of presentations to, four Ontario Division Chapters had been recognized at the Canada District Caucus at EFAM in Montreal for having attained Chapter of Excellence status during the 2010-11 year.

Subsequently, IAAP Headquarters completed an audit of the submissions and we were recently informed that one of the four Chapters did not meet the requirements. Due to a misinterpretation of the wording of the criterion regarding net membership growth (confusion with the 12% versus minimum of 3 new members), Horseshoe Falls Chapter does not qualify for COE status for 2010-11, but is diligently working to attain this designation during the current year.

Again, we congratulate the Grand River, Ottawa, and Toronto Chapters for their COE achievement in 2010-11, and encourage all of our chapters to include COE status among their goals for 2011-12.

What's a Mission Statement?

... by Daniel Robin, Daniel Robin & Associates, Making Workplaces Work Better

Questions to ask that will get at mission and purpose:

- Why are we doing this?
- Why does this work [our work] matter?
- What's most important about this work?
- What will it do for us to fulfill our vision or strategic priorities?
- Why do our goals matter?
- What is our unique role?
- How do we "make a difference"?
- For whom?
- How will we benefit?
- Who else benefits?

Ontario Division Bylaws and Standing Rules – Call for Proposed Amendments by February 1, 2012

As required by our Bylaws, Sylvie Paul-Hus, CPS/CAP, Chair of the Ontario Division Bylaws and Standing Rules Committee has informed all Chapters and Members of the February 1, 2012 deadline for submitting any proposed changes to be considered by the delegates at the Annual General Meeting (AGM) at the Canada Divisions' Conference being hosted by the Grand River Chapter in June 2012.

For complete details, check out www.iaap-hq.org in the Ontario Division option of the eGroups section



THANK YOU IAAP for your donations to the RTF for the past 50 years! Thanks to you, your chapter and division, we have built a healthy treasury. It all began in 1958 when Della Herring had a dream for a retirement center for us and donated the first dollar. Della's dream became our dream and you made it come true with Vista Grande. Now in addition to Vista Grande, we have the HSAN program (Housing Subsidy for Admins in Need). HSAN provides financial assistance toward housing costs for any retired administrative professional living in a retirement community and meeting the housing assistance criteria. This year, instead of fundraising, we have a different request. Instead of raising money, we are asking you to help us give it away! We need your help to raise awareness of the HSAN program and increase grant applications. The next deadline is quickly approaching on November 15th. Go to www.iaap-rtf.org for more information.

THE RTF STANDS READY TO HELP ADMINIS IN NEED!

Why wait?

Do something for yourself and your career today.



Merle Law London Chapter Hosts Ontario Division Education Forum (ODEF) October 21-22, 2011



Congratulations Members of Merle Law London Chapter – Wonderful Job of Hosting the Event!

How are you Making Your Membership Work for You?

By Dewoun Hayes, MAED, CAP
Secretary, Illinois Division, IAAP
Submitted for their newsletter by Patricia Johnson ,
member of Prince George's Chapter, Laurel, Maryland,
reprinted here as suggested by Melanie Lambert who
read it in the Prince George's Chapter Newsletter,
which is published by Editor Catherine Spencer

As a member of the IAAP for over 6 years, I have attended nearly every professional enrichment program, division annual meeting, chapter meeting, and just recently, my first EFAM. I would say I am making my membership work for me.

As a chapter leader, I served as membership chair for 3 years and one year as chapter secretary and now I am making my membership work for me.

I have had the pleasure of speaking to a number of chapters to assist members in their professional development and have met some wonderful people along the way who have helped me in my professional development. I would say I am making my membership work for me.

When trying to acquire new chapter leaders for chair and board positions, I am amazed at the feedback I get:



1. "I am too busy to take on a new role."

My reply: Take on a task within the role. Shadow someone already in the position. Lend a hand when all other hands are tied.

2. "I don't have time."

My reply: Time is at your discretion. You make the decision as to what you will do with it.

3. "I don't think I would be a good leader."

My reply: How will you know unless you try?

4. "I don't know how."

My reply: Experience is a good teacher.

The list goes on.... As a single mother of two kids, full-time employee, recently studying and receiving a Masters degree, public speaking on the side, writing a book, maintaining a blog, and consulting - I could be saying the same things; however, because I have a passion and a purpose to make the leap to remarkable, I choose to be active.

Whether your job pays for your membership or you pay the dues yourself- paying dues means more than paying the annual fee- it means using your membership to your advantage.

How are you making your membership work for you?



*Reprinted with permission of the author. In fact, here's Dewoun's reply: "By all means, please do. If you would like other article ideas, visit my website, [The Office Professionals Place](#). I recently wrote two articles about following a good leader and succeeding a bad one. **Thanks Dewoun!**"*

Calling all Ontario Division Chapter Leaders and Members



Send us your input by December 1 regarding what actions you and/or your chapter are taking on the "Making the Leap to Remarkable" front in the area of Commitment to Purpose – Measure #2...Alignment of Products and Services with Mission. We'd be delighted to hear about your personal efforts, as well as those within your chapter, in working towards attaining these goals.

If you'd like to review the concepts of this measure in the quest for becoming remarkable, including the background and possible questions, check out Ontario Division's September 2011 edition of *Professionally Speaking...*

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

FREE OFFICETEAM RESOURCES

Did you know that Ontario's fastest-growing industry is in the area of non-profit health care? And did you know that the positions of Executive Assistant and Administrative Assistant are "in demand" in Ontario?

Keep up to date on the workforce through OfficeTeam resources. Salary trends, career and interview tips, recruiting techniques, essential skills and attributes for administrative professions are included in OfficeTeam's 2012 Salary Guide "PASSPORT."

For your FREE downloadable copy, visit officeteam.com/salarycenter.



Retention and Recruitment – A Renewed Focus

... by Sharron Buttler CPS/CAP

Nomination time is rolling around for chapters and divisions. One of the critical roles within any chapter is that of the Membership Chair. For the past few years, recruitment and retention has been a problem for most chapters. Some folks blame the economy – they could be right. Some folks blame a lifestyle change – perhaps. But if we want to see our membership numbers climb again, we need to renew our focus on recruitment and retention.

Within your chapter, the Membership Chair is not the only person responsible for recruiting new members. So rest assured that if you volunteer for this role, you won't have a horrendous workload when your chapter works with you.

Every member of the chapter should be "talking up" IAAP, promoting the benefits you have found through your membership and inviting other admins to join the association. And even if you talk to someone who is from "out of town" or lives in another part of town where there is another chapter, don't stop encouraging them to join! You are not recruiting exclusively for your home chapter – you are encouraging folks to join IAAP!

How can members actually recruit? It is not difficult. The chapter's Membership Chair should have a supply of recruitment brochures – if your chapter does not have them, order them from HQ. Each member should have one or two that you carry in your purse/briefcase/ computer bag. When you chat to someone about IAAP, provide them with a brochure.

Everyone should have IAAP business cards! Do you? Even if your business card just lists you as a member, you should carry IAAP business cards to pass along to prospective members. Avery Dennison, an IAAP partner, has prepared templates to use for your business card: <http://community.iaap-hq.org/viewdocument/?DocumentKey=c54c6e94-2b68-455b-8d17-50e0584faced>. Simply pick up a package of Avery business cards at your local stationery store (Staples, Grand & Toy, etc.), fill in the blanks in the template and there you go!

So, get your business cards, gather some brochures from the Membership Chair and recruit a new member! You will recall that recruiting a new member will give you one of your points for Member of Excellence! (Remind your new recruit to indicate you as their recruiter. If they forget, the new member can contact HQ - sooner rather than later - and have your name added so that you can be credited for MoE.)

Membership Chairs, help your members with the recruiting and you can monitor the success of your chapter in leaps (to Remarkable) and bounds!

Message from Canada District Director

Greetings my IAAP friends!

I celebrated a birthday in mid September, and while I really don't feel any older, I certainly have to face it! I'm not physically as young as my mind tells me. However, I would like to confirm that I am not at the point where I am ready to spend the days on my front porch in the rocking chair either. I'm good to go, thinking young as usual, and ready to take on any task that our IAAP members have for me. That however doesn't mean that I'm not looking down the road and wondering who the next bunch of leaders will be.

Who will be the International President in 20 years time? Who will be heading up our chapters? It's not likely going to be our current leadership. So where will these leaders come from? Whose responsibility is it to ensure that they exist? And what avenues do we have to put those successors in the driver's seat and have them stand out as true IAAP leaders?

Okay, has that lead whet your appetite to read the rest of this month's message from our International Director, Canada District, Lina M. Veglia?

For Lina's complete message, as well as other items of interest to members of Canada District, log in at www.iaap-hq.org, then from the drop-down tab for eGroups, select "eGroups home" and then scroll down to Canada District—voila, you'll be able to read it all there!

E-Mail Blasts from IAAP Partners

And we also have another message for you from Lina, as Canada District Director. Have you been receiving email messages recently from IAAP partners providing you information on their products/services? If you take the time to read their messages and participate, with no cost to you, you could be contributing to increased income for IAAP. Lina says: "members are currently getting email e-blasts from IAAP partners and these messages generate revenue for the association. For every time members access a link, IAAP gets revenue, and this, in turn, allows IAAP to maintain the benefits and services provided to members. So please do not unsubscribe from the messages. Your support is appreciated."

What's An ROI Planner Anyway?

Are you looking for a formal and professional way of approaching your employer to request approval of time and financial funding to participate in IAAP meetings and conferences? The IAAP ROI Planner for Meetings and Conferences may be exactly what you need. The document will provide your employer with detail of what your firm's Return On Investment will be for your participation in these events. The document (ROI2011.pdf) has been posted by Heather Chatlos, IAAP's Conference and Events Specialist, in the "Int'l EFAM General Discussion" section of the eGroups tab at www.iaap-hq.org. Very impressive--check it out!



What's "The 7 Measures of Success" Chapter Topic for our December Newsletter?



December Newsletter Chapter Topic:

Commitment to Analysis and Feedback – 3. Data-Driven Strategies

BACKGROUND INFORMATION...

Regarding Commitment to Analysis and Feedback, the book states that “Remarkable associations make a practice of aligning their products and services with their mission and keeping members at the center of their universe. But how do they know whether they have hit the mark or missed by a mile? By asking over and over, again and again, in every conceivable way.” And then they actually use the data in order to make improvements.

The book indicates that the phrase “Data, data, data” “sets remarkable associations apart from their counterparts. They gather information, analyze it, and then use it to become even better. Research—whether quantitative or qualitative, formal or anecdotal—is always put to use, not put on the shelf.” The “data-driven strategies, refers to a continuous loop that remarkable associations tend to exhibit” regarding information they gather and analyze in order to learn what’s happening within their association and then to put strategies in place in response to the data so they may continually improve the association.

“The staff and leaders at remarkable associations are constantly listening to members and share the information they glean from those contacts.” We must be ready to accept the facts the data provides and ready to be proactive in responding to it by implementing appropriate changes for the benefit of the current and future members of the association.

“... remarkable associations continuously and vigorously do their homework.”

POSSIBLE QUESTIONS TO CONSIDER...

- What channels do you gather information through? Some possibilities would include conversations with members, and or market research studies, focus groups, structured surveys. “The more you find in each area, the better.”
- What type of information do you collect?
- What happens to the information collected? How is it recorded, shared, analyzed?
- Does it get communicated? If so, how and to whom? “Information can be a powerful tool for framing and motivating action. Far from hurting your organization, transparency engenders trust, motivates change, and fosters innovation.
- “Remarkable associations believe in good, solid research and commit the resources necessary to do it well.” We need to collect accurate data and record it in a standardized format in order for it to be useful in the analysis stage. This will then enable it to be correctly considered for implementation of changes that will lead to remarkable processes.

If you have any input or comments to provide in this area, please submit detail to pattayloriaap@hotmail.com no later than January 1.

Your involvement is sincerely appreciated!

COMMENTS FROM ODEF PARTICIPANTS

Thanks Gini for an amazing presentation! The two hours that you spoke was well worth the 7- hour drive! Your students are VERY lucky to have you as their teacher. Shelley Wong, Ottawa West Chapter

Thanks very much, Gini! I've shared this list with a couple of people in my office. I thoroughly enjoyed your presentation of these websites. There is so much out there on the web - thank you for demonstrating these to us. Karen Wood, CPS, AMCT, Grand River Chapter

Thank you for an excellent day! Gus' presentation was insightful and inspiring. Gini - the tips you gave us are great and will be a big help. You are fabulous! Aileen Pinkerton, Toronto Chapter

Great Presentation Gini - lots of wonderful ideas for our marketing department. I am planning on sharing this with them. Also looking to use the "Join" for our impromptu meetings. Thank you for sharing! Linda Noble, CPS/CAP, Grand River Chapter

And the following comments are anonymous:

Excellent! I really enjoyed the presentations and networking with all the participants.

This was one of the best ones I've attended since joining the chapter. Friday night was great, Saturday, very informative.

This was my first education forum so I cannot compare but I enjoyed this one so much that I would like to attend more in the future.

Wonderful event—thoroughly enjoyed it. Perfect sized group, lots of opportunity to meet and mingle, and I learned a lot too.

This was a great ODEF, one of the best within the last few years. Excellent networking, seminars, and the food was very good.

It was a great opportunity to network. I thought that overall it was a great weekend!



For your Chapter's advance planning, here's our issue outline for *Professionally Speaking...* for the balance of year.

January 2012 issue (input due by January 1)...
Commitment to Analysis and Feedback –
3. Data-Driven Strategies.

February 2012 issue (input due by February 1)...
Commitment to Analysis and Feedback –
4. Dialogue and Engagement.

March 2012 issue (input due by March 1)...
Commitment to Analysis and Feedback –
5. CEO as a Broker of Ideas.

April 2012 issue (input due by April 1)...
Commitment to Action –
6. Organizational Adaptability.

May 2012 issue (input due by May 1)...
Commitment to Action –
7. Alliance Building.

June 2012 issue (input due by June 1)...
Summary and "Remarkable" Celebration.