



International Association of
Administrative Professionals®

Professionally Speaking...

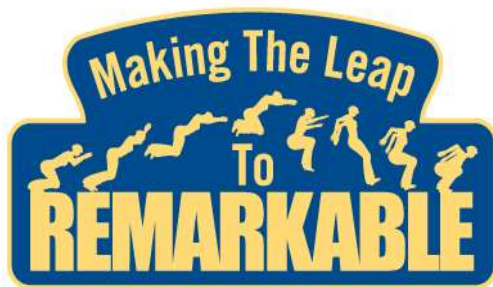
*The newsletter of Ontario Division
International Association of Administrative Professionals (IAAP)*

October 2011

Board Contact Melanie Lambert, President-Elect
Melanie.Lambert@nrc-cnrc.gc.ca

Editor Pat Taylor, CPS/CAP
pattayloriaap@hotmail.com 905-354-2946

www.iaap-ontariodivision.org



IAAP 2011-2012

Remarkable...

Measure #1 – A Customer Service Culture

As outlined in the September 2011 issue of *Professionally Speaking...*, this is the first measure in becoming a remarkable association. The following article, taken from the website of Association Xpertise Inc. (www.axi.ca), provides an excellent overview of customer service as it relates to associations. While it may not be “new” information, it is essential that we continually remind ourselves of what is important in our customer service efforts and that our actions are visible to “everyone” around us. Each of us, individually, must take responsibility for every action we take. We have control over our attitude and our approach in everything we do. We have the power to make a difference. It is up to us to decide whether we wish each of our actions to be something we’re proud of or something which we, or others in our association, may need to apologize for at some point in the future.



Customer Service in Member Based Associations

ASSOCIATION XPERTISE INC.
GUEST ARTICLE - BELINDA BUSOLI

You and your staff deal with members every day. But each member may deal with you only once or twice a year. Often they will make a decision to renew or not based on a couple of interactions with your frontline staff.

For example: A member calls the association and the receptionist has had a busy day. The call is a little rushed. Nothing inappropriate was said but the member feels like she has intruded. A little later in the year she visits the website and the page she needs won't load properly. She sends an email to the address on the site to let them know as she requires the information urgently. She doesn't get any reply because it has gone to the webmaster and not the association. When her renewal

notice comes in she decides that it's not worth the money.

In contrast: A member calls the association and the receptionist answers with a smile. The receptionist answers her query and (after looking in the record and seeing that the member has previously indicated an interest in XYZ topic) lets the member know that there is an upcoming seminar on that topic. The member decides to attend the seminar (attendance fee to the association) – which she enjoys. A little later in the year she visits the website. She not only downloads the page that she wants but there is a link on that page to a related book at Amazon.com. She links through and buys the book (commission to the association). She sends an email to say how great it was to find the information. Within a couple of hours she gets an email back saying that she's welcome and the association appreciates the feedback. When her renewal notice comes in what do you think she is going to do?

Every call you get from a member or a prospective member is a moment of truth. It is a time when they are testing to see if the organisation is living up to their service promises. Every person in your organisation should be aware that members will be making a decision to renew or not based on their interactions with staff today. Every call counts. Anything less



than exceptional customer service is costing you members.

In any organisation that relies on a good relationship with members to ensure its survival, exceptional service should be a mantra – and lack of good customer service skills by staff not tolerated.

(continued on page 10)

Division Statistics at the beginning (June 30, 2011) of the current year through the end of last month are as follows:

Chapter	Members as of June 30, 2011	Members as of Sept. 30, 2011	Net Gain
ODMAL	37	38	+1
Barrie	10	8	-2
Quintus	21	20	-1
BurlOak Bay	27	27	0
Grand River	101	97	-4
Ottawa West	29	30	+1
Merle Law London	18	16	-2
Peel-Halton	32	26	-6
Horseshoe Falls	47	44	-3
North Bay	31	30	-1
Ottawa	56	61	+5
Bluewater Sarnia Lambton	18	17	-1
Scarborough	35	31	-4
Sudbury Nickel	18	18	0
Toronto	140	133	-7
York Region	30	35	+5
Total	650	631	-19

Congratulations to the following Chapters for maintaining or increasing their number of members during the first three months of the current IAAP year:

BurlOak Bay

Ottawa West

Ottawa

Sudbury Nickel

York Region

That's excellent work!

As many of the Division's Chapters will be conducting their formal Membership Recruitment Events during the month of October, we look forward to continued growth during the coming months.





The Research and Educational Foundation (R&E) was established as a non-profit organization in 1966 to focus on promoting the careers of admins through scholarships and its own professional development programs.

In 1969, high school senior Jackie Watts became the foundation's first \$2,000 scholarship winner (the equivalent of about \$12,000 today) to help her study business education at Middle Tennessee State University. In the years since, the R&E has raised nearly half a million dollars for scholarships and to support research and benchmarking studies related to administrative professionals.

In recent years, IAAP has reaffirmed its commitment to the foundation and refocused on validating the association's certification exams and providing financial support for deserving admins to attend educational events.

We need your help to make that possible. Just like those secretaries who banded together in 1942 to make their profession stronger by founding IAAP, we have the opportunity to enrich the careers of admins across the U.S. and around the world. It's vital work.

If you have questions about the Research and Educational Foundation e-mail the R&E at rande@iaap-hq.org.

Scholarship applications will be accepted starting **Oct. 1, 2011** through **Jan. 31, 2012**.



The RTF needs all of you! Please continue to help share the word about the Housing Subsidy for Admins in Need (HSAN)

Program of the Retirement Trust Foundation. This important program provides financial assistance toward housing costs for any retired administrative professional living in a retirement

community and meeting the housing assistance criteria.

Assistance is accessible to all members within the six districts of IAAP.

The next deadline date to submit applications is fast approaching -- November 15th. If you or someone you know needs

housing assistance and meets the housing requirements, please

go to the RTF web site at www.iaap-rtf.org for more information

about the program and to find the application, or contact IAAP

Headquarters and ask for the Controller's office for assistance.

THE RTF STANDS READY TO HELP ADMINS IN NEED!



What's Happening...

Quintus Chapter

55th Anniversary Celebration

November 5/11

at Western Brant Park Inn.

Info – kfogal@rim.com

ONTARIO DIVISION MEMBERS OF EXCELLENCE 2010-2011

Congratulations to our Members of Excellence (MOE) for having attained this distinction during the 2010-2011 IAAP year!!

42, or 6.5%, of Ontario Division's Members achieved MOE of Excellence status last year. We encourage all members to include this among your goals for the current year.



BurlOak Bay Chapter

Anne L. Lupkoski, CAP
Patti Pawlak
Christina J. Walters

Grand River Chapter

Nancy L. Brown, CPS
K. Carol Donaghy
Teresa M. Doucet, CPS/CAP
Linda G. Noble, CPS/CAP
Lisa Taddeo, CPS/CAP
Lina M. Veglia
Karen S. Wood, CPS

Horseshoe Falls Chapter

Karen L. Backshall
Marianne D'Alessandro
Lina DiMarco
Pauline S. Hall, CPS/CAP
Bonnie R. Jefferson, CPS/CAP
Pat Taylor, CPS/CAP

Merle Law London Chapter

Susan Lynne Dietrich, CAP

North Bay Chapter

Cindy M. Bahm
Lise L. Boucher
Caroline S. Landry
Tammie PP Laronde
Julie A. MacDonald

Ottawa Chapter

Sara K. Boisvert
Sharron E. Buttler, CPS/CAP
Adele A. Conn
Odette Leveille
Sylvie T. Paul-Hus, CPS/CAP
Kim J. Picard
Helene Sinclair, CAP

Ottawa West Chapter

Melanie S. Lambert
BJ Morin
Laurie-Jean C. Smith
Shelley L. Wong

Peel-Halton Chapter

Darice A. Withers, CPS/CAP

Quintus Chapter

Mildred M. Anderson, CPS
Kathy Fogal, CPS/CAP
Wendy M. Matthews
Bonnie McKay, CPS/CAP

Scarborough Chapter

Virginia H. Henderson, CPS/CAP

Toronto Chapter

Marilyn Barton, CPS/CAP
Sherrie Lee Machan, CPS/CAP
Joyce Vaz, CAP

Calling all Ontario Division Chapter Leaders and Members



Send us your input by November 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 #1...A Customer Service Culture. We'd be delighted to hear about your personal efforts, as well as those within your chapter, in working towards attaining these goals.

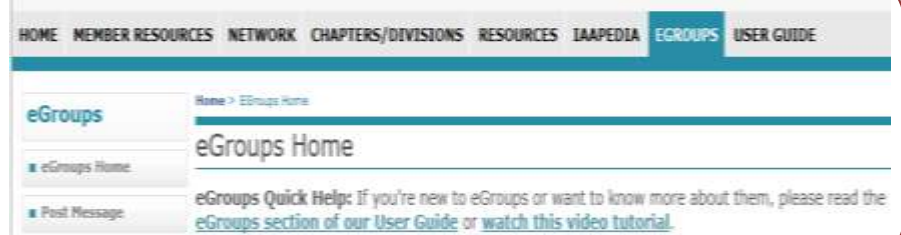
If you'd like to review the concepts of this measure in the quest for becoming remarkable, including the background and possible questions, check out Ontario Division's September 2011 edition of *Professionally Speaking...*

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

IAAP eGroups...

Are you keeping up to date on what's happening in your Division and District of IAAP through the eGroups section of the website at www.iaap-hq.org? When I last looked, there were only 62 members subscribed to the Ontario Division eGroup and only 115 for the Canada District eGroup.

That means only one-tenth of our 631 Ontario Division members have subscribed. We strongly encourage the other 568 of our members to check out the site and check in to our eGroup section.



This eGroups that you are subscribed to are bolded

General Discussion	Posts	Files	Subscribers	Last Posting	Actions
Avoca Jewish & Prose Online	83	0	134	07-28-2011 01:10:00 PM	info direct uncat
AvocaCommunity	3	0	3	02-03-2011 07:47:00 PM	info direct uncat
Box Team for Education	73	0	200	10-03-2011 08:14:00 PM	info direct uncat
Educational Services	378	78	737	10-05-2011 11:02:00 AM	info direct uncat
General IEP Discussion	49	0	134	08-17-2011 09:19:00 PM	info direct uncat
IAAP Recruitment	24	3	181	08-29-2011 08:33:00 PM	info direct uncat
IAAP Treasurers	935	93	636	10-04-2011 11:23:00 AM	info direct uncat
International Editors	382	114	401	10-05-2011 08:12:00 AM	info direct uncat
Ontario	238	43	600	09-27-2011 03:18:00 PM	info direct uncat
Pathways to Excellence	1150	50	835	10-04-2011 09:18:00 PM	info direct uncat
Recruitment & Retention	33	3	283	09-07-2011 09:19:00 AM	info direct uncat
Subscribers' Comments Group	1288	38	245	10-05-2011 11:26:00 PM	info direct uncat
General IAAP Discussion	5582	188	1706	10-05-2011 11:31:00 AM	info direct uncat
International President's Desk	82	0	215	04-23-2011 07:43:00 PM	info direct uncat
Events					
eGroup	Posts	Files	Subscribers	Last Posting	Actions
2009 IEP Education Forum &...	228	6	36	08-09-2010 03:15:00 PM	info direct uncat
2010 IEPAM Attendance	242	3	148	07-11-2010 00:58:00 PM	info direct uncat
2011 IEPAM Attendance	164	10	221	08-07-2011 11:12:00 PM	info direct uncat
2010 IEPAM Memorial Discussion	2340	10	322	10-03-2011 01:38:00 PM	info direct uncat
2010 Conference General D...	24	2	97	09-09-2011 09:28:00 AM	info direct uncat
Committees					
eGroup	Posts	Files	Subscribers	Last Posting	Actions
Windsor District Division	168	10	92	10-05-2011 11:43:00 AM	info direct uncat
Member Created Groups					
eGroup	Posts	Files	Subscribers	Last Posting	Actions
Administrators' Professionals	45	33	468	05-18-2011 08:17:00 PM	info direct uncat
International Chapter (ISCAP) Certification	2	181	100	05-09-2011 01:38:00 PM	info direct uncat
Canada District	140	10	113	10-05-2011 11:03:00 AM	info direct uncat
Central Florida IAAP Chapter	36	20	76	10-05-2011 06:08:00 AM	info direct uncat
Central Florida IAAP Chapter	2	2	8	07-10-2011 08:11:00 PM	info direct uncat
Ontario Professionals	633	22	393	10-04-2011 03:38:00 PM	info direct uncat
COLAN - Central Ohio Local Area	26	88	13	09-28-2011 12:02:00 PM	info direct uncat
Continental South Zone	646	12	367	09-28-2011 09:24:00 AM	info direct uncat
IEAP - Ill. Ill. West Zone	19	2	9	10-12-2011 12:17:00 PM	info direct uncat
International Zone	93	10	441	10-05-2011 08:28:00 AM	info direct uncat

See you at the...

Ontario Division Education Forum, October 21-22, 2011 - Ramada Inn, London, Ontario

Learn about:

- Making the Leap to Remarkable – Leaving a Legacy of Excellence, Achievement and Passion – Nancy Brown, cps
- Becoming Technologically Savvy – Gini Henderson, CPS/CAP, MCAS
- The Five C's of Change – Gus Takkale



Message from Canada District Director

Greetings my IAAP Friends,

It's October already! The leaves are changing colour, the air is crisp and it's the season for turkey dinners and family gatherings. Like most of our holidays that bring families together, Thanksgiving is a time for all of us to reflect on the things that we are most thankful for. I am most thankful for my family, my friends, my employment with the City of Cambridge and for the IAAP which has made a huge impact on my life.

October brings a very busy time for me with various Oktoberfest events in the K-W area. At the moment, I am planning an Oktoberfest Community Luncheon with the Mayor and Members of Council. We will be handing out 3,000 Oktoberfest sausages to members of our community. It's a huge undertaking, but a lot of fun with an official keg tapping with Onkel Hans, Miss Oktoberfest and traditional Bavarian music by the Black Forest Band.

For those of you who are planning to attend the CDC Conference in Kitchener next June, there will be an Oktoberfest event on the Friday night so you will be able to sample some of the area's best Bavarian food, do the chicken dance with Onkel Hans and purchase a few souvenirs to take home.

Some important dates in October include:

- October 1 – Call for Nominations for International Office and RTF Trustees.
- October 15 – Submissions for By-laws and Standing Rules
- Hotel reservations are now open for the 2012 Education Forum and Annual Meeting at the Gaylord Texan Hotel and Convention Centre in Grapevine, Texas: <http://www.iaap-hq.org/news/hotel-reservations-2012-efam-now-open> - make sure to promote this event to non-members as well.

CONGRATULATIONS to the Regina Chapter on the occasion of its 40th Anniversary this month. My very best wishes to all the members as you celebrate this special anniversary.

I hope to see many of you at the Ontario Division Education Forum taking place October 21 & 22 at the Ramada Inn in London. Have you registered yet? There are 5 points to be gained for recertification with the sessions that are taking place, including "The Five C's of Change" by Gus Takkale.

In closing, I leave you with this thought - each one of us may be only one person, but we can make a difference. Let's all work together in **Making the Leap to Remarkable**.

Lina M. Veglia
International Director, Canada District



"Stand up to your fears and do something about them. You will find that they haven't half the strength you think they have."

Norman Vincent Peale



"A good leader inspires people to have confidence in the leader; a great leader inspires people to have confidence in themselves."

~ Eleanor Roosevelt



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



December Newsletter Chapter Topic:

Commitment to Purpose – 2. Alignment of Products and Services with Mission

BACKGROUND INFORMATION...

With this measure, the book states, "Remarkable associations speak passionately about fulfilling their mission and constantly test their ideas for products against that mission, using it as a touchstone for everything they do." We're reminded that just because we may be passionate, that doesn't ensure our actions will be proficient. We need to effectively harness our passion in order to move forward with efficiency. To be remarkable, our mission must be linked with the development of strategic direction, operations, products and services.

Great associations are truly member-driven. They maintain "consistent focus on linking their depth, breadth, and nature of the products and services" to their mission. The book stresses that while great associations "align their offerings with their missions to do the right things well, even if they fall short on their outcome measures, they consider themselves successful only if they serve members needs and make progress toward their vision while hitting the numbers" they have forecast. "Remarkable associations view members as a population to serve rather than a market to sell to. In fact, they reject out-of-hand a product or service that fails to directly aid their members, even if it might generate revenue."

A commitment to member needs is paramount. The importance of listening to members has high priority. For example, an employee from one of the study firms stated, "A lot of times [members] have ideas that are financially not feasible, but when we hear from them we try to make what we're doing meet their needs." Remember that no idea is too outrageous. Brainstorming ideas can trigger valuable input from others that may make a suggestion workable in the long-run.

The book stresses "No fear of failure—To find the right mix of products and services that align with their missions, remarkable associations willingly engage in experimentation." While they "doggedly protect their core purpose and related activities while investigating new initiatives," they also "fully expect many of their efforts to fall flat." "...failures of products and services are not swept under the carpet. Instead, staff and volunteers openly analyze failures to extract lessons learned and identify possible ways to repurpose the information or the concept." In researching remarkable associations, "The willingness to experiment—and fail—in their quest to better serve members is evident throughout the study group." Remarkable associations know it is important to learn from mistakes. "We either pull the product or restructure the product and launch it again."

POSSIBLE QUESTIONS TO CONSIDER...

- How has your mission statement played a role in shaping actions that have been taken over time?
- How do products and services that explicitly reflect your mission provide a major benefit to members?
- Do you regularly include specific elements of your "mission" in your media announcements?

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

Your involvement is sincerely appreciated!

ARE YOU AFRAID OF CHANGE???

In a recent Oprah.com Spirit E-newsletter, an article by Amy Bloom stated:

“It doesn't matter whether you like change or not, whether you embrace it or run in the opposite direction. Not only will changes be taking place, they will be taking place all the time, with and without your participation, from the mouse-sized (they no longer make your favorite suntan lotion) to elephant-sized (death, divorce, and disability). It turns out that even if you make no changes in your lousy marriage, your stultifying job, or your painful relationship with your brother, all those things will change anyway. Your only choice is to take steps toward change (you don't have to quit the job or the marriage all of a sudden), or to wait and see what surprises the universe has for you as you cling to what you thought was safety.”

If you haven't already registered for the Ontario Division Education Forum in London on October 22, think about doing so. You'll be able to hear Gus Takkale's presentation *The Five C's of Change*. See you there!

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

December 2011 issue (input due by December 1)...

Commitment to Purpose –

2. Alignment of Products and Services with Mission.

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.

(continued from page 1)

What is good customer service?

Good customer service is understanding that, in most cases, people don't set out to be difficult. When someone calls you they are generally motivated to do so because they have a problem that needs to be solved. They are looking for a solution. If staff react to a callers' tone of voice or emotional words they will achieve nothing. Good customer service recognises that listening to what the person is saying and trying to understand their problem is the first step. The next step is to carefully clarify with the member that you actually do understand their problem and have not incorrectly assumed anything. Finally, good customer service is taking responsibility for the problem and solving it.

Staff will find that the more problems they solve, the more respected they will become within your membership base. That reflects very well on your organisation. Train your staff to be expert problem solvers.

How can you encourage good customer service?

Getting staff to give good customer service is a combination of a number of factors. 11 tips to assist good service in your organisation are:

Set customer service standards

– Let people know what is considered good service. For example, instigate a policy that phones must be answered within three rings, and that all staff are to ensure that the organisation adheres to the policy, it is not the sole responsibility of the receptionist.

Provide staff with information –

Give staff the information they need to answer questions. Create a

common resource base (whether through computer network or filing cabinets) where information is kept. Keep a manual with the answers to frequently asked questions.

Empower staff to provide

solutions – Ensure staff have the authority to provide solutions. Give them guidelines so that they know of any boundaries.

Train staff – Have staff attend customer service training, or bring in customer service speakers reasonably regularly to keep customer service top of mind and to keep staff motivated. Staff will gain skills and also realise that customer service is a key priority of the association.

Pass on feedback – When good feedback on customer service levels is received from members pass it around and congratulate staff on a good job.

Mystery shop – Have someone mystery shop the organisation occasionally to gauge customer service levels. Let staff know that this will happen from time to time. Reward staff who perform well in these mystery shops.

Reduce distractions – From a flickering overhead light to cheap toilet paper there are quite often annoying or inconvenient things in an office environment that could be fixed reasonably cheaply. Find out what things are frustrating your staff and have them fixed. Reducing distracting annoyances can create a more productive working environment.

Build satisfaction – Happy and motivated people are more likely to provide higher standards of customer service. By creating a good working environment you are fostering customer service. This environment can be created through showing staff that you care about them as people, involving them in the organisation and showing them that their opinions can make a difference, showing appreciation for a job well done and

only ever criticizing staff behind closed doors. Create an atmosphere that people will enjoy being in each day.

Recognise the role of each staff member – Ensure staff are aware of the importance of their role in the association. Everyone in the association – from the receptionist to the executive director – has a valuable part to play in the smooth running of the organisation.

Foster communication – Encourage your staff to express themselves. Staff are at the coalface of the organisation. They may have opinions and ideas that could make the association a fortune – or save a fortune. They may just be reluctant to share their ideas. Foster an environment where staff feel comfortable expressing ideas – safe in the knowledge their ideas will be listened to, considered and, if implemented, they will be acknowledged for their contribution.

Recognise the role of senior management – The role of senior management is to lead by example and to motivate and encourage exceptional customer service. Staff will take their lead from the top. So people at the top should act as they wish their staff to behave.

It is not hard to foster a good customer service environment in your organisation. All it takes is the desire to change, leadership and lots of enthusiasm!

[Belinda Busoli](#) is a partner in the [Association Marketing Network](#), a member-based organisation that provides consultancy services and training for member-based organisations throughout Australia.

*Association Xpertise Inc.,
Suite 867
105 - 150 Crowfoot Cr NW
Calgary, Alberta T3G 3T2
403-374-1822
General Information - admin@axi.ca*