



International Association of
Administrative Professionals®

Professionally Speaking...

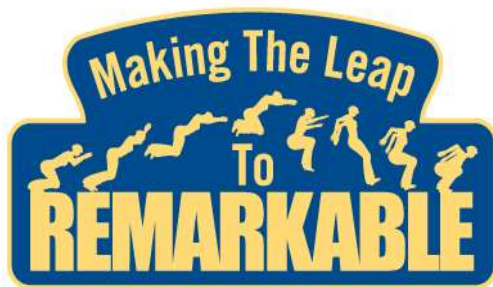
*The newsletter of Ontario Division
International Association of Administrative Professionals (IAAP)*

September 2011

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IAAP 2011-2012

Remarkable...

What have you been doing lately to become even more remarkable than you already believe you are as an individual? And then, what are you doing to help others “in your little corner of the world” to become as remarkable as they can be? And what are we and all of our associates doing to help IAAP in its goal to become a remarkable association?

During the 2011-12 year, the Ontario Division newsletter *Professionally Speaking...* will attempt to keep members

informed of what’s happening within the Division through a major focus on how the individual Chapters and Members of Ontario Division are contributing to the overall goal in the effort to enhance the remarkable aspects of our Division, District and International Association. You may ask if this could be a little self-serving, and if you do, you’d be 100% on target. Whatever small successes we have locally will always enhance the overall association. And as the entire association makes advances along

the journey to remarkable, the benefits, in turn, filter back down to each and every member and potential member within every corner of the world. It’s a win/win for everyone who’s involved in or touched by the International Association of Administrative Professionals.

So, let’s begin!



If you’ve been an active member of IAAP for a few years, the concept of becoming a “remarkable association” shouldn’t be new to you. However, if you’re a relatively new member, let us go through the detail here for you. It was in the spring of 2008 when the International Board set its vision and plan of essential steps needed to become a remarkable association by 2010. The vision was based on the research findings that were published by the American Society of Association Executives (ASAE) in a book called *The 7 Measures of Success: What Remarkable Associations Do that Others Don’t*. The complete text of IAAP’s Board of Directors’ Process Plan is outlined on the IAAP website library.

During her Incoming President’s Report at the EFAM Closing Banquet, this year’s IAAP International President, Tamara Goodall, CPS/CAP, said, in part:

“We have even been picking out a few accessories along the way.

- ☑ **A Customer Service Culture** — We have an eye toward the end user that permeates the processes and inner workings of the association.
- ☑ **Alignment of Products and Services with mission** — We ensure that everything we do is focused around our singular mission statement.

☒ **Data-Driven Strategies** — We consistently take the temperature of the association through surveys and informal feedback.

☒ **Dialogue and Engagement** — We are an association that engages its members in two-way conversation.

☒ **CEO as a broker of ideas** — We define the Executive Director as the conduit for new initiatives.

☒ **Organizational adaptability** — We maintain the ability to change direction quickly, based on data and dialogue.

☒ **Alliance Building** — We are an association that builds alliances often and with the mission of the association in mind.

It is exciting for me tonight to review the punch list that demonstrates an association is ready to be remarkable. *Making the Leap to Remarkable* — We are ready! *Making the Leap to Remarkable* is also about us thinking and acting in a remarkable way each and every day. Remarkable is defined as worthy of being noticed, something uncommon or extraordinary. As situations arise and as we work with one another, we need to constantly ask ourselves – is this remarkable thinking or a remarkable behavior? Am I acting and projecting a remarkable attitude and synergy? We must look at the big picture and reach out beyond our comfort zones to be daring and wonder ‘what if.’ What can be? Any bold move or change takes planning, due diligence and research, and then communication. By doing this together and working towards a common purpose, we as members and leaders will be leaving a **Legacy of Excellence, Achievement and Passion** for others to follow, that will always keep IAAP remarkable. Not every idea, change or innovation is easy. We can’t overcome every challenge. We must have the confidence to be the frontrunners in enhancing the success of career-minded administrative professionals. We have to do it better, be the first to innovate, offer what others don’t, and elevate our risk taking abilities. By doing these things, we will be that much closer to a dream of mine, and I hope yours also, which is for IAAP to be a household name.



Tamara addresses the Canada District members at EFAM in Montreal

Tamara’s LEAP acronym:

... leaving a

Legacy of

Excellence,

Achievement and

Passion

for others to follow

[See additional detail on Making the Leap to Remarkable on page 9]

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 Aug. 31, 2011	Net Gain
ODMAL	37	38	+1
Barrie	10	8	-2
Quintus	21	20	-1
BurlOak Bay	27	27	0
Grand River	101	96	-5
Ottawa West	29	28	-1
Merle Law London	18	16	-2
Peel-Halton	32	27	-5
Horseshoe Falls	47	44	-3
North Bay	31	29	-2
Ottawa	56	60	+4
Bluewater Sarnia Lambton	18	18	0
Scarborough	35	33	-2
Sudbury Nickel	18	18	0
Toronto	140	138	-2
York Region	30	34	+4
Total	650	634	-16

In our journey to becoming a remarkable association, we rely on chapters helping chapters through sharing of best practices. All chapters are encouraged to ask other chapters what has worked for them and what has not.

No doubt we've all heard that quote about not reinventing the wheel. Those who have had successes are delighted to share detail with others who ask. Don't be shy...give it a try!

And the great news is that during the first month of this year, Ontario Division membership was down by 20 members, during the second month of this year, the reduction has changed to membership being down only 16 members—we're heading in the UP direction! Keep up that membership growth!



IAAP's Egroups are the place to be. Get involved in keeping abreast of what's happening in the areas you're interested in. With a few clicks of your mouse, you can sign up to automatically receive detail to keep up to date on current communications within such groups as Newsletters, Treasurers, Pathways to Excellence, Certification, Ontario Division, Canada District, etc. If there's currently not an egroup in place on a topic you're interested in, you can start one.

Get involved with those who have interests similar to yours. It's an opportunity of your lifetime!

Check it out at www.iaap-hq.org

"A ship in a harbour is safe, but that is not what ships were built for."

... Anonymous



Think Link...

The RTF

www.youtube.com

Video for the RTF

Congratulations to our Chapters of Excellence for having attained this distinction during the 2010-2011 IAAP year!!



Four of Ontario Division's Chapters of Excellence recipients received their Awards during the Canada District Caucus at EFAM in Montreal, presented by Incoming International President, Tamra Goodall, CPS/CAP (left), and Ontario Division President 2011-2012, Nancy Brown, CPS (right).

And we also congratulate Ontario Division for having attained the Division of Excellence status again this year.



Teresa Doucet, Grand River Chapter



Lina DiMarco, Horseshoe Falls Chapter



Adele Conn, Ottawa Chapter



*Sherrie Machan and Josie Roman,
Toronto Chapter*

**Have you joined the Ontario Division and the Canada District egroups yet?
Keep informed of what's happening in your Division and District.
Register on the IAAP website at www.iaap-hq.org**

**MESSAGE FROM
CANADA DISTRICT
DIRECTOR,
LINA VEGLIA**

Are you aware that we have 1,378 members across Canada?

Are you also aware that we have a Canada District E-Group on the www.iaap-hq.org website?

It appears that as of August 24, only 112 of our Canadian members have joined that particular E-Group. We need the other 1,266 Canada District Members to sign on to the group! If you're not part of it—sign up now! It's the best way to learn about what's happening in the Canadian IAAP world.

Separately, International Secretary, Antoinette Smith has created a new E-Group for Chapter and Division Secretaries. This will be a fantastic tool to assist with the duties of Chapter and Division Secretary.

I encourage members to make good use of the E-Groups as they are a great resource for all members to subscribe to.

Register now...

**Ontario Division
Education Forum**

October 21-22, 2011

Ramada Inn,

London, Ontario

**Check out the detail on
the Ontario Division
egroups section at
www.iaap-hq.org**

**Don't miss the October 7
registration deadline.**

Topics include:

- **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**

Ontario Division Leadership Workshop – Saturday, August 20, 2011 in Kitchener



Making the Leap to Remarkable – The Commitments

Regarding the specific seven measures (see graphic at right), the book *The 7 Measures of Success: What Remarkable Associations Do That Others Don't* explains that:

- “No measure outweighs the others.
- All contribute equally to an association’s ability to innovate, grow, and thrive over time.
- They are not presented in any particular order or priority but rather are grouped into three categories.”

As we progress through our 2011-2012 IAAP year, each issue of our Ontario Division newsletter will focus on one of the individual seven measures of success. We encourage all Ontario Division Chapters and Members to become involved in the process by telling us how your chapter is working with the concept encompassed by that measure—what challenges you’ve experienced in working with the theories and what successes you’ve achieved so far in your journey.

To hopefully assist you in providing us with information to share, we will include a few questions, taken from the book, that the book’s research investigators posed to each of the 18 organizations that participated in the study which forms the basis of the book. To give you some lead time, we’ll start with having you submit your Chapter’s or individual input by the first of each month for that month’s issue.

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

[November 2011 issue](#) (input due by November 1)...

Commitment to Purpose –

1. A Customer Service Culture.

[December 2011 issue](#) (input due by December 1)...

Commitment to Purpose –

2. Alignment of Products and Services with Mission.

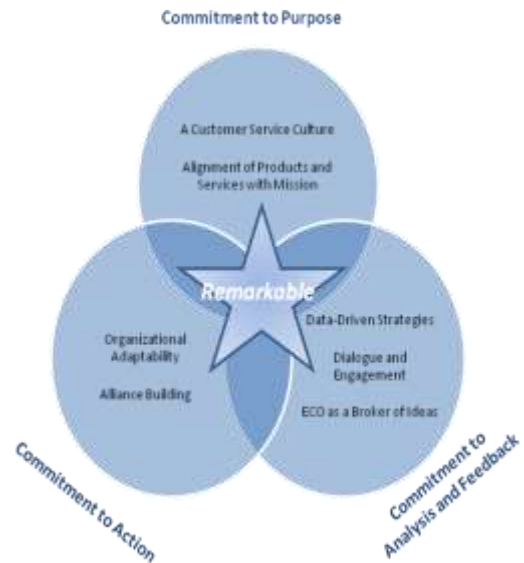


Image recreated from the book: 7 Measures of Success What Remarkable Associations Do That Others Don't

[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.

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

November Newsletter Chapter Topic:

Commitment to Purpose – 1. A Customer Service Culture

BACKGROUND INFORMATION...

With this measure, the book states, "A 'we're here to serve you' approach not only permeates all individual encounters with members but also is built into organizational structure and processes." The book goes on to say remarkable associations "demonstrate their commitment to members in everything they do, from answering the phone, to responding to e-mail, to developing quality products and services." It also says that "Remarkable associations build their structures, processes, and interactions—their entire culture—around assessing and fulfilling member's needs and expectations."

This is a concept that is lived and breathed by "everyone," without exception. "No one presumes to decide what the member needs without asking first and then listening to the answer."

We are also cautioned that "Providing excellent service to members does not translate into 'We'll do everything or anything the members ask.' It does mean the association makes every effort to understand the member's needs and attempts, within the confines of the mission, to meet them. It means always being on the lookout for the possibilities and opportunities presented by the members' needs and expectations.

POSSIBLE QUESTIONS TO CONSIDER...

- How do your members contribute to the success of your chapter and the association?
- What do you view as your members' main strengths and weaknesses with regard to your chapter and how it interacts with the division, district, and international levels of IAAP?
- How do you know what your members need? If you have a formal process for determining this, please tell us about it?
- How do you know what needs to be done and how do you ensure what needs to be done is actually done?
- How do you know what programs and services no longer serve or resonate with members? Have you learned to let go of such programs? How did you learn this?

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

Your involvement is sincerely appreciated!

Getting Rid of Your Mental Lint

If distracting, relentless thoughts drift around your brain, these experts have nine ways to make a clean sweep—without losing the important stuff.

By Leigh Newman
Original Content July 28, 2011

From the Oprah.com Spirit
ENewsletter, August 1, 2011

Check email. Get the new window screens. Pay the \$10 co-pay for the emergency room trip last spring. Members' night at the museum (take kids?). Milk, milk, milk. Worry about my son possibly slipping in the tub and hitting his head. Try to remember the time I slipped and fell off the counter trying to open the window while talking on the phone (is that the cause of my back problems?). The movie I want to see with the girl from *The Notebook* and the guy who was the voice of Lightning McQueen. Geraniums. Talk to husband about water filter and West Virginia. Cats vs. dogs. The little known fact that Madonna can actually play guitar. Eureka: Buy nonslip rubber bath mat for the tub! Nobody took out the paper recycling again. Check email...

My mental lint. It drifts around in there—all these tiny bits of thought fluff that seem to be part of a crucial chain of logic that, once solved, might result in my

being happier, more successful or even just the kind of person who remembers to toss her house keys in a bowl at night instead of finding them this morning—yes—in the toe of her green espadrille.

Reality check: There is no greater chain of logic behind all these nonessential thoughts. In fact, they get in the way of our thinking long term about stuff that really matters—like what's the right career move, or are the kids really happy at their new school? So how can we reduce these tasks and worries—or even, one day, get rid of them—to live more focused, present lives? We asked top productivity experts to give us their strategies.

Trash Your To-Do List

"Our biggest problem is the to-do list," says Laura Stack, author of *Find More Time*. A single, giant to-do list paralyzes people. Instead, make yourself a separate, shorter daily list, known as the hit list. "I ask myself every night, 'If I get nothing else accomplished tomorrow, what are the two or three things that I would absolutely have to complete to make me feel as if it were a productive day?'" says Stack. That's what goes on your hit list. The rest of the long-term to-dos—i.e., get a second mortgage or change the wallpaper—can go on a master list that you keep in a drawer and consult every few months.

Create Mental Storage

A lot of the mental lint isn't what

you need to do—it's what you *want* to do. Perfect example: the movie I want to see with the girl from *The Notebook* and the guy who was the voice of Lightning McQueen. For these kind of nonessential goals, Stack advises what she calls category lists: Books to Read, Restaurants to Try, Movies to Watch, Wines to Taste, Hobby List, Errand List, Shopping List, Gift Lists. She even has a list called "Teachers" so that she can remember the faculty at her children's school.

"It's not like you're constantly reviewing these lists," she says, but they need to be with you (in a small binder, maybe) so that when you do unexpectedly find 15 minutes to run into a bookstore or pop into the hardware store, you're ready.

"Park" an Action Step

David Allen, famed productivity coach for executives, adds one extra piece of advice. Writing down the item is step one, he says—for example, "Mom's birthday"—but "Mom's birthday" will creep up again if you don't, within a very short period of time, make some decisions about what exactly that means to you. Are you going to give her a birthday party? Are you going to send her flowers?

"If you're trusting your psyche as your organization system," says Allen, "that part of you doesn't seem to have any sense of past or future. It thinks you should be dealing with Mom's birthday 24/7." So you need to consider

what the next action is (it could be as simple as "buy and send Mom a card") and "park" that task on your shopping list until you have time to complete it. "Your mind is for having ideas, not for holding them," says Allen. Once your idea—and the action it requires—is in a safe place, you can think about other, more important or immediate concerns.

Check In Once

Some to-dos—say, planning a trip to West Virginia (see previous page)—require talking to someone—say, my husband, whom I also need to talk to about water filters, bed times and about a hundred other things. Finding time to meet with him becomes a larger, rolling mental dust bunny that overshadows the drifting mental lint that I would like to discuss, some of which I forget...because I have so much mental lint in the first place.

"Rather than visiting the same person seven times a day," says Stack. "Make a list and visit that person once a day." This doesn't just go for family. It works equally well with co-workers and friends.

Ask Why

Another piece of mental lint: sponging down my counters. I could be on my way to defuse a nuclear bomb, and, rushing out the door and into the president's helicopter, I will have the thought, "Dirty counters!"

"The first thing to realize," says Laura Vanderkam, author of [168 Hours: You Have More Time Than](#)

[You Think](#), "is that you don't have to do something. You have to eat and sleep, and you have to make sure your kids do the same, but beyond that, most things in life are choices. And so it may help to keep asking, 'Why am I doing this?' Maybe there's a good reason, and then you can remind yourself that it's important, but maybe there isn't." And if it's not getting you closer to the life you want, it's off the list.

Focus on Your Core Competencies

Vanderkam believes that most people have what she calls "core competencies"—the things that we do best and that other people can't do for us. Usually, these fall into three categories: nurturing careers, nurturing our family and close friends, and nurturing ourselves. For example, only you can focus on your long-term career development; only you can play with your kids or build a relationship with your spouse; only you can sleep or exercise (unfortunately). And as for everything else that doesn't fit into those categories? Ignore, minimize or outsource.

So if I go through my mental lint, this is most important: finding out if the back problem is due to falling off the counter (nurturing myself), taking the kids to members' night at the museum (nurturing my children) and talking to my husband about vacationing in West Virginia (nurturing my spouse). Not geraniums, which I could still put in the window boxes...or could just forget about since it is July and people who really love gardening—as opposed

Vanderkam believes that most people have what she calls "core competencies"—the things that we do best and that other people can't do for us.

to people who feel obligated to do it—plant flowers in the spring.

End the Multitasking Trap

"Constantly multitasking can be mentally depleting," says David Strayer, professor at the University of Utah and expert on the relationship between productivity and technology. "Mental lint comes from the fatigue from constantly switching from one activity to another to another without focusing on one task."

In other words, choose to do one thing at a time. Buy the nonskid bath mat at Ikea. Do not stroke a glow-in-the-dark moon lamp you don't need or wonder if you will really use cool elderberry syrup. Do not try to pay your phone bill while lost in Aisle 59. Buy the nonskid bath mat.

Limit Your Gadget Exposure

Strayer, who organizes studies on how the heavy use of digital devices and technology affects us, is also concerned about digital overload on the brain. In one of his studies, he gave a group of subjects a creativity test that measures, as he says, "how well

you can see new associations and links between things you're looking at." Then he took the group on a trip in the wilderness without electronic gadgets for three days. After the trip, the subjects took the same creativity test to get reassessed. "We had about a 45-percent increase in scores," he says, "which is pretty substantial." A week later, he retested them, and the scores went back down.

"Check email" appears in my mental lint—a couple of times, in fact. If I established regularly scheduled times to check my email

every day (say, 10 a.m., 2 p.m. and 7 p.m.), I would not only not have the nonessential thought, I would not have it twice.

When you go on vacation, he recommends leaving the phone at home or leaving it in a place where you can make an emergency call if you need to. Another everyday trick: Change your email settings so that, instead of scheduling delivery every minute or two, it does so just two or three times a day.

Silence the Blips and Beeps

One tuft of mental lint is actually

not a thought—but a noise. Your refrigerator, for example, may beep when the door is open. Your car may honk or talk. "Engineers know how our brains are wired," says Strayer. "A lot of these things—phones ringing, the buzz of texts coming in—they capture your attention." To avoid getting distracted by devices that are engineered specifically to take us away from what we're doing, we need to set everything to silence—including, every once in a while, please, ladies and gentleman, ourselves.

IAAP Mission Statement

Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.

Ready to Make a Difference?

Consider donating to the Research & Educational (R&E) Foundation.

During this uncertain economy jobs have been slashed. Companies are also cutting funding for professional development. With administrative staff taking on more work and having to learn new and different skills, additional training is essential to staying viable in the workplace. It's also imperative to track changes in the profession and keep current on the role of admins in the workplace.

The R& E Foundation has been supporting the administrative profession since 1966. Since its inception, the R& E has raised nearly half a million dollars to support research and benchmarking studies relative to the profession.

Funds raised by the R&E will also go for grants so that admins can attend the Education Forum & Annual Meeting (EFAM) and also towards the validation of IAAP's certification exams. This focus will continue in the future.

At EFAM in Montreal it was announced that as the Retirement Trust Foundation has sufficient funding for the current year, members, chapters, and divisions are encouraged to consider contributing this year to the R&E Foundation.

Any size contribution is welcome.