



SWANI Scope



Thanks to everyone who donated items and/or money to support the Rock County Humane Society.



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My apologies for the error in last month's Scope—I erroneously listed the wrong menu for the February meeting at Lab Safety.
Nancy Arnold, Editor

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Join Us at the March Meeting!

Tuesday, March 15

RSVP Please...

Please RSVP to Lisa Skarlupka at lskarlupka@blackhawk.edu by Monday, March 14

Negative responses are not only appreciated, they are also proper business etiquette!

Networking @ 5:30 p.m.
Dinner @ 6:00 p.m.
Program @ 6:30 p.m.
Where: Blackhawk Tech College Room 2616
Cost: \$11
Menu: Taco Buffet with Dessert
Program: Creating Eye-Catching Publications With Angie Kablar and Tina Aldrich

Angie Kablar works at BTC as the Publications Specialist and Tina Aldrich teaches various computer courses at BTC. Come and join us as we learn all about creating great publications using various mediums.



March's "Give Back" Charity is the Red Cross

Since its founding in 1881, the American Red Cross has been the nation's premier emergency response organization. Today the American Red Cross also offers services in five other areas: community services that help the needy; support and comfort for military members and their families; the collection, processing and distribution of lifesaving blood and blood products; educational programs that promote health and

safety; and international relief and development programs. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work.

All donations are strictly voluntary!



Writing Better Email Subject Lines



Email message subject lines are bait on the hook for people to bite – to open, read, and act on your message. No matter how brilliant your email may be, its success hinges on a short string of words with enough zing to inspire the recipient. Here are five qualities of better, more persuasive subject lines. Not every subject line needs to incorporate all five... but the more you have can mean more effective messages.

- 1. **Compelling** Your subject line should be compelling, with an immediate benefit, giving the reader a sense of urgency to open now instead of later. For example, "Early Bird Savings Ends Feb. 4" The wording motivates them to action – not to miss out or be left behind. (Hint: See if your subject line answers the "Why now?" in its wording.)
- 2. **Creative** Be unique! There's some serious clutter in most people's inboxes. Your message shouldn't sound like all the others. It should stand out as different, unusual – something you just won't find anywhere else. Use real terms, but give it a different spin, preferably from the client's point of view, or in a way that will pique the reader's interest. You may have to dig deeper to bring out benefits the others don't talk about. Or find that unique angle. For instance, a tax-saving software promo could use: "Legal Ways to Annoy the Government." A historic approach

may work: "The Aztecs Prized This More Than Gold." When appropriate, you can pull in current events or pop culture: "Which one is Dwight in your office?" Have fun with it. (Hint: It's better to hone in on one unique benefit or idea and promote it than it is to be vague and ordinary.)

- 3. **Clear** Be specific about your offer and explain what you can do for them. Instead of "Save time and money," tell them they'll save "4 hours a week" and "\$368 a month." Spell out the benefits with clear, honest details. That said, be sure your details actually hold up. Never mislead the reader. Bend the truth and you risk losing them forever.
- 4. **Capable** Show that you can deliver something the prospect wants... something of value that addresses their needs and solves their problems. This can be as simple as stating what they should expect in the email ("New White Paper on Email Marketing" or "Get a Trial Gloss to tame your winter frizz"). In other words, what do they get if they open the email? Give them the reason. (Hint: If you make a promise, make it one that the prospect wants to hear.)

Continued on page 3...



New This Year—SWANI Gives Back!

Along with the fantastic program line-up for 2010-2011, our chapter will designate an organization each month for donations (items or money). Here is a quick run-down of the schedule, with more details provided closer to the date.

March—Red Cross

April—Professional Accessories for BTC Students


May—Rawhide

All donations are strictly voluntary!

Have ideas for community service projects and/or local charities we can support? Email them to any of the chapter officers and all ideas will be considered for next year.



Sally Says...

 Our regular feature, “Sally Says” is not available for March. Sally recently accepted a new position (yes, she is actually leaving Lab Safety/ Grainger/Professional Equipment, etc.). She will be heading north to the east side of Madison to work for Demco! So for a little rest and relaxation before taking on her new duties and challenges she and Jeff headed to Florida for some fun and sun. We will see Sally back at the March meeting on

the 15th, so we’ll get to hear all about her new office, the wonderful commute, and everything else that goes with the new job.

Sally also would like to thank all of the SWANI members who completed the online chapter survey. Online must be the way to go, because the response has been great! The results will be published at a later date.

See you all at the March 15th meeting!

—Sally Keena’s Ghost Writer



Writing Better Email Subject Lines... continued

5. **Compassionate** Address the concerns of the reader. What keeps them up at night? Are they worried about something your brand can resolve... spending too much money... being left behind their peers...? Tap into those deeper concerns – and provide them with a solution to ease their pain – to be more effective. (Hint: Take a tone in your writing that shows compassion, that you relate to the prospect in an authentic way. Speak their language and “feel their pain” to help further attract them to what you have to offer.)

There you have it, the Five Cs of great subject lines –**Compelling... Creative... Clear... Capable... Compassionate**. Next time you create a subject line for your email, see how your words address these five criteria. When in doubt, test. Then build on the results.

A few other tips:

- Keep it short – The fewer words the better.
- Avoid redundancy in “From” and “Subject” – If your From line includes your business name, your subject line doesn’t need to repeat it.
- Use any acronyms or jargon thoughtfully – Don’t make the reader have to figure out what you’re trying to say, unless you’re using the language to zero in on a specific readership segment.
- Mobile matters – The number of people who read their email on their smartphone is growing, which means subject lines must be even more compelling to capture the attention of the on-the-go reader.

Birthdays, IAAP Anniversaries, & Other Special Occasions

Birthdays

Cara Arena March 18
 Tim Phillips March 24
 Grace Ingoglia March 26



Members' special occasions can

Notable and/or Fun Dates

If Pets Had Thumbs Day March 3
Hug a GI Day March 4
Multiple Personality Day March 5
 (shouldn't there be more than one?)
Middle Name Pride Day March 10
National Potato Chip Day March 14
St. Patrick's Day March 17
Extraterrestrial Abductions Day
 March 20
Make Up Your Own Holiday Day
 March 26
Smoke and Mirrors Day March 29

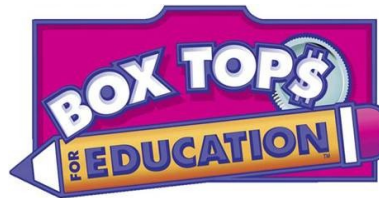
IAAP Anniversaries

Mandy Doersam Joined 2007

BoxTops for Education—Collect and Donate Them!

Avery teams up with IAAP on a community service project!

SWANI Chapter is collecting "Boxtops for Education" and donating them to a local school. Please consider joining us! Look for them on many popular products, to include Pillsbury, Betty Crocker, Ziploc, as well as Avery. Bring your boxtops to any chapter meeting.



As with all of the "SWANI Gives Back" causes, this is strictly voluntary, but any help is appreciated. The school(s) receiving the boxtops can exchange them for cash to purchase supplies and equipment that they might not be able to afford

otherwise.

The chapter will award a prize to the member who donates the most boxtops. Every member who donates will receive a small gift.

Upcoming Events...

- March 15—SWANI Meeting
- April 19—SWANI Recruitment Meeting (special incentives for bringing guests!)
- May 13-14—Wisconsin Division Education Forum and Annual Meeting, Brookfield, WI
- May 17—SWANI Meeting

Start Thinking About the April Event!

This year our April meeting will also be our recruitment meeting. What does this mean to you? It means we want to welcome a lot of guests and tell them about the value of IAAP membership. There will be chapter brochures and other materials for you to share with your coworkers, friends, and relatives. Every guest who attends will receive a goodie bag; every member who brings a guest will receive a small gift.

The event will be held at the Country Club of Beloit, so mark your calendars and plan to attend AND bring a guest or two! It promises to be a fun evening. We hope to see you there!



Casual Corner...

The *Washington Post's Mensa Invitational* once again asked readers to take any word from the dictionary, alter it by adding, subtracting, or changing of one letter, and supply a new definition. Here are a few recent winners:

1. **Intaxication:** Euphoria at getting a tax refund, which lasts until you realize it was your money to start with.
2. **Bozone** (n.): The substance surrounding stupid people that stops bright ideas from penetrating. The bozone layer, unfortunately, shows little sign of breaking down in the near future.
3. **Giraffiti:** Vandalism spray-painted very, very high.
4. **Sarchasm:** The gulf between the author of sarcastic wit and the person who doesn't get it.

5. **Inoculatte:** To take coffee intravenously when you are running late.

6. **Hipatitis:** Terminal coolness.

7. **Karmageddon:** It's like, when everybody is sending off all these really bad vibes, right? And then, like, the Earth explodes and it's like, a serious bummer.

8. **Decafalon** (n.): The grueling event of getting through the day consuming only things that are good for you.

9. **Dopeler effect:** The tendency of stupid ideas to seem smarter when they come at you rapidly.

10. **Arachnoleptic fit** (n.): The frantic dance performed just after you've accidentally walked through a spider web



Do you have a recommendation for a book, movie, music, recipe, or restaurant? Have a trivia question, quiz, or puzzle? Send an email to AlohaNRA@aol.com for possible publication in a future issue of the SWANI Scope.

Change in Focus for APW 2011—worth repeating...

For Administrative Professionals Day 2011, we're veering away from the traditional celebration of the day which is focused on administrative professionals. Instead, due to survey data from our members, and in an effort to promote goodwill within the office culture, Administrative Professionals Day/Week this year is going to be a celebration of all office professionals, not just administrative professionals. **This year's APW theme: This year, celebrate all office professionals.**

With this shift in focus for 2011, we would like individual members, chapters and divisions to see this as an opportunity to promote IAAP within the office and the community. This will open up avenues to promote your local chapter and IAAP.

In the coming weeks, we're going to provide you with supporting materials to reproduce including a logo, e-card, flyers and artwork.

How can you promote APW?

Here are a few suggestions:

- Send an APW day e-card to co-workers/bosses – We will create an APD e-card you can send to your co-workers. It will be available before April, well in advance of Administrative Professionals Day
- Host a simple APW “thank you” breakfast with rolls and coffee. It's as simple as stopping at the donut shop, picking up a few dozen and inviting the office for their own APD celebration

- Invite co-workers to the free APW webinars which will be announced at a later date
- Chapters, if you haven't already planned an event with the international board theme, hold APW events for the entire workforce with the APW theme: **This year, celebrate all office professionals.** Some topics that would apply to most office professionals could include: Office civility (see article in this issue of *Connections*); office communication or a résumé workshop
- Buy space on a billboard – HQ will provide chapters with the artwork. Promote the day and the association!
- Chapters/divisions, post the APW slogan/logo on your websites
- Next month HQ is going to provide chapters with a flyer that can be downloaded and printed out and also the logo. We want members to post the flyer on every open bulletin board in your workplace and community
- IAAP International President Mary Ramsay-Drow, CPS/CAP will write an op-ed that newspapers can run on their opinion pages. HQ will also include step-by-step instructions on how to get it in the paper. They are currently waiting on survey data so look for that in the February or March edition of

Connections.

This year, we will
celebrate all office
professionals!

PASSION &
PURPOSE

SWANI CHAPTER



IAAP Mission:

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

IAAP Core Values:

Integrity, Respect, Adaptability, Communication, Commitment

**SWANI CHAPTER
IAAP**

Check out our website:

www.iaap-swani.org

2010-2011 CHAPTER OFFICERS

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2010-2011 COMMITTEE CHAIRS

BYLAWS/STANDING RULES

Laura Manke, CPS

MEMBERSHIP

Roxanne Matteson

EDUCATION/PROGRAMS

Lisa Skarlupka

NEWSLETTER

Nancy Arnold, CPS/CAP

CERTIFICATION

Brenda Groninger, CPS/CAP

FUNDRAISING

Nicole Norris

APW/APD EVENT

Sally Keena

RETIREMENT TRUST

FOUNDATION

Nancy Arnold, CPS/CAP

Members' Task Sign-Up

1. Assist with one of the community service projects - **Lisa Skarlupka, Kim Rebarchek, Nancy Arnold (can use more)**
2. Format & print membership roster (Apr/May) - **Nancy Arnold**
3. Contact local florists to include info on APD deliveries - **Margaret Pickart (can use more)**
4. Coordinate "goodie bags" for member recruitment event - **can use one or more**
5. Print "The Scope" and mail to members without email - **Roxanne Matteson**
6. Submit an article, website, etc. for "The Scope" - **can use one or more**
7. Submit "table topics" for chapter meetings - **Laura Manke (can use more)**
8. Collect "Boxtops for Education" at one or more chapter meetings - **Mandy Doersam (can use more)**
9. Assist one of the chapter committees:

Bylaws - can use one or more
Membership - can use one or more
Fundraising - can use one or more

If you are interested in helping out, contact Sally Keena. Thanks!



Chapter Criteria (need 14 of the 19)	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Met <input checked="" type="checkbox"/>
Six meetings offer recertification points	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					Need 1!
One member earn CPS and/or CAP (you?)											Need 1!
Sign commitment agreement	<input checked="" type="checkbox"/>										<input checked="" type="checkbox"/>
Six newsletters or e-newsletters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Participate in IAAP web community	<input checked="" type="checkbox"/>										<input checked="" type="checkbox"/>
Annual calendar & marketing plan	<input checked="" type="checkbox"/>										<input checked="" type="checkbox"/>
Annual budget & monthly statements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Maintain full slate of officers & four chairs	<input checked="" type="checkbox"/>										<input checked="" type="checkbox"/>
Leadership/succession officers/chairs tng											
Delegate to WDAM & delegate/proxy to Intl	Int'l done								Need Div		
Member on Div or Intl committee/officer	<input checked="" type="checkbox"/>										<input checked="" type="checkbox"/>
Have a seminar, APD or Executive event											
Apply for Avery or IAAP chapter award					<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>
Have 15 members & 80% retention											On Track
Conduct at least one recruitment meeting											
Conduct new member orientation											
12% membership increase											
Sponsor new professional or student chapter											
Strategic plan & member survey				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>

As of the beginning of March, SWANI Chapter has met 8 of the criteria (we need 14!) for our Chapter of Excellence (the two in **bold** are mandatory). What can you do to help us on this journey?