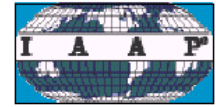


SWANI Scope



INTERNATIONAL ASSOCIATION OF
ADMINISTRATIVE PROFESSIONALS®

SOUTHERN WISCONSIN AND NORTHERN ILLINOIS CHAPTER
An IAAP "Chapter of Excellence"

February
2012

2011 – 2012 SWANI Officers

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Mark Your Calendars

February 21, 2012
SWANI Chapter Meeting

March 4-7, 2012
2012 Spring Conference

March 20, 2012
SWANI Chapter Meeting

April 17, 2012
SWANI Chapter Meeting

April 24-30, 2012
Administrative Professionals
Week

May 18-19, 2012
Wisconsin Division Meeting

Please join us for the February *SWANI* Meeting!

Tuesday, February 21, 2012

Networking @ 5:30

Dinner @ 6:00

Program @ 6:30

Business Meeting @ 7:30

Where: Holiday Inn Express, Wellington Room A&B

Menu: TBD Details will be sent to you soon

Cost: \$15

Program: **Meeting Planning & Contracts** by Sarah Iverson, Event Coordinator at Holiday Inn Express

Per your request, Sarah Iverson, Event Coordinator at Holiday Inn Express, will be speaking to us about Meeting Planning Contracts. She will take us through a step-by-step process of organizing a business meeting at Holiday Inn Express. This will include food, lodging rooms, meeting rooms, and other expenses to expect. Additionally, she will take us on a tour of Holiday Inn Express – highlighting all they can offer for your next business meeting!

Note: Holiday Inn has a Happy Hour – 5 p.m. to 7:30 p.m. Complimentary beer, wine, and soda (room next to Wellington Room A&B)

Please RSVP to [Kim Rebarchek](mailto:Kim.Rebarchek@blackhawk.edu) by February 17.



2012 SPRING CONFERENCE

Event Date: 03/04/2012 **Location:** [Harrah's Las Vegas](http://www.harras.com)

Take care of your first step to register for the 2012 Spring Conference and book your hotel room now for only \$129 per night! (*Plus tax)

Stay at this luxurious hotel at the heart of the Strip and discover the most exciting resort in Las Vegas. We have over 2,500 beautiful rooms and suites, 86,664 square feet of casino space, seven outstanding restaurants, a sparkling outdoor swimming pool, a luxurious spa, state-of-the-art health club, full-service beauty salon, a unique variety of retail options and, of course, entertainment. Whether you're traveling on the Las Vegas monorail or their free shuttle that takes you to all the Las Vegas resorts, getting around during your stay is easy! Harrah's Las Vegas is located within minutes of McCarran International Airport.

<http://www.iaap-hq.org/events/schedule/2012-spring-conference>



I wasn't very familiar with Twitter when I was asked to write some tweets for a brand I work with.

So, I signed up for an account to do my research & see what all the buzz is about and came up with some news feeds that I really do like to follow.

Basically Twitter is a newsfeed and you get to choose what you want to hear about. There's no notification of new posts, you have to go to the site or the app to get the scoop.

I tend to look at it on my phone while waiting for an appointment, etc. but you could watch it all day.

Some of my Favorites:

Forbes Woman

@ForbesWoman

For career-minded women who mean business

Working Mother

@_workingmother_

Working Mother & workingmother.com are the landing pages for America's Working Mothers, where we care about life/work/family balanced or not.

Janesville Gazette

@gazettextra.com

Local news

Fast Company

@FastCompany

Inspiring readers to think beyond traditional boundaries & create the future of business.

We live in a world that is relying more & more on social media in different ways and this is just another avenue.

Send me your favorites & I'll share them in the next Scope.

Aimee Bierman

A Million Dollar Lesson

by : Petey Parker



A cab driver taught me a million dollar lesson in customer satisfaction and expectation. Motivational speakers charge thousands of dollars to impart his kind of training to corporate executives and staff. It cost me a \$12 taxi ride.

I had flown into Dallas for the sole purpose of calling on a client. Time was of the essence and my plan included a quick turnaround trip from and back to the airport. A spotless cab pulled up.

The driver rushed to open the passenger door for me and made sure I was comfortably seated before he closed the door. As he got in the driver's seat, he mentioned that the neatly folded Wall Street Journal next to me for my use. He then showed me several tapes and asked me what type of music I would enjoy.

Well! I looked around for a "Candid Camera!" Wouldn't you? I could not believe the service I was receiving! I took the opportunity to say, "Obviously you take great pride in your work. You must have a story to tell."

"You bet," he replied, "I used to be in Corporate America. But I got tired of thinking my best would never be good enough. I decided to find my niche in life where I could feel proud of being the best I could be.

I knew I would never be a rocket scientist, but I love driving cars, being of service and feeling like I have done a full day's work and done it well. I evaluate my personal assets and... wham! I became a cab driver.

One thing I know for sure, to be good in my business I could simply just meet the expectations of my passengers. But, to be GREAT in my business, I have to EXCEED the customer's expectations! I like both the sound and the return of being 'great' better than just getting by on 'average'."

Did I tip him big time? You bet! Corporate America's loss is the traveling folk's friend!

Lessons:

- o **Go an Extra Mile when providing any Service to others.**
- o **There is no good or bad job. You can make any job good.**
- o **Good service always brings good return.**

http://inspireme.net/inspirational-stories/million-dollar_lesson.htm



**Life is 10% what happens to us
and 90% how we react to it.**

Dennis P. Kimbro