

# South County Chronicle

Volume 15, Issue 9

APRIL 2012



International Association of  
Administrative Professionals®  
South County Chapter

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## MEETING NOTICE

**Tuesday, April 17, 2012  
6:15 p.m.**

### **Overcoming Challenges to Leap to Remarkable**

*By: Kristine "Krissy" Ziegler, RN*

*VP of Operations Nurse Wise/  
Nurse Response*



**Drury Inn & Suites  
Drury Inn & Suites St. Louis Southwest**

**5 Lambert Drury Place (Hwy 141 at I-44) Conference Room**

**Fenton, MO**

RSVP to [scountyiaap@aol.com](mailto:scountyiaap@aol.com)

Informal dinner following meeting; feel free to join us. Contact Lisa Ashley if you would like to have dinner prior:

[lmdashley1@gmail.com](mailto:lmdashley1@gmail.com)

## Overcoming Challenges to Leap to Remarkable

Do you really understand the difference between a manager and a leader? This program will enlighten you on the differences and what it takes to become a true leader in an organization. In addition, Krissy will cover various obstacles to success and happiness and how our actions to situations that we face can impact our lives and help shape our future to Leap to Remarkable.



## About Kristine “Krissy” Ziegler



Kristine K. “Krissy” Ziegler is a well-diversified health care executive with 17 years of experience ranging from hospital, managed care industry and government lines of business. She has experience with various products in multiple states, serving in the managed care organization industry for the past 11 years in a broad range of disciplines including medical management, quality, operations, finance, contracting and provider relations. Successes include acquisition of business line in order to expand external clientele, incremental growth, substantial increase in operational efficiencies, optimal staffing performance level and service metrics. Specializing in oversight of revenue growth & financials, customer delight, expansion of service and product offerings, budgetary responsibility including G&A management and positive contribution, technology advancements, competitive intelligence and streamlining business units and processes.

Krissy joined NurseWise/ Nurse Response, a Centene Corporation, in January 2006 as the Director of Quality Improvement. In 2007, she was promoted to Vice President of Operations. In this role, she has held overall responsibility of all areas and departments including budgetary and fiscal. Krissy has participated in various implementations of new business, products, and service areas. Prior to joining the organization, Krissy served in various roles within the healthcare arena which included managed care, Medicare Part B and various clinical roles in the hospital and long term care settings.

Krissy currently serves on the South County YMCA Board of Directors.

Krissy has been married to her husband Joe for four years and has a 2½ year old daughter, Olivia. She is expecting a boy in June.



## President's Message

*By Mary B. Wilson, CAP*



Wow! We've got a lot going on in April. The good news is that means you have a lot of opportunities for professional development and networking. The bad news is you may have trouble choosing which event to attend. Or maybe not. There's nothing that says you can't attend them all.

April 17 – Chapter Meeting

April 25 – APW Hard Rock Café Networking

April 27 – Three Rivers Council Professional Development Conference

All of these are open to members AND guests. April is the perfect time to invite guests and celebrate Administrative Professionals Week at the Chapter meeting, Hard Rock Café networking event, and TRC Professional Development Conference. Additional opportunities are listed at the end of this article.

We are fortunate to have a great supporter of IAAP (and Paula) presenting April's program – Kristine "Krissey" Ziegler – "Overcoming Challenges to Leap to Remarkable." You won't want to miss it.

The Nominating Committee Report is published in this newsletter, and as you will see, the chapter needs someone to serve as Secretary and someone to serve in one of the Director positions. Paula West will be your President next year, providing an educational leadership experience while making it fun. Both of these open positions are learning opportunities to experience the association from another level with a lot more exposure to the workings of the chapter and association. You can also gain experience through committee service; please let Paula know where your interests lie.

The TRC PDC is a major fundraiser for the chapter (proceeds from the event are split among the four chapters). The silent auction is a fun part of the event and helps generate revenue. The chapter is donating two baskets – All Things Bacon and Everything Nostalgia. Please bring donations for one of the baskets. Another benefit at the PDC is the vendor show. If you have a supplier you work with or someone that members need to learn about, please refer them for a vendor packet to exhibit at the conference.

The round table discussion of strategic/business planning at the March meeting netted great conversation and updates to the Chapter's plan. It will be presented for members to vote on, and then submitted to Missouri Division to meet Chapter of Excellence criteria. Thank you to all that attended and participated in the discussion. I hope you found it interesting; your help and feedback is truly appreciated.

Missouri Division Annual Meeting in St James is coming soon. See the information included in the newsletter and watch for the registration packet. The hotels are available for your reservations. Even if you can't attend the whole weekend, please consider coming for whatever part you can. An educational event with keynote and workshop, a fun time networking with members from all over Missouri, AND the chance to experience MDAM as we plan 2013! Don't miss it – June 1-3.

Action points:

- Attend April events, invite guests
- Bring donation for TRC Silent Auction baskets
- Volunteer for Board or committee service for chapter

Looking forward to seeing everyone in April,

Mary

## President's Message continued

*By Mary B. Wilson, CAP*



Remember:

“Leap, and the net will appear.”

-- John Burroughs

### Opportunities at Other Chapters' meetings:

April 3 – St Charles Chapter Meeting

- Program “Social Media At-a-Glance” from Asst. Prof. Compton

April 5 – St Louis Chapter Meeting

- Program “Climbing the Steps to S.U.C.C.E.S.S. to be Your Personal Best”, Presented by Dewoun Hayes, Med, CAP, Elite Office Concepts

### Upcoming Events

May 5 – Lindbergh Chapter Cinco De Mayo Trivia Night

May 5 – CAP Exam

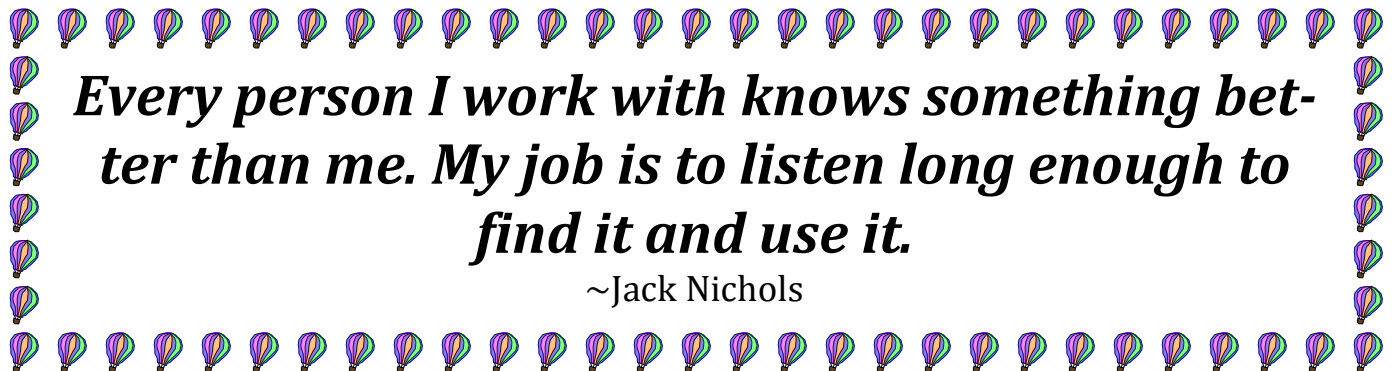
June 1-3 – Missouri Division Annual Meeting in St. James, Missouri

July 21-25 – International Education Forum and Annual Meeting (EFAM), Grapevine, Texas

### From Headquarters

APW 2012 Webinar

Registration is now open for the free APW 2012 webinar from IAAP and OfficeTeam, "Business Etiquette: New Rules In A Digital Age." The webinar will be broadcast 1:00-2:00pm Central Time Tuesday, April 24. Space is limited.



***Every person I work with knows something better than me. My job is to listen long enough to find it and use it.***

~Jack Nichols

## Meet Michelle Robins

*By Mary B. Wilson, CAP*

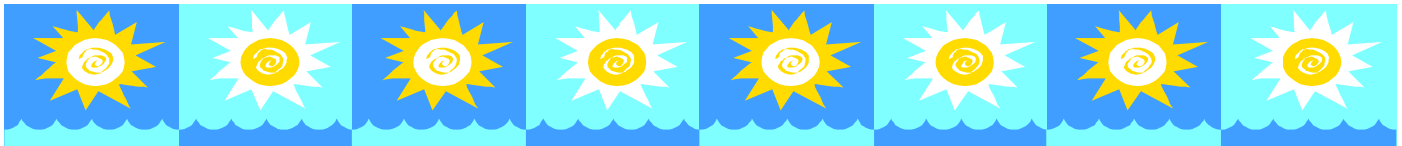
Michelle Robins joined South County Chapter in October, 2011, as a guest of Julie Goede, a friend for years. We'll let Michelle share the fantastic story of their meeting! Working in a one person office, joining the chapter interested Michelle because she wanted a community of professionals to talk with about issues, technology, and training.

Michelle works as Office Manager for 38 Street Financial at 34 N Gore, Suite 204, St Louis MO 63119. Her executive is David Tornetto, Retirement Planning Specialist in 25 states. While her boss is all about the sales side of his business, Michelle is responsible for everything else. Originally she pursued paralegal studies and found that wasn't for her. The financial and estate planning was much more interesting to her. She has a lot of interaction with the clients, which is something she loves about her work. Having worked for a larger company was okay, but the personal touch, feeling of making a contribution to the business, and making a difference in clients lives are Michelle's favorites of working here.

Michelle has reached out for answers to problems through the association web community when a virus attached the work computers. She had five or six responses within an hour and found help. Reaching out a second time for help with office structure for an expanding business didn't have the responses she expected. It's a more complex issue, and you can see her complete blog reposted in this newsletter. Let her know your thoughts if you can help with this dilemma.

Michelle has two children: 20-year old Jami and 14-year old Abby. When not working, she doesn't watch television; she uses free time for her creative side, working with beads and metals making jewelry. (Look for her at the PDC vendor fair.)

Please join me in welcoming Michelle to the chapter and association for many years of beneficial membership.



## Box Tops for Education

*By: Paula West, CPS*

**SURPRISE.** We did NOT collect Box Tops for Education at our February chapter meeting. And, you ask why? It's because we are having a CONTEST. Save all those Box Tops for Education that you have collected – AND double, triple, quadruple them and plan to turn them in at the April chapter meeting or send to me by the April meeting. The person who turns in the most Box Tops for Education will earn a \$15 gift card. I'm naturally excluding myself. Guests qualify if they wish to donate.

It's not mandatory, but you can count them and include that count in the baggie you use with them. Be sure to check for expired Box Tops for Education as they do not count.

We have done wonderful so far, but have a long way to go to meet our goal; and I know we can do it. Remember, for every Box Tops for Education that you turn in, you are helping our local school(s) and potentially our chapter earn an education grant from Avery. A report on the number of Box Tops for Education donated will be given at the chapter meeting.



## Growing a Business

*As Posted by Michelle Robins*

From: Michelle Robins

To: South County

Posted: March 15, 2012 12:57 PM

Subject: Growing a business

Message: This message has been cross posted to the following eGroups: South County and General IAAP Discussion .

-----  
Our office is in the financial services industry, offering personalized financial plans with an emphasis on retirement planning. We have been in the process of revamping our business plan. One question that keeps appearing is "how many clients can one individual advisor expect to provide excellent customer service to, on a reliable, consistent basis?"

Figure that your client base is divided into three tiers, using #1, 2 and 3 for segmenting. Your #1 clients produce the most revenue & deserve the best service possible. Your mid-level is the #2 tier, and your smaller accounts are at #3.

How many #1 tier clients can ONE advisor ACTUALLY manage? 50, 75, 100? The question pertains to a 1:1 business type relationship, not a team of advisors handling multiple aspects of a client's needs. And, then what happens to those clients in the 2nd tier?

There is an idea, to my thinking, that those clients sandwiched in the middle, are the most likely clients to fire their advisors. They want to service level of a top tier client, but aren't likely to receive it in a scenario where they don't actually fit the top level criteria. The end result is that the advisor stands to lose the "mid level" #2 segment of clients and the client base deteriorates. Counterproductive, right?

At what point does an advisor expand their organization & bring in other staff to help service the mid level clients? And, more importantly, does that NEW staff member then require THEIR OWN admin support person. How many Admins do you add when you add staff?

I would be most interested in hearing from IAAP members who have been through this scenario and how their firms handled the situation. What worked well? Or, what didn't?

-----  
Michelle Robins

Admins Assist, 38 Street Financial  
-----

***We need to remember that we are all created  
creative and can invent new scenarios as fre-  
quently as they are needed.***

~Maya Angelou

## Be the Office Superstar in Your Workplace

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Superstar  
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<http://www.certyport.com/portal/common/html/library/IAAP/index.html>

**Purchase a MOS Certification Exam and Practice Tests at a greatly reduced price and Receive an Online Self-Study Course for FREE!**

*In every single moment, we have the choice to be happy or not. No matter what is going on, we can choose to focus on what is right, what is good and whole in ourselves and our lives, and what options we have in any given situation. In other words, we can choose to be happy no matter what.*

~MJ Ryan

## Bowling for R & E

By Patty Thompson, CAP-OM

South County Chapter decided to have some fun this year while increasing the dollar amount we traditionally donate to R&E. On a cold Sunday afternoon in the beginning of March several chapter members and their family members took to the lanes at the Brunswick Zone in Valley Park. Attending were Paula West and her granddaughter, Emily, Patty and Sam Thompson and her sister, Kathy Sherrick, Linda Lenceski, Mary Wilson, Julie Goede, Brenda and Bill Wilson, and Vicki Weingand, who was confined to the cheering section due to her bum knee. Jerrica Wright, Sales Specialist at Brunswick, arranged for us to pay a low amount for 2 games, including shoe rental, so we could make a nice profit (\$90.15) for R&E. It looked like most of us had not bowled for awhile so it wasn't always pretty. One bowler who shall remain nameless wanted the bumpers set up so her ball wouldn't go in the gutter so much. The cosmic lights were on most the time. It was hard to tell if that hurt or helped our game. Everyone agreed it was a fun afternoon and we should do it again after our aches and pains heal.



***The key to release, rest, and inner freedom is not the elimination of all external difficulties. It is letting go of our pattern of reactions to those difficulties.***

**~Hugh Prather**

# Red, White & Blue

## The PROFESSIONAL You

### 2012 MDAM

#### hosted by Great Circle Chapter—St. James



Looking for fun?  
Looking for a little excitement?  
How about great training and good networking?



**Plan to join us on June 1—3, 2012, for the 2012 MDAM**  
*hosted by Great Circle*



### NEED A ROOM?

North, south, east, or west, we have a spot just for you.  
Check out the choices...

**DAYS INN & SUITES**

St. James

110 N Outer Rd  
St. James MO

573-265-2900



**COMFORT SUITES**

Rolla

1650 Old Wire Rd  
Rolla MO

573-368-4900



**CHATEAU INN & SUITES**

Cuba

97 Ozark Dr  
Cuba MO

573-885-3866

**2011-2012 MARK YOUR CALENDAR**

September 20, 2011	Your Work Style in Color, Carrie Cacciatore, Office Team
October 18, 2011	Member Recruitment Program
November 15, 2011	Numbers Skills, Mary Madick
December 2011	Holiday Social Event (Date TBD)
January 17, 2012	Microsoft Office 2010 Tips & Tricks, Paula West, CAP
February 21, 2012	New Member Orientation, Patty Thompson, CAP
March 20, 2012	Strategic Plan—Business Plan—Planning in General
April 17, 2012	Overcoming Challenges to Leap to Remarkable, Krissy Ziegler, VP Operations Nurse Wise/Nurse Response
May 15, 2012	Grace Under Pressure: Techniques for Maintaining Your Cool When things Get Really Hot, Julie Goede (Author - Susan Fenner PhD; Script & PowerPoint Presentation - Revised by Mary Ramsay-Drow CAP-OM)
June 19, 2012	Ingredients for Success, Kay York and Installation of Officers & Board of Directors

**EDITOR'S CORNER**

*By: Linda Lencieski, CAP*

You always have time to think about something you would like to submit for the newsletter. Please make sure that you get it to me as soon as you can so I can incorporate in the next newsletter. Remember, nothing is ever too small to include in the newsletter.

Submit your article for publication to Linda Lencieski, CAP at [linda.lencieski@sbcglobal.net](mailto:linda.lencieski@sbcglobal.net).

**Deadline for submissions is the last Friday of each month.**



# APRIL BIRTHDAYS

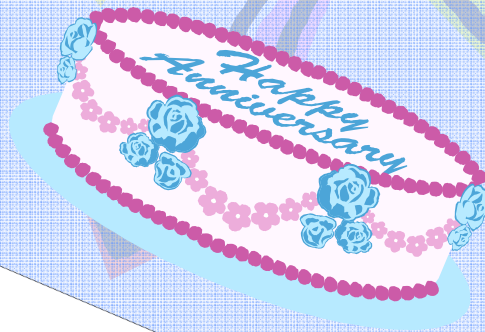
Carol J. Menke

4/25



# APRIL ANNIVERSARIES

Mary K. Byers, CAP  
Shannon Price  
Brenda S. Wilson, CAP



# The Jewelry Connection, Inc.



# Announcing, another improvement to your **Best Box Lunches**

With so many things to like, the **NEW** soft Italian baguette is a delicious addition that goes with everything . . .

## **1 NEW SOFT ITALIAN BAGUETTE**

Who doesn't like fresh baked Italian Bread? It's airy texture compliments any food while its' soft crust keeps all your fresh condiments securely in place!

## **6 Full-Sized Bakery Desserts**

Featuring amazing Lemon Wedge Cake, Brownie with Real Chocolate Chips and St. Louis' own, Gooney Butter Crumb!

## **2 Imported Cheese**

Smoked gouda cheese, imported from Germany, & natural Swiss Cheese add a nice European bite.

## **7 Veggies on the Side**

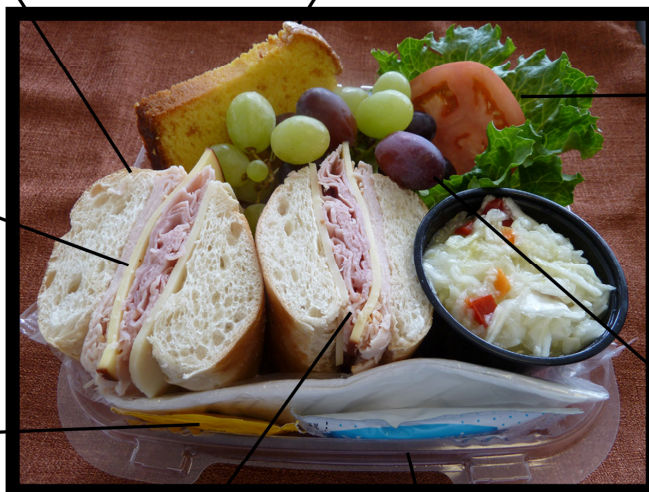
Fresh & crispy green leaf lettuce with vine-ripened tomato slices on the side -- no mushy sandwiches!

## **3 Condiments on Side**

"Picky" people get to add their own condiments -- no complaints makes you smile!

## **8 Fresh Fruit Always**

Crimson and Thompson grapes on-the-vine for a sweet, juicy snack.



## **4 Quarter-Pound Meat Combo**

Four ounces of deli thin-sliced mesquite turkey and smoked ham will certainly fill you up - you can save the other 1/2 for home!

## **9 See-through, Labeled Lunches**

WYSIWYG - What you see is what you get. Clear presentation of food makes it easy to serve to your group. You will especially like the labeling.

## **5 Stackable Lunches**

Lunches will stack five high allowing you to comfortably fit 135 lunches on a 6' x 2' folding table.



## **10 IN A BIND? FAX BY 9**

With your first order, you are automatically enrolled in our "VIP Same-Day Lunch Service"

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**EZ Order Menus at [BestBoxLunches.com](http://BestBoxLunches.com)**

Chapter meetings are the  
3rd Tuesday of each month

**2011-2012**

**South County Board of Directors**

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*President*

**Paula L. West, CAP**

*Vice President*

**Julie C. Goede**

*Treasurer*

**Vicki A. Weingand, CAP**

*Secretary*

**Brenda J. Wohlschlaeger, CAP-OM**

*Director*

**Patty Thompson, CAP-OM**

*Director*

**MISSOURI DIVISION BOARD MEMBERS**

**2011-2012 Board**

President: Mary Madick, CAP-OM

Heart of America Chapter

President-Elect: Terry Anderson, CAP-OM

Westport Chapter

Secretary: Eujetta Little

Hallmark Chapter

Treasurer: Teresa Brown CAP-OM

Hawthorn Chapter

**Future IAAP International Education Forum &  
Annual Meeting (EFAM)**

**2012:** Grapevine, TX, July 22-25, Gaylord Texan Resort

**2013:** Anaheim, CA, July 28-31, Anaheim Convention Center

**2014:** Milwaukee, WI, July 27-30, Milwaukee Convention Center

**2015:** Louisville, KY, July 26-29, Kentucky International Convention Center

**IAAP Home Page: [www.iaap-hq.org](http://www.iaap-hq.org)**



South County Chapter

**Member of Excellence Criteria**

A Member of Excellence will receive a certificate (first four years), Pathways to Excellence certificate cover, and Member of Excellence pin (the fifth year). Some of the criteria is below. For a complete list of the 11 criteria please visit: <http://community.iaap-hq.org/home/>.

1. A Member of Excellence will attain a minimum of 8 of the following 11 criteria: Hold a current IAAP Certification (i.e. CAP as prescribed by the new curriculum.)
2. Download the Member of Excellence Commitment form; sign and date the form
3. Actively participate in the IAAP web community forum discussions or write an article (minimum 200 words), and have it published in an IAAP publication (chapter, division, or international level.) Recommending another author's article does not qualify.
4. Attend at least one professional educational workshop, seminar or conference (at least 60 minutes in length) and provide a short paragraph on how the training relates to your job or your role in IAAP. It can be an IAAP or non-IAAP workshop, seminar, or conference; however, it cannot be included in your calculations to meet the requirement of criterion #9.
5. Hold a degree, certificate or equivalent (a minimum of one year in length) from an accredited college or university or hold a Microsoft certification.
6. Pay membership dues on or before anniversary date. This criterion is a mandatory requirement. This mandatory requirement will be waived in the case of new members joining IAAP in the current IAAP fiscal year who want to work towards becoming a Member of Excellence.

**2011-2012 International Board of Directors**

President: Tamra Goodall, CAP-OM

President Elect: Karlana Rannals, CAP-OM

Vice President: Judith Yannarelli, CAP-OM

Secretary: Antoinette Smith, CAP-OM

Treasurer: Wendy Melby, CAP-OM

Director, Canada District: Lina Veglia

Director, Great Lakes District: Tammy Pierce, CAP-OM

Director, Northeast District: Bianca M. Constance

Director, Northwest District: Kristi Rotvold, CAP-OM

Director, Southeast District: Doris Goode, CAP-OM

Director, Southwest District: Dortha W. Gray, CAP-OM

Affiliate Representative: Leanne Fisher, GradCert Bus JP

**2011-2012 International Trustees, Retirement Trust  
Foundation**

Chairman: Kelly A. Reggio, CAP-OM

Vice Chairman: Carolyn Prather, CAP-OM

Secretary: Jean Bohinski, CAP-OM

RTFC Liason: Patricia Row, CAP-OM

Trustee: Judith A. Yannarelli, CAP-OM

Treasurer: Wendy S. Melby, CAP-OM