



Making The Leap
TO
REMARKABLE
with
Professional Development




International Association of
Administrative Professionals®
Three Rivers Council



Friday
April 27, 2012
9:00 a.m. - 4:30 p.m.



some images © 2012 Jupiterimages Corporation

St. Charles Community College
Daniel J. Conoyer Social Sciences Building Auditorium

2012 Professional Development Conference

Friday, April 27, 2012

9:00 a.m. to 4:30 p.m.

CONFERENCE SCHEDULE

- 8:30 a.m. Registration/Silent Auction/Vendor Fair
- 9:00 a.m. Welcome and Introductions
- 9:15 a.m. Creating a Company with Heart
*Maxine Clark, Founder, Chairman and Chief Executive Bear
Build-A-Bear Workshop®*
- 10:20 a.m. Break
- 10:30 a.m. Business Etiquette: The New Rules in a Digital Age
*Allison Olden, Division Director
OfficeTeam*
- 11:30 a.m. A Woman's Guide to Money Matters
*Sarah Entzeroth
Edward Jones*
- 12:35 p.m. Lunch (Vendor Fair and Silent Auction)
- 1:35 p.m. Social Media 101
*Andrea Compton, Associate Professor
St. Charles Community College*
- 2:40 p.m. Break
Silent Auction Resumes (*closes at 2:50 p.m.*)
- 2:50 p.m. Social Media 101 continued
- 3:50 p.m. Silent Auction Results and Closing Remarks
- 4:30 p.m. Adjourn

Hot buffet lunch with
carved roast beef and
turkey, several pastas
and vegetables, garden
and Caesar salad,
dessert, coffee and tea.



Creating a Company with Heart

**Maxine Clark, Founder, Chairman and Chief Executive Bear
Build-A-Bear Workshop®**

Maxine Clark will illustrate the significance and impact of role models and show how to follow your dreams and passion. Join us for this dynamic presentation and discover why leaving a mark as an entrepreneur is essential and how to expand as a global company.



Maxine will explain the importance of creating a fun work environment and why it is crucial to connect with associates, customers and the community.

Maxine is one of the true innovators in the retail industry. During her 35+-year career, her ability to spot emerging retail and merchandising trends and her insight into the desires of the American consumer have generated growth for retail leaders, including department store, discount and specialty stores. In 1997, she founded Build-A-Bear Workshop®, a teddy-bear themed retail-entertainment experience. Today there are more than 400 Build-A-Bear Workshop stores worldwide. The company extends its in-store interactive experience online with its award winning virtual world at bearville.com®.

In 2008, Maxine was named one of The 25 Most Influential People in Retailing by Chain Store Age; in 2006, she was inducted into the Junior Achievement National Business Hall of Fame. She was named a Customer-Centered Leader in the 2005 Customer First Awards by Fast Company. Maxine was named one of the Wonder Women of Toys by Playthings magazine and Women in Toys. Build-A-Bear Workshop was named to the 2011, 2010 and 2009 FORTUNE Best Companies to Work For® list.

Maxine serves on the national Board of Trustees of Teach For America and the local St. Louis regional board, the National Board of Donorschoose.org and the KETC Channel 9 – PBS Board of Directors. She and her husband, Bob Fox, are founding donors of KIPP Inspire Academy, and Maxine is chair of the charter school advisory Board of Trustees. Maxine is a graduate of the University of Georgia, and holds an Honorary Doctor of Laws degree from St. Louis University. In 2006, she published her first book “The Bear Necessities of Business: Building a Company with Heart”.

Business Etiquette: The New Rules in a Digital Age

**Allison Olden, Division Director
OfficeTeam, a Division of Robert Half International**

Is it okay to friend your boss? Can an e-mail mistake jeopardize your career? There are many gray areas when it comes to communicating in the digital age. Allison Olden will provide guidelines on digital protocols in the workplace, including LinkedIn, Facebook and Twitter, as well as traditional communication tools such as e-mail. Find out what executives say about etiquette in the workplace, and learn how to tend to your network in just five minutes a day. You will also gain a better insight into your social networking style through an engaging quiz.



Allison graduated from Southern Illinois University-Edwardsville with a Bachelors degree in International Business with a focus in Chinese language. She attended a study abroad program in the summer of 2005 at Xiamen University in China. Allison is currently employed at OfficeTeam, a division of Robert Half International. She began her career as a Staffing Manager in December 2008, then moved into a Senior Staffing Manager role in October 2010, and was recently promoted to Division Director.

Allison joined IAAP St. Louis Chapter in April 2009 and has served as chairman of several committees. She currently holds the position of Secretary for St. Louis Chapter’s Executive Advisory Council. She also serves as a Board Member at Stevens Institute of Business and Arts.

She currently lives in Glen Carbon, Illinois, with her three-year old daughter, Jayla. Allison enjoys spending time with her daughter, family, and friends. She loves to meet new people, help others and learn about different cultures of the world.

1 recertification point will be awarded for attending this presentation.

A Woman's Guide to Money Matters

Sarah Entzeroth

Edward Jones



Join Sarah Entzeroth of Edward Jones as she discusses, from a woman's point of view, paying for a child's education expenses and preparing for and living in retirement. You'll learn what you can do now to help address your financial goals and create a strategy for the future.

Social Media 101

Andrea Compton, Association Professor

St. Charles Community College

Do you know the difference between Facebook, LinkedIn and Twitter? How do you interact on each? Which are more of a traditional networking experience, and which are more social? How can you use them from a professional standpoint?



During this presentation Andrea Compton will discuss their uses and purposes. She will illustrate the best practices of each and explore personal versus private accounts. You will also learn tips on keeping your home and office lives separate, the importance of your online image and how to utilize social media to build a Personal Learning Network.

Andrea grew up in Leadwood, Missouri—just about an hour and a half south of St. Louis. She attended Mineral Area College for two years and then moved to Nashville, Tennessee, to finish her bachelor degree. She received a Bachelor of Business Administration with a Music Business Concentration from Belmont University.

In 2000, Andrea re-entered college as a graduate student at Middle Tennessee State University, where she received a Master of Business Education degree. She then began to pursue teaching while still representing one band and serving on the International Bluegrass Music Association Board of Directors. After representing agents and managers on the IBMA Board for seven years, Andrea was also honored to be commissioned as a Kentucky Colonel.

Andrea's first teaching position was as an adjunct in the Office Administration program at Nashville State Community College and in the Business & Commerce and Office Management

Technology programs at Volunteer State Community College. In January 2003, she moved to a full-time faculty position at Nashville State Community College. In August 2005, she accepted a position in the Department of Business Communication and Entrepreneurship in the Jennings A. Jones College of Business at Middle Tennessee State University.

In the summer of 2006, Andrea moved back "home." She was very happy to join the faculty at St. Charles Community in August 2006 and looks forward to spending many years here. Currently, Andrea is an Associate Professor in the Business Administrative Systems program, the faculty advisor for Phi Beta Lambda, and serves on various committees within the college. She has presented at national conferences on the subjects of PowerPoint and social media. She also volunteers as a Foster Friend for the Foster and Adoptive Care Coalition.

2 recertification points will be awarded for attending this presentation.

2012 Professional Development Conference

Friday, April 27, 2012
9:00 a.m. to 4:30 p.m.

St. Charles Community College
Daniel J. Conoyer Social Sciences Building-Auditorium
4601 Mid Rivers Mall Drive, St. Peters, MO 63376

REGISTRATION FORM

Name: _____ CAP or CAP-OM

Company Name: _____

Preferred Address: _____

City: _____ State: _____ ZIP Code: _____

Work Phone: _____ Home Phone: _____

Mobile Phone: _____ Preferred E-mail: _____

Members of IAAP? Yes No If yes, which chapter? _____

Guest of: _____

\$85 IAAP Member \$95 Non-IAAP Member Amount Enclosed: _____ Receipt required

Please make checks payable to Three Rivers Council.

Reservations must be received by April 20, 2012.

Only one registration per form. Please copy as needed.

Send your completed registration forms and payment to:

Julie Goede
5115 Caribee Drive
St. Louis, MO 63128
314-304-1603 ♦ juliegoede@att.net

For more information, please contact Charlotte Kuhn at kuhnc@sbcglobal.net or 636-447-0106.

2012 Professional Development Conference

Friday, April 27, 2012
9:00 a.m. to 4:30 p.m.

St. Charles Community College
Daniel J. Conoyer Social Sciences Building-Auditorium
4601 Mid Rivers Mall Drive, St. Peters, MO 63376
636-922-8000

DIRECTIONS

From Interstate 70

Drive south on Mid Rivers Mall Drive for approximately 3 miles. The campus is located on the right side of the street. Turn right onto Cottleville Parkway. Turn right at the first or second light to enter the campus.

From Highway 94 South

Turn left onto Mid Rivers Mall Drive and drive approximately 2 miles. The college is located on the left side of the street. Turn left onto Cottleville Parkway. Turn right at the first or second light to enter the campus.

From Interstate 270/Page Avenue Extension

Turn onto MO-364 West (Page Avenue). Continue on MO-364 West, which becomes MO-94 West. Turn right onto Mid Rivers Mall Drive and drive approximately 2 miles. The college is located on the left side of the street. Turn left onto Cottleville Parkway. Turn right at the first or second light to enter the campus.

