



**International Association of  
Administrative Professionals®**

**2011-2012  
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April 22, 2012

**Dear IAAP Members,**

Welcome to the opening of the 60th annual Administrative Professionals Week! IAAP's International Board members and I are very excited to mark this special occasion. Thank you so much for joining the celebration.

Many things have changed about being an administrative professional since "National Secretary's Week" was founded in 1952 by IAAP and a consortium of office product companies. But what has not changed are the essential qualities that made and continue to make admins an integral member of their office team: professional, courteous, efficient, cooperative and adaptable. We make sure people and information get to the right place, on time and within budget. Admins have a positive impact on every facet of the economy. We are truly "the pulse of the office!"

We serve a vital function in the flow of international business. From the Eisenhower-era secretary using a Dictaphone to the modern admin using an iPad, we have done our jobs well. Our predecessors set the professional bar high 60 years ago. We have met that challenge and now have even higher expectations going into the future!

We hope APW is a time of renewal for you as a professional, a time when you can bask in some well-deserved recognition. We want you to feel like royalty, because you have earned it.

On behalf of the International Board of Directors, thank you again for helping us celebrate, and have a wonderful Administrative Professionals Week!

Sincerely,

**Tamra Goodall, CAP-OM**  
International President

*IAAP, headquartered in Kansas City, Mo., is the world's leading association for administrative professionals, with over 500 chapters and more than 22,000 members worldwide. IAAP sponsors Administrative Professionals Week®, held the last full week in April and Administrative Professionals Day® on Wednesday of APW. Further information about IAAP is available at [www.iaap-hq.org](http://www.iaap-hq.org).*

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