



International Association of  
Administrative Professionals®

*Mount Rainier Chapter*

## 2012 Seminar Office Professionals in Action

Saturday, March 31, 2012 at 8:30 a.m. to 2:30 p.m.

Location: City of Lakewood, Council Chamber, 6000 Main Street SW,  
Lakewood, Washington 98499



**Constance Boyer, CAP-OM**

**Write Right! Email, Tweet, Update,  
and Post Effectively**

Constance Boyer is a veteran administrative professional; with over 15 years' experience supporting executives, teams, and departments in a fast-paced environment. Ms. Boyer has been a member of IAAP since 1994 and has served in leadership positions in the Louisville, KY, Evansville, IN, and Lake Washington East (WA) chapters, as well as having served as Vice President of the Indiana Division. Constance started her training career in 1998 when she created and taught curriculum for the Marsh STARS risk management program for Kindred Healthcare. She has presented over 60 training sessions and classes including Supporting Absentee Executives at the 2003 IAAP International Convention and two successful semester-long CPS/CAP study courses. Ms. Boyer holds Master of Science in Adult Education; the Microsoft Certified Application Specialist Master rating; Microsoft Certified Application Specialist Instructor credential; and the CAP-OM rating.

### **Write Right! Email, Tweet, Update, and Post Effectively**

Raise your effectiveness in your work (or your search for work) by learning to write for the communication medium you are using. Today's workplace is humming with communication via email, social media sites, and instant messaging. In this lively two and a half hour session, learn how to:

- Compose emails which will elicit a prompt response and effectively communicate information
- Write updates for social media sites which will communicate and help define your personal brand
- Create and use a Twitter account for your job search or to track trending business topics
- Avoid common errors which will damage your personal brand and your message effectiveness
- Best practices for email communication: subject lines, direct writing, actionable content
- Best practices for business writing: Active voice, commonly confused words, punctuation, proofing tips
- Social Media for business: Setting up accounts, how to integrate, who to follow, how to write for Facebook, Twitter, LinkedIn, and Google+



**Elizabeth Bowman**

**Weighing Your Customer  
Relationship Management (CRM)  
Options**

Elizabeth Bowman is a Seattle-based Organizing and Productivity Expert and the owner of Innovatively Organized. She provides hands-on organizing and productivity consulting for busy professionals and teams, both at home and at work. She helps her clients get more done in less time by streamlining their teams, work offices, homes, and schedules. Elizabeth delivers innovative solutions for any organizational challenge, from paper piles and electronic clutter to time management and workflow issues. Elizabeth also conducts training seminars for small and large groups and brings a fresh and unique perspective to creating *innovative* systems for organizing challenges.

### **Weighing Your CRM Options: How to Keep Track of Leads, Customers, and Contacts**

Do you know what Customer Relationship Management (CRM) is? Are you having trouble navigating through the customer database solutions out there? Then this topic is for you. CRM helps you efficiently handle sales, client communications and tasks so you can stay focused; keep your prospects, clients, and vendors organized; and plan for future follow-up. In this session, learn about tracking and managing leads, customers, and contacts to drive sales, tracking communications and tasks, creating reports, and how to collaborate with team members to effectively manage the data.

Join Organizing and Productivity Expert, Elizabeth Bowman, as she provides useful tips that you can easily and quickly implement to improve your productivity and feel in control. The more streamlined and efficient you are, the more effective you can be with your team.

You will:

- Learn ways to track and manage leads, customers and contacts.
- Discover the 5 step cycle that you can easily manage to stay organized.
- Gain an understanding of what a CRM system really can do for you.
- Leave with specific tips you can use right away.

## Seminar Agenda

- 8:30 – 9:00 a.m. Registration
- 9:00 – 9:10 a.m. Introductions/Housekeeping
- 9:10 – 10:10 a.m. **Write Right! Email, Tweet, Update, and Post Effectively** by Connie Boyer
- 10:10 – 10:25 a.m. Morning break
- 10:25 – 11:55 a.m. Connie Boyer (*continues*)
- 11:55 – 1:00 p.m. Luncheon & Office Expo
- 1:00 – 2:00 p.m. **Weighing Your CRM Options**  
by Elizabeth Bowman
- 2:00 – 2:30 p.m. Final Announcements / Drawings /  
Evaluation Forms / Recertification

## 2011-2012 Chapter Officers

- President Karin Norton, CAP  
*karin.norton@mcgladrey.com*
- Vice President Tanya Sigler  
*tsigler@bartdorf.com*
- Secretary Gina Abram  
*gina\_abram@yahoo.com*
- Past President Lila Licens, CAP-OM,  
*lila\_licens@yahoo.com*



## REGISTRATION

Deadline March 16, 2012

Yes, I will attend **The 2012 Seminar for Office Professionals in Action** on Saturday, March 31, 2012.

|  |                      |
|--|----------------------|
| Name _____<br>Circle if applicable: CAP / CAP-OM | Work Telephone _____ |
| Position _____                                   | Home Telephone _____ |
| Company _____                                    | Cell Phone _____     |
| Address _____                                    | IAAP ID No. _____    |
| City/State/Zip _____                             | Dietary Needs _____  |

**CHECK PAYABLE TO:** Mount Rainier Chapter, IAAP  
**MAIL TO: Karin Norton, CAP**  
Mount Rainier Chapter, IAAP  
PO Box 99751  
Lakewood WA 98496

**FEES:**  
IAAP Member ..... \$ 125.00  
Non-IAAP Member ..... \$ 150.00  
Full-Time Students ..... \$ 95.00  
At the Door..... \$ 175.00

**\*\*\* NOW Available \*\*\***

Online registration and payment with credit card: [www.iaap-mountrainier.org](http://www.iaap-mountrainier.org)

For additional information, contact **Lila Licens, CAP-OM**, call (253) 531-4663 or email [lila\\_licens@yahoo.com](mailto:lila_licens@yahoo.com)

*Fee includes seminar, coffee, tea, soda, lunch, breaks, and Office Expo. Your cancelled check is your confirmation. Cancellations received up to March 16, 2012, are refundable, minus a \$25.00 administrative charge. **No refunds after March 16, 2012.** You may substitute attendees if necessary.*

*Your tuition may be tax deductible. Even the government smiles on professional education. Expenses of continuing education (registration fees, travel, meals and lodging) taken to maintain and improve professional skills may also be tax deductible.*