

April 2012

WE'RE ON THE WEB!
[SE Wisconsin IAAP](#)

SE Wisconsin Chapter IAAP

The Commentary

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SE Wisconsin Chapter
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International Association of
Administrative Professionals®
SE Wisconsin Chapter

Officer's Message

By: MaryBeth Kallio, CAP-OM, SE WI Chapter Treasurer

Hello,

Oh, spring is here along with Administrative Professionals Day on April 25, or you can celebrate all week with April 23-28, 2012. Another reason to celebrate is 60 years of Administrative Professionals Day. National Professional Secretaries Week and National Secretary's Day was created in 1952 through the work of Harry F. Klemfuss of Young and Rubicam. He recognized the importance and value of the secretary position to a company or business. At the time, the goal was to encourage more women to become secretaries. To me, the important part was Klemfuss promoted the values and importance of the job. From his actions, the holiday in recognition of the importance of secretaries was born.

Today, the title is changing and evolving. But, the recognition is equally important. In 2000, IAAP announced a name change for Professional Secretaries Week and Professional Secretaries Day. The names were changed to Administrative Professionals Week and Administrative Professionals Day (APD) to keep pace with the ever changing workforce.

From the IAAP website, it states there are 4.1 million secretaries and administrative assistants working in the United States, according to U.S. Department of Labor statistics, and 8.9 million people working in various administrative support roles. Millions more administrative professionals work in offices all over the world. IAAP defines administrative professionals as "individuals who are responsible for administrative tasks and coordination of information in support of an office-related environment and who are dedicated to furthering their personal and professional growth in their chosen profession."

Today, my official work title is Community Investment Administrator. My title changed about 3 years ago. However, what I do today is similar to what I was doing 3 years ago. I believe I demonstrated IAAP core values (Integrity, Respect, Adaptability, Communication, and Commitment) over the years to gain the new title. Back to the subject of celebrating, how will you be celebrating APD day on April 25? Typically, the manager gives flowers, cards, lunch, or some type of recognition. In the past, my manager gave a beautiful plant. However, your work recognizes your contributions, enjoy the day!



You Become What You Think About Most



THURSDAY MAY 3, 2012

PRESENTER: Nancy McCulley CAP, WI Division Secretary

The studies of brain plasticity and mental imagery are proving that you can change your course in life. We'll talk about ways to make this happen using your current situation and goals.

Recertification Points Available!



RSVP by May 1, 2012 to
Sandy Weber:
Email: webers@gtc.edu
Phone: 262.564.2750

**Gateway Technical College
Racine Building, Michigan Room
1001 South Main Street, Racine, WI**

6:00 pm Networking/Light Supper
\$7.50—by RSVP

6:30 pm Presentation

7:30 pm Business Meeting

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; administrative professionals including secretaries, administrative assistants, office managers and other administrative support staff represent one of the largest segments of the world's workforce; and

WHEREAS; administrative professionals are those who master technology, effectively utilize their interpersonal and communication skills, manage projects and organize the office, and apply their creativity to solve problems; and

WHEREAS; administrative professionals are vital contributors in today's team oriented work environment and are key front-line public relations ambassadors for their organizations; and

WHEREAS; companies and organizations that invest in training and development and make a commitment toward delegating responsibilities that better utilize the skills of their administrative employees will have the best opportunity to excel in the 21st century and beyond; and

WHEREAS; the year 2012 marks the 60th Anniversary of Administrative Professionals Week, formerly known as National Secretaries Week, which was founded in 1952 to recognize the contributions of secretaries and other office support staff in business and government, and to attract people to secretarial careers; and

WHEREAS; Administrative Professionals Week is sponsored by the International Association of Administrative Professionals and is celebrated worldwide, bringing together millions of people for various community events, educational seminars and individual corporate activities;

NOW, THEREFORE, I, Scott Walker, Governor of the State of Wisconsin,
do hereby proclaim April 23 – 27, 2012, as

ADMINISTRATIVE PROFESSIONALS WEEK

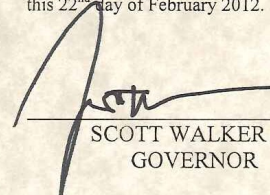
and Wednesday, April 25, 2012, as

ADMINISTRATIVE PROFESSIONALS DAY

throughout the State of Wisconsin, and I commend these observances to all of our citizens.



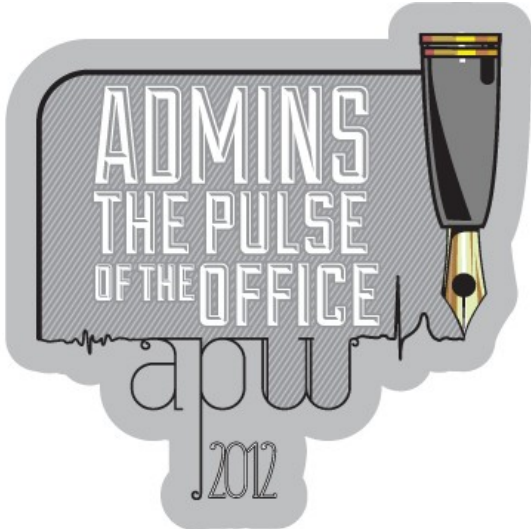
IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 22nd day of February 2012.


SCOTT WALKER
GOVERNOR

By the Governor

DOUGLAS LA FOLLETTE
Secretary of State

A SPECIAL MESSAGE FROM TAMRA GOODALL CAP-OM IAAP INTERNATIONAL PRESIDENT



Coming up this month is Administrative Professionals Day. This year's theme, "Admins, The Pulse of the Office" aptly describes who we are and what we do every day in our various workplaces around the globe. This year, IAAP marks the 60th anniversary of APW April 23-28. I'm thrilled about all the [the activities chapters and divisions](#) have put together for the APW 2012. With more than 4-5 million admins working in North America alone, we have reason to celebrate. Each one of you plays a vital role in your company's success. Learn more about [APW 2012 at the IAAP website](#) or join the [APW egroup](#) on the Web community.

ADMINISTRATIVE PROFESSIONALS WEEK—FREE WEBINAR!

What Is It?

A free APW webinar from Office Team and IAAP titled
"Business Etiquette: New Rules in a Digital Age"

What Is It About?

Is it OK to friend your boss? Can an email mistake jeopardize your career? There are many gray areas when it comes to communicating in the digital age. Presenter Robert Hosking, executive director of OfficeTeam, will provide guidelines on digital protocols in the workplace, including LinkedIn, Facebook and Twitter, as well as traditional communication tools such as email. Find out what executives say about etiquette in the workplace, and learn how to tend to your network in just five minutes a day. Receive credit from IAAP for one hour of education or one point towards Certified Administrative Professional (CAP) recertification.

When Is it?

Tuesday, April 24, 2012 1:00 PM - 2:00 PM CDT

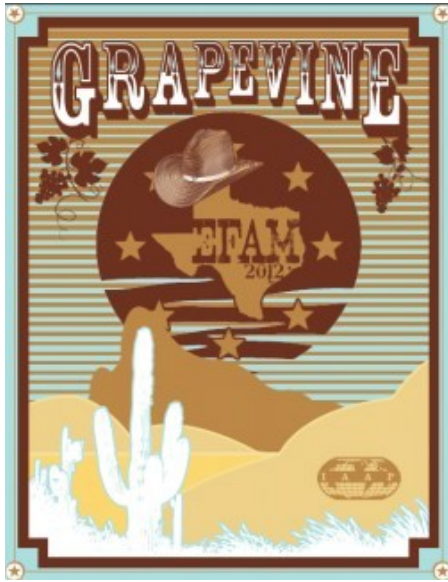
How Do I Register?

[Click here!](#)

EFAM (Educational Forum & Annual Meeting)

July 21-25, 2012- - - Grapevine, Texas

Gaylord Texan Hotel & Convention Center



Message from Tamra Goodall CAP-OM, IAAP International President

I want to encourage you to come to Grapevine July 21-25.

This year we have three fantastic keynote speakers lined up, an Evening of Welcome that's sure to please attendees and, as always, we have amazing workshops.

I'm excited to hear **admin turned executive, Colleen Barrett**, the first keynote of the week on Monday, July 23. She started off her career as an admin and ended up as president of Southwest Airlines, now serving as president emeritus for Southwest. She'll talk about servant leadership and the customer service culture at Southwest. On Tuesday we will hear from **Olympic Gold medalist Kerri Strug** on "The Leap to Remarkable." She's the gymnast that landed an unforgettable vault on an injured ankle to help the U.S. cinch its first Olympic Gold medal in the women's gymnastics team competition. Wednesday's keynoter, **Ross Shaffer**, went from a job as a small town pet shop manager to **Emmy award winning TV host** to renowned business author and speaker. He'll speak on how to shed blame and focus on yourself and your career.

Click [here](#) to download the registration brochure.

SE WISCONSIN CHAPTER OFFICERS

Our annual chapter meeting will be held on Thursday evening June 7. At that time we will elect new officers for the 2012/13 chapter year. If you would like to be considered as a candidate for office or would like to nominate someone, please contact Heidi Hoefler **before Thursday May 10**. A document is attached to the email in which you received this newsletter detailing qualifications and responsibilities of each office.

Serving your chapter as an officer is an excellent way to sharpen your current skills and to learn new skills. Learn more about each of the chapter offices by reading the attachment.

MEMBER SPOTLIGHT—MARILYN HOLDEN

I have been an instructor in the Administrative/Office Assistant programs at Gateway Technical College, Racine Campus, since 1995. In 2002, the local IAAP chapter president at that time spoke to one of my classes; I, along with several students, joined that year.



It has been a delight for me to have had the privilege of being acquainted with such a very fine group of administrative office professionals throughout my membership. It has been a pleasure to serve as vice president, nominating chair, and to assist with planning the chapter's APD events.

Attending Wisconsin Division Annual Meetings and Fall Education Conferences has helped me to grow professionally and to become more aware of the latest trends and happenings in our field. I have been able to pass along the information obtained from the presenters at these conferences to the students I teach.

Being a member of IAAP gives me the chance to make students aware of the meetings and activities that exist for them in the professional organization for their area of study. I have the opportunity to encourage their participation in IAAP for further developing their personal goals and professional skills.

YOU WANT ACCESS TO WHAT?

Undoubtedly, you have all read in the news about the newest trend that jobseekers have encountered—employers asking job candidates for their social media passwords.



Julie Perrine CAP-OM has written an excellent article on this subject that I'm sure you will find informative.

Please click [here](#) to read the full article.

Upcoming Conferences & Meetings

The **Wisconsin Division Annual Meeting and Educational Forum** will be held Friday/Saturday May 18-19, 2012 in Stevens Point. Take advantage of this educational opportunity and a time to get away and meet other admins.

Learn from these seminars:

- * **Becoming the Lean Mean Office Queen (King)** by Marie Herman
- * **Getting More Done by Doing Less: Strategic Administration and the Art of Resource Management** by Diana Luepke

Participate in an evening of fun on Friday night—enjoy great food at the banquet on Saturday evening—relax in excellent accommodations—be a part of the business meeting and election of new division officers—learn new things!

The registration deadline is Thursday, May 3, 2012, so don't delay! [register here](#)

Holiday Inn Hotel and Convention Center
1001 Amber Avenue
Stevens Point, WI 54482

Chapter Meeting	Location	Title of Program Summary
May 3	Racine	<p>You Become What You Think About Most—Nancy McCulley, CAP</p> <p>The studies of brain plasticity and mental imagery are proving that you can change your course in life. We'll talk about ways to make this happen using your current situation and goals.</p>
June 7	Kenosha	<p>Annual Meeting</p> <p>Guest Division Liaison Nancy McCulley, CAP to install next year's board.</p>

July 22-27, 2012

Education Forum and Annual Meeting (EFAM)

Grapevine, TX, Gaylord Texan Resort

October 19-20, 2012—SAVE THE DATE!

2012 Wisconsin Division Fall Education Conference

There are many opportunities to be involved with our chapter. Please contact Heidi Hoefler if you are interested in serving on any of the following committees. She would be delighted to hear from you!

2011/12 Committees	Chair/Members	Description
Audit Committee	Chair: Members (2):	Review and audit the financial activity of the chapter at the end of the IAAP year.
Buddy Committee	Chair: Christina Miller Member:	To help new members learn about IAAP and our members. Activities to include contact new member and meet in person as a brief intro. Will contact new members about upcoming chapter meetings and invite to attend, at meetings introduce new member to chapter board and members, sit with new member at meeting.
Bylaws and Standing Rules Committee	Chair: Member:	Review, update and present proposed changes to the members annually. Keep the members and the Board informed of proposed changes to the Division and International Bylaws and Standing Rules.
Certification Committee	Chair: Marilyn Holden Member:	Share information with the members regarding certification and recertification, examinations, study materials, and study groups. Coordinate study group(s) as needed
Membership Committee	Chair: Members (3): April Webb,	Brainstorm and introduce innovative ideas and suggestions to increase awareness of IAAP SE WI chapter, provide membership information to first time visitors, and formulate a plan to retain current members. Contact area Members at Large and invite them to join our chapter. Plan the annual new member orientation and IMPACT meeting. Monitor membership expirations and offer the 3-month payment plan. Keep chapter roster updated. Remind chapter members of pending renewals, transfer to merited status when retiring, etc.
Newsletter Committee	Chair: Muriel Andersen Member:	Create monthly newsletter, adding and deleting items to keep members informed of chapter news.
Nomination Committee	Chair: Members (2):	Identify and seek qualified candidates to fill chapter officer positions. Committee responsibilities begin in January and is active through April.
Points Reward Program Committee	Chair: Members (4):	Chairperson to track monthly points earned for members and committee members to assist with year end "Reward" event.
Web Master	Christina Miller Heidi Hoefler	Update chapter web site with chapter programs and IAAP news



	CHAPTER CRITERIA	COMPLETED
1	Chapter submits annual meeting calendar with education and/or training topics to the members with a copy to the division by 10/01.	done
2	Chapter submits budget and annual financial review/audit report to the members with a copy to the division by December 31.	done
3	Chapter holds at least one Membership Drive between July 1 and May 31. Chapter submits completed Membership Drive Evaluation form to the division by June 1.	done
4	Chapter holds at least one New Member Orientation between July 1 and June 25. (New members in attendance must have joined IAAP within the current IAAP fiscal year.) Chapter submits New Member Orientation Evaluation form to the division by June 25.	pending
5	Chapter develops and updates business plan . Chapter submits business plan to members with a copy to the division by April 30.	pending
6	Chapter sends a delegate or submits a proxy (if allowed by division bylaws) to the Division Annual Meeting held in the current IAAP fiscal year.	pending
7	Chapter sends a delegate or submits a proxy to the International Education Forum and Annual Meeting held in the current IAAP year.	
8	As of June 30, at least 7% of the chapter members (minimum of 2 members) qualify for Member of Excellence .	



	MEMBER CRITERIA A Member of Excellence will attain a minimum of 8 of the following 11 criteria:	COMPLETED
1	Hold a current IAAP Certification (i.e. CAP, CAP-OM).	
2	Download, sign and date the Member of Excellence Commitment 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 toward becoming a Member of Excellence.	
7	Serve as a chapter, division, or international officer, committee chair, or committee member; or serve as an RTF Trustee; or serve on a student chapter advisory board or the school's advisory board for the office administration program.	
8	Conduct a public presentation, program or training at least 60 minutes in length. (Presentation does not need to qualify for recertification points).	
9	Attend a minimum of eight (8) IAAP chapter, division or international sponsored meetings, programs or events (any combination.)	
10	Recruit at least one new member.	
11	Integrate IAAP membership and involvement into annual performance plan or review.	

SPECIAL THANKS TO OUR SPONSORS



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- Enjoy our online and mobile banking, E-alerts, E-statements and EZ Bill Pay.
- Our What's Your Score? program offers a free credit report, score and the tools to help you improve.

Educators membership is open to anyone who has attended school in Southeastern Wisconsin in addition to education, healthcare and government related employees and their families.

Federally insured by NCUA.

