

**FLOWER CITY
CHAPTER/
INTERNATIONAL
ASSOCIATION OF
ADMINISTRATIVE
PROFESSIONALS**

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The Blossom Times



DECEMBER 2011

President's Message

Pam Johnson, CAP-OM

Happy Holiday's to you and yours. 'Tis the Season for hurriedness and wishing there were more hours in the day.

I hope each of you take a moment for yourselves and reflect back on your year and on the Flower City Chapter celebrating our **65th** year — we were **chartered on December 6, 1946 with 23 charter members!** Please consider getting more involved; maybe an officer position or working on a committee. We can always use new talent and many hands make light work.

There is no monthly chapter meeting January 2012 so I hope to see you all in February (with no snow storms). Please bring a friend or co-worker — the more the merrier!

The Flower City Chapter Board and Officers are working on the Chapter of Excellence criteria, participating in our Membership Incentive Program and much more. Feel free to come to a board meeting anytime.

Wishing you all the very best the holiday season has to offer.

God Bless,
Pam



Flower City Chapter News

Members having a December birthday are:

| | |
|-------------------------|------------|
| Jean Ferraro | December 2 |
| Beatrice A. Thomas, CAP | December 3 |
| Nancy A. Hughes | December 5 |
| Erika Sollie, CAP-OM | December 6 |



Bonnie Drake and **Julie Marcoux** were introduced as new members at the November 2 Chapter meeting. Bonnie works for Spaul Management Corp with Kyra Sheehan as her sponsor. Julie works at the University

of Rochester in the Orthopaedics Department with Donette Loehr CAP as her sponsor.



New members as of November 18, 2011 are: **Tanisha S. Hall, Ryan E. Wise, Nancy J. Beedon** along with returning former member **Laurie A. Holmes**. Their introductions to the membership will take place in February 2012.

Barb Snaith's new work phone number is 275-6960 in the Chemistry Department of UR. Email is: Snaith@chem.rochester.edu.

New York State Division News



Are you aware that our NYSD has a **Speakers Bureau**? Here are several of the available topics prepared by IAAP members.

- Alphabet Soup
- Grace Under Pressure
- Leadership Styles
- How to Manage Your Boss
- 17 Essential Qualities of a Team Player

Ever thought of creating a presentation for credit? For those of you with certification

and going for your 2011-12 Member of Excellence, conducting a public presentation is criteria #8. Step out of that comfort zone and show your leadership qualities.

When You Leap You Soar, When You Soar You Become Remarkable...NYSD's 60th Annual Meeting starting Friday, May 18 to Sunday, May 20, 2012 in NYC. More details soon.

Certification for the Administrative Professional



IAAP has moved from a two rating system to a one rating system with areas of specialty. The one rating is Certified Administrative Professional or CAP. We are also offering specialties, starting with Organizational Management (OM), which will be followed by others in the future.

Effective the week of November 7, all active CPS ratings will be changed to CAP, and all active CAP ratings will be changed to CAP with the Organizational Management specialty, CAP-OM. You don't need to do anything to your IAAP record; we will be making the changes automatically.

Active ratings include individuals who have recertified as required every five years. In the case of CPS holders who certified prior to January 1988, your rating is considered active and will be changed.

For candidates who tested in November 2011, any appropriate changes to your records will be made automatically after exam results are available in December.

Questions? Go to certification@iaap-hq.org or contact [Nancy Shairer, CAP](#).

IAAP International News

2012 EFAM Hotel Reservations Now OPEN



Reserve your room now for the 2012 Education Forum and Annual Meeting July 22-25 at the Gaylord Texan Hotel and convention Center in Grapevine, Texas. Guests will have access to a 25,000-square-foot day spa and fitness center. Plus, you will get four complimentary passes to Paradise Springs, the Gaylord Texan's 10-acre pool complex. The entire resort is indoors and climate controlled, with lush landscaping and majestic glass atriums.

Get on the trail for the 2012 EFAM!

Do You DARE?

Get DARE From Here—12 Principles and Practices for Women Over 40 to Take Stock, Take Action, and Take Charge of the Rest of their Lives, by Liz Weinmann. Ms. Weinmann tells men and women how to cast away thoughts and fears that hold you back. It's a new way to look at personal and professional branding and fulfilling dreams.

You can listen to an interview with Ms. Weinmann at the IAAP website: <http://www.iaap-hq.org/podcasts/do-you-dare>.

Civic, Public and World Affairs

Can the BRICS Make a Difference at Busan? Part I

Analysis by Kanya D'Almeida

Washington, Nov. 11, 2011 (IPS) - As shock waves from Greece's economic crisis emanate across the Eurozone, and the Occupy protests in the U.S. grow bolder in their critique of the dominant neoliberal systems, it seems clear to many observers that the old hegemonic economic order is fading fast.

Still, promises made years ago by these afflicted developed and industrialized nations — such as aid pledged to the global South — remain intact and the question of who will honor these commitments has become the veritable elephant in the global economic arena.

As over 2,000 government delegates and experts gear up for the fourth high-level conference on aid effectiveness slated to run from Nov. 29 — Dec. 1 in Busan, South Korea, calls for emerging market economies — particularly South-South cooperative groupings like **BRICS** (Brazil, Russia, India, China and South Africa) - to take the reins of global development are reverberating across continents. According to the World Bank, the BRICS countries pledged 26 billion dollars in loan commitments to the developing world between 2000-2008, the bulk of which came from China. Between them, the BRICS hold roughly 4.3 trillion dollars in hard cash reserves, three-quarters of which sit in Chinese banks. By 2014, these countries will account for 60 percent of world economic growth. Yet they have hitherto been slighted by the traditionally wealthy Northern economies, particularly in the realm of development aid and assistance.

According to the Centre for Chinese Studies (CCS) at the Stellenbosch University in South Africa, "The 2005 Paris Declaration was issued against the background of the North-South divide; the Accra agenda in 2008 was extended only slightly to include some weak statements on South-South cooperation."

This year, while the U.S. and European Union are busy slashing their official development assistance (ODA) to low income countries, the BRICS will likely be called upon to fill the commitment gaps. For example, aid to Africa will be

a priority item on the menu in Busan since the continent is home to 33 of the planet's 48 least developed countries (LDCs). According to the U.N.'s most recent estimates, 50 percent of sub-Saharan Africa live on less than 1.25 dollars a day.

This situation has been exacerbated by developed nations failure to comply with the 1970 U.N. General Assembly Resolution mandating rich countries to allocate 0.7 percent of their gross national income to developing countries. In the midst of severe domestic crises, the developed world is unlikely to pick up the tab now, adding more pressure on the BRICS to foot the bill. "Their coming together at present indicates their greater recognition of the need to connect independent of the nodal points earlier provided by the USA, Europe and Japan," Jayati Ghosh said.

In a rare example of collective action between BRICs' two biggest rivals, India and China issued a bilateral statement urging Western countries to "adopt responsible macroeconomic policies to handle the issues of debt and financial stability properly."

"I see no basis for lumping these countries together," Rajan Menon, chair of the department of international relations at Lehigh University told IPS. "Calling the BRICS a 'grouping' is an interesting sleight of hand — it gives the illusion of an entity capable of acting together. But I see no history of these countries being a cohesive collective." Indeed, trade patterns between the BRICS over the last decade bolster Menon's analysis.

A recent study by the Brookings Institution found that Brazilian exports to China soared from 1.1 to 21 billion dollars between 2000 and 2010, while imports from China rose from 1.2 billion to 15.9 billion dollars in just nine years. But while China is now Brazil's primary trading partner, Brazil does not even rank in the top 10 of China's partners.

"The BRICS have not yet demonstrated a collective agenda," Menon said, "and until they do, positioning them as a pressure group seems to be a little overdone."

Source: Excerpts from <http://www.ipsnews.net/news.asp?idnews=105807> 11/11/11



The Debate Room: Employers, Get Outta My Facebook



When considering job applicants, prospective employers have no business poking around their profiles on social networking sites. Pro or con?

Pro: Web Profiles Aren't Resumes

By Greg Fish

Imagine posting a picture of yourself in a Halloween costume on your MySpace (NWS) or Facebook profile at the risk of killing your career. Or having your employment hinge on whether a hiring manager likes your views on abstinence-only sex education.

One could argue that if you choose to make your profile public, everything you post is fair game. But that view defies the purpose of social networking sites. A public profile is a vehicle for casually interacting with others in an informal setting, on personal free time. When companies use these profiles to find not only a professional but also an ideological match for a job, they're misleading themselves and building ill will with talented prospective employees who might decline to apply for a job for fear a comment about China on their blogs makes them persona non grata. What happens if an applicant charges she was rejected because a hiring manager didn't like that the profile

a vegan Democratic atheist who enjoys basket weaving? If those things have nothing to do with her merits as a professional, she may have a legitimate complaint.

Even worse, an employer could unearth inaccurate information. Because few social networking sites require verification, someone with a grudge against an applicant might set up a profile designed to viciously smear him. Without a subpoena to examine the IP address and ID of the profile's author, prospective employers might end up making decisions based on slanderous information.

Also, let's remember that people use the anonymity of the Internet to portray themselves as they want to be seen rather than as they really are. With a few pictures and a strategic paragraph, a shy and quiet intern-to-be can easily make himself look like a party-hopping raver. In his bid to meet exciting people and liven up his nightlife, did he cost himself a job because a hiring manager thinks he's too wild and crazy to work in a corporate setting?

Job seekers already have to contend with background screens, drug tests, credit

Continued on page 8...

Upcoming Events: 2011-2012



January

NO DINNER/MEETING

February

**1 Chapter Dinner/Meeting
Rochester Airport Marriott**

March

**7 Chapter Dinner/Meeting
Rochester Airport Marriott**

April

**4 Chapter Dinner/Meeting
Rochester Airport Marriott**

May

**2 Chapter Dinner/Meeting
Rochester Airport Marriott**

June

**6 Annual Meeting/Election
Installation
Rochester Airport Marriott**

The Admin Profession

Parentheses

Use parentheses to enclose dates, references or a group of words which are only loosely connected with the sentence. Use parentheses sparingly; they slow down the reader.

Punctuation marks go inside the parentheses when they apply to the words enclosed in the parentheses.

Both groups expressed an interest in western movies. (Your movie was shown three times.)

Punctuation marks that apply to the entire sentence go outside the parentheses.

The terms of the contract are outlined in Chapter 11 (page 20).

Quotation Marks

Use quotation marks to enclose titles of articles, chapters, movies, etc.

Read the article, "How to Increase Productivity," in your handbook.

A quotation mark, exclamation point, or dash is placed inside quotation marks when it relates only to the quoted material.

He asked, "Will you be there?"

A question mark is placed inside the quotation marks when both parts of the sentence are questions.

Did he ask, "Will you be there?"

The comma or period goes outside quotation marks when the material quoted is a number or letter.

Please turn to Appendix "3".

If you are quoting the words of more than one person, start a new paragraph for each change of speaker.

Jon Smith said, "I will be unable to attend the meeting."

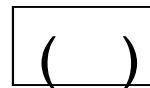
Source: Kinech, L. *Quick Punctuation Reference*, (1998) DDC Publishing, NYC 800-528-3862

Stamp Price Increase

By Jim Wang

Want to get a 2% return on an investment in just one day? Buy a Forever Stamp from the Post Office on January 21, 2012 and mail something on January 22 (well, on the 23rd because the 22nd is a Sunday). On January 22, the post office is set to increase the price of a first class letter stamp from 44 cents to 45 cents.

Source: <http://www.bargaineering.com/articles/stamp-price-increase-jan-22-2012.html>



LeMonTime: Skills for Managing Your Time

You may want to try this if you are constantly "running out of time." How are you starting your day? You know, the alarm goes off and you dart out of the bed and the craziness just begins until your manic moment when you set the alarm to do it all over again.



One of the best ways to stop "running out of time" is to take time at the beginning of the day to focus, renew and plan. Set your alarm so you have 30 minutes of "alone time." These moments can be accented with a freshly brewed cup of coffee, hot tea or some other beverage that offers you pleasure.

The intent is not to establish an agenda. It is what I call "random acts of nothingness" when my mind and spirit adjust to a conscious world stuffed with demands. As you emotionally, spiritually and intellectually begin to sort through the mounds of enticements for your time and talents, have a voice recorder nearby and be ready to record your impressions.



When I use this method in the embryonic minutes of a new sunrise, I normally am able to define whether or not my plans are worthy of my manic craziness.

Source: Edited from *LeMonAide*, 10/11/11, callemon@execenrichment.com



Other Chapters: Tulsa, OK

The Tulsa Chapter in Catoosa, OK meets on the first Thursday of each month at the Holiday Inn City Center; members are charged \$15/Guests \$18. Board meetings are the fourth Thursday of each month.

For their December meeting they will be providing Christmas gifts for the children at the Laura Dester Children's Center, a long-standing tradition.

At this year's 45th Chapter anniversary there was cake, the IAAP Southwest District Director Dortha Gray, CAP, and several past presidents who showed up to help with the celebration.

The Tulsa Chapter was chartered in 1966 with 20 members; they currently have 39 members. There are 4 board members and 18 committee chairs. Each of the board members have specific committees to whom they serve as board contacts.

In January, one of the members hosts what she calls the "Winter Bash" when the chapter gets together, has snacks and drinks, and plays games; basically time to relax and be social and network with each other but without other duties and responsibilities.

The Chapter pulls members mostly from Tulsa and close surrounding towns.

Networking with Minimal Effort



Every administrative professional knows that one of the best ways to land a new job or advance a career is to network. The problem is, few people feel they have enough time to devote to it. Fortunately, networking doesn't need to be time-consuming to be effective. In fact, you can build connections and develop your professional reputation in just a few minutes a day. Here's how:

Do small favors. A quick way to touch base with members of your network is to share with them an interesting article about the administrative field or the workplace in general. Little actions can help you keep your relationships strong.

Use your network. You don't want to bother people with unending requests, but you shouldn't be shy about reaching out to your network when you need advice or face a challenge at work. That's what it's there for.

Offer quick introductions. LinkedIn and other networking websites make it easy to connect with people — and help others connect, too.

Join up. LinkedIn also is a good example of another fast way to connect with

others in your field; joining an online forum or group.

Piggyback on existing plans. If you will be attending a conference, seminar or industry event, pool your network to see who among the group also will be participating. Make it a point to join up with them.

Look everywhere. Engaging in conversations with people everywhere — whether it's at your local coffee shop or on a cross-country flight — is an easy way to make connections. You never know: someone you meet could become a valuable contact.

Show a genuine interest. Providing both of you are comfortable with it, get to know your contacts on a personal level. Also use personal events as an excuse to touch base with those in your network.

By making networking a habit and constant presence in your life, you'll find it easier to build new connections and keep existing ones strong.

Source: Excerpts from OFFICETEAM, www.iaap-hq.org/OfficeTeam www.officeteam.com

The Leadership Solution

Here's A Gift from Santa Claus

Like most managers, I have to deal with marketplace fluctuations (“Dear Santa, I thought I wanted *that*, but now I want *this*.”) I have seen more than my share of budget cuts, staff reductions, employees who are either unwilling or unable to adjust to change, technology advancements, increasing demands for higher quality and better service, fluctuations in the economy, competing priorities, ever-growing performance expectations, and a whole lot more.

Think your job is tough?

You try recruiting in, and for, the North Pole; *you* try retooling your plant — and retraining your people — every year to produce the newest fads in toys; *you* try delivering tons of presents on a route as big as mine — all in one long night.

One thing I do is some self-evaluation and periodic feedback from my workshop team. And, here is the evaluation checklist I use:

In the last several months, what have I done to...

- Be accessible (physically and mentally) to employees who would like my attention?

- Be considerate of staff-members needs?
- Keep employees in the “what’s happening” information loop?
- Help team members maintain an appropriate balance between their professional and personal lives?
- Demonstrate respect for employees’ time and talents...as well as respect for them as individuals?
- Solicit, and listen to, staff-member ideas and concerns?
- Help everyone develop and grow?
- Fairly distribute the work and workload?



Follow these secrets and big things are near. Effective leadership to all and to all a good year.

Santa Claus

Source: Leadership & Personal Development Center with Steve Ventura; Walk The Talk.com, 1100 Parker Sq., Ste 250, Flower Mound, TX 75028

Harvey, E., Cottrell, D. **Leadership Secrets of Santa’Claus E-book**, Walk The Talk (Publisher). <http://www.walkthetalk.com/the-greenhouse-bookstore/leadership-development-digital-books> 10/27/11

December

December is the 12th and last month of the year in the Julian and Gregorian Calendars and one of seven months with the length of 31 days. December starts on the same day as September every year and ends on the same day as April every year.

In Latin, *decem* means “ten.” December was also the tenth month in the Roman calendar until a month-less winter period was divided between January and February.

December is the month with the shortest daylight hours of the year in the Northern Hemisphere and the longest daylight hours of the year in the Southern Hemisphere.

December’s flower is the narcissus or holly. December’s birthstones are turquoise, lapis lazuli, zircon, topaz (blue), or tanzanite.

Source: <http://en.wikipedia.org/wiki/November> 10/27/11





Continued from page 4...

checks, verification of employment history, education, and income. Is adding an ideological litmus test of an online identify really necessary? What should companies care about more, the professional skills and merit of an employee or what her favorite beer is?

Con: It's All Part of the Package

By Timothy B. Lee, Cato Institute; Show-Me Institute

Obviously, employers should not use information obtained from Facebook, blogs or other Internet sites in ways that would be intrinsically unethical or illegal. But there are lots of situations in which such sites could be used legitimately in hiring decisions, and there's absolutely no reason employers shouldn't check them as a normal part of the hiring process.

Employees in sales, public relations, and customer service function as representatives for the companies they work for, so employers have a legitimate interest in ensuring potential workers won't embarrass the company.

More important, a job applicant's well-crafted online persona can serve as an asset, acting as a kind of extended resume. In many white-collar occupations, a candidate can use his Web presence to demonstrate passion and depth of knowledge for his or her area of expertise. When hiring a writer, for example, I'd be more likely to choose one who has a blog (assuming it was well-written) than one who did not, even if I disagreed with some of the views it contained.

Similarly, a programmer, for example, can enhance his application by keeping a blog that demonstrates his contributions to open-source projects, handiness with gadgets, or knowledge of the technology industry. Ultimately, developing an appealing Web presence is a part of portraying oneself in an attractive manner — no different

from wearing a freshly pressed suit and proofreading your resume.

Of course, in most cases, employers won't find out anything at all about a job candidate. And when they do find information, they should keep in mind that some of it might be inaccurate or give an incomplete picture.

But the bottom line is that a public Facebook page is just that: public. People are responsible for what they post. It's unreasonable to make personal information available to the whole world and not expect employers to look at it.

Facebook gives users the option of keeping their profiles private, and so does logging software such as LiveJournal. Users should take advantage of these options for information they don't want considered by potential employers. But if applicants choose to make information about themselves available to the world, they can hardly object when employers take that information into account in hiring decisions.

WHAT DO YOU THINK? Send comments to the editor to be published next month.

Opinions and conclusions expressed in the BusinessWeek Debate Room do not necessarily reflect the view of BusinessWeek,, Businessweek.com, or The McGraw-Hill Companies..

Source: http://www.businessweek.com/debateroom/archives/2010/12/employers_get_outta_my_facebook.html

Life Articles

4 Steps to LinkedIn Success

By Joshua Waldman
Guest Post by Jesse Langley

Many people know that having a LinkedIn presence is an important networking and job seeking strategy. But if you spend any time perusing profiles, it's evident that a lot of people just don't get how LinkedIn works. LinkedIn is no magic bullet for bringing down a good job. It's only as good as you make it. People seem to get that they need to have information about themselves on their LinkedIn profile but often fall drastically short of presenting themselves in the best light.

You Have to Sell Yourself

LinkedIn is only a tool. When people look at your profile, they only see the information you've provided about yourself. If you can't even bother to provide a polished, succinct and well written representation of your experience, abilities and education, why would they be interested in you? Imagine that you are a potential boss when you view your own profile. If you aren't impressed, they won't be either. Avoid rookie mistakes. If you aren't a master of grammar, that's okay. But take the time to proofread what you've written to avoid misspellings and poor grammar usage. Polish your prose. You will appear only as good as your profile.

Don't Make People Guess

Don't fall into the trap of setting up a LinkedIn account, uploading a photo and college information and calling it quits. You have to present a well-rounded and complete representation of who you are and of what your core competencies are. People need to gain a good glimpse of you and how impressive your accomplishments are. It's not bragging. It's providing relevant information about yourself that allows people to make a judgment about where you could fit in their company or among their professional contacts. LinkedIn isn't Facebook. Nobody needs to know if you absolutely adore the Grateful Dead. They need to see a profile which allows them to visualize you as a potential colleague.

Project Professionalism

Don't use overly commercial and sales language to describe your accomplishments. Aim for an objective, neutral, and truthful representation of your academic and work experiences. If you've won awards in college, list them. If you received prestigious university fellowships, by all means describe them. If you've had online training, describe it. But don't overhype and over sell your accomplishments like a used car salesman selling a well washed and gleaming but suspect automobile. This doesn't mean you shouldn't aim to present information in the best possible light. Of course you should. If you don't do it; no one will.

Maximize Your Profile's Effectiveness

If you have 200 LinkedIn connections and not a single one has given you a recommendation, it usually means one of two things. You're not serious enough about networking for employment possibilities to have bothered asking for recommendations. Or, you're not recommendable. Neither of these possibilities portrays you in a flattering light. You also need to keep your profile up to date. If you have recent relevant information which you haven't included yet, do it. This also helps show activity on your LinkedIn profile and that's important. Profiles that appear frozen in time are usually ineffective.

Jesse Langley lives near Chicago. He divides his time among work, writing and family life. He has a keen interest in blogging and social media and also advocates for online education. He writes for Professional Inter.

Source: <http://careerenlightenment.com/linkedin-tips/4-steps-to-linkedin-success>



IAAP Mission



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

Flower City Chapter Leadership 2011-2012



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 Cheryl Mart 682-4660 (h)

Committee Chairs 2011-2012



Arrangements – [Tarie Vinci](#)
The Blossom Times Newsletter – [Marilyn H. Nickerson](#) & [Lynn Stull](#)
Bylaws & Standing Rules – [Cheryl Mart](#)
Certifications (CPS/CAP) – [Nancy Shairer, CAP](#)
Community Service – [Keisha Everett, CAP](#) & [Barbara Snaith](#)
Historical – [Erika Sollie, CAP-OM](#)
Membership – [Marilyn H. Nickerson](#) & [Sue Case, CAP-OM](#)
Nominations – [Marilyn H. Nickerson](#)
Programs & Workshops – [Barbara Snaith](#)
Scholarship – [Sue Case, CAP-OM](#) & [Keisha Everett, CAP](#)
Website – [Sue Case, CAP-OM](#)

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Membership 2011-2012

By Marilyn H. Nickerson,
Membership Chair

With today's workplace becoming more and more competitive, administrative professionals like you need an edge and insight into staying on top of the profession. Your membership in IAAP gives you that edge by providing you with information on changing job titles, salary levels, resources to assist in continuing education, research on the changing role of the administrative professional, plus much more.

Members are the lifeblood of our chapter. Without a large enough base of active, involved members, our chapter will find it difficult to survive.

The Process

Membership has two parts: Recruitment and Retention. Recruiting and retaining members is the responsibility of every member of the chapter. The need for recruiting and retaining members never stops. Membership is a year-round commitment by the entire chapter.

Once recruited, members expect and deserve service from our chapter. The chapter, in turn, communicates with our members on a regular basis and offers top-quality meetings. Members are encouraged to get involved in chapter activities and grow into chapter leadership positions. The level of service that a member gets from our chapter turns into a "vote" when you decide to renew your membership (or not).

Some people are uncomfortable with the idea of "selling." But think of recruitment this way: IAAP is something in which we believe. We are *selling* them on how IAAP can help them meet their needs and achieve their professional goals.

Most of us deal with other administrative professionals within our organizations and at companies other than our own every day. Inviting them to be a member shouldn't be something we're shy about — we're offering them an opportunity for new friendships, networking and professional development. Some people will join on their own initiative but most want to be asked and encouraged.

An Incentive Program

As you may know, the Membership Action Plan this year is to grow the chapter by 14: 7 new professional members, 2 non-renewing members and 5 new associate members.

To assist the Membership Committee with its charge, the Board and Officers have agreed to an incentive program, retroactive to September 2011 and continuing through May 2012.

Members will receive Member Care. **Relatively new** members will receive a phone call to make sure that if you have any questions about IAAP or the chapter, that you get them answered and if you want, we'll buddy you up with an officer or board member until you feel comfortable and engaged. Those members that are scheduled to **renew** will receive a call to make sure that we are servicing your member needs. When we receive notice of your **renewal**, we will send you a thank you because we appreciate your membership. **Members** who attend monthly chapter meetings have the chance to win a book purchased by an officer or board member. We believe in the organization and want to help educate others about leadership and professional issues. As a final incentive for the **top three members recruiting** the most new members, they will have a choice of champagne, wine or chocolate.

Non-Renewing members will be surveyed so that we can learn about and understand their decision.

New Member recruitment will happen by direct contact by current members and in the form of direct mail to Top 100 CEO's and the CEO's admin beginning in January 2012. A prospective new member will have half of her/his first dinner paid for by the chapter.

We hope that you are invested enough in our chapter, enjoying your membership and that you are willing to help it grow for a long time and maybe get rewarded too!



FLOWER CITY
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*65th Chapter
Anniversary
1946—2011*

“Innocent humor (the kind that doesn’t evoke laughter at another’s expense) is soul-enhancing and tends to heal illness.”

Ellen Beck

Goodman, J., (1995) *Laffirmations: 1,001 Ways to Add Humor to Your Life and Work*, Health Communications Inc., Deerfield Beach, FL, pg 356

Health Corner

High-Salt Diets Cause More Than Just Heart Attacks and Strokes

High-salt intake is linked to an increased risk for stomach cancer because salty foods irritate the stomach lining, which can allow *H. pylori* infection that can lead to cancer. **Too much salt raises the risk for osteoporosis** by increasing calcium loss and weakening bones. **Diabetes risk also** increases from too much salt because salt promotes insulin resistance.



Source: *Bottom Line PERSONAL*, 32(17) p. 16; *Prevention*, 33 E. Minor St., Emmanus, PA 18098, www.Prevention.com

Omega-3 Fatty Acids in Fish Help Prevent Bone Loss

Recent finding: People who ate at least three weekly servings of fish high in omega-3s, such as salmon, mackerel or tuna, had a smaller amount of bone loss over four years than those who ate less fish.



Katharine Tucker, PhD, professor and chair, department of health sciences, Northeastern University, Boston, and senior author of a study of 623 people, published in *The American Journal of Clinical Nutrition*.

Source: *Bottom Line PERSONAL*, 32(21) p. 16;