

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

Special points of interest:

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DEADLINE

To contribute to the next newsletter please send all articles to the Editor no later than the 15th of any month..

The Blossom Times



FEBRUARY 2012

President's Message

Pam Johnson, CAP-OM

Did you know ... February is **American Heart Month**. Heart disease is the number one cause of death in America.

We are in the swing of things as we start 2012. I hope each of you have goals and dreams to make 2012 an awesome year for you. **Flower City** can be a part of your goals for great personal and professional achievement this year!

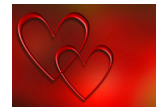
Remember to utilize the IAAP Headquarters website and take advantage of the **Webinars and Podcasts** offered. And keep working on the criteria for your Member of Excellence rating.

As you may have seen, IAAP has created a **Technology Applications specialty**. First, you need to have an active CAP rating to be eligible for this specialty. Then the Technology

Applications specialty is earned through a combination of taking three of the Options Technology programs, and then attaining Microsoft certification in one of those three areas. Once that is complete, you submit the application, fees and backup document for the Technology Applications specialty. To learn more about the Options Technology program, visit www.iaap-hq.org/events/options.

IAAP's new executive director is **Gerald J. "Jay" Donohue, Jr., CAE, CAP**. Jay comes to IAAP with an impressive resume. He's skillful at finding and implementing creative solutions. Welcome Jay!!

Pam



Flower City Chapter News

Member having a February birthday is:
Mia Roan February 1



Members having an Anniversary are:
Jennie Barchet, CAP-OM 13 years
Jeanette F. Wojtas 6 years

Thank you for renewing your membership!
Keriann Esley
Patricia A. McGrath

Nominations is looking for 5 ambitious

members who want to grow in a leadership role. Contact Marilyn H. Nickerson for details.

New Member:
Melissa R. Burley – MCC



It was recently noted that **Nora Plumeri** is a veteran shuttle rider from Greece in the December 2011 issue of the University of Rochester's **Pulse** publication.

Lynn Stull will be taking orders for new gold magnetic name badges through February 29.



New York State Division News



The Division continues work on the 60th Annual Meeting scheduled for New York City in May. Details on celebration of this milestone anniversary will be shared soon.

As the program year winds down, the Divisions workload increases with preparation for the NYSD Scholarship program and the Administrative Professionals Week festivities in April.

IAAP International News

APW Logo Unveiled



An APW logo has been unveiled for the 2012 event. Administrative Professionals Day will mark its 60th anniversary on April 25, 2012. Over those decades, the job of an administrative professional has changed dramatically thanks to new tools, techniques, and seismic shifts in the economy and culture itself.

Since 1952, the International Association of Administrative Professionals has honored office workers by sponsoring Administrative Professionals Week. Today, it is one of the largest workplace observances outside of employee birthdays and major holidays.

There are more than 4.1 million secretaries and admins working in the United States, according to U.S. Department of Labor statistics.

70th Year of IAAP



A new 70th year anniversary (1942 to 2012) logo for IAAP has been made available to all chapters. Expect to see this more often in the coming year.

Administrative Professional Skills Benchmarking Survey: Insights from IAAP Members 2011

By Ray Weikal

IAAP Communications Specialist



Part II of the survey.

Job Responsibilities and Workload

This year marked a resurgence of the “secretary” job title in IAAP after decades

of decline. Though the top two job titles for IAAP members were “executive assistant” (29 percent) and “administrative assistant” (25 percent), the third most common job title was “administrative secretary” (seven percent). That’s the first time in several years that “administrative secretary” has made it into the top three job titles. In fact, the number of admins with “secretary” in their titles jumped from eight percent in 2009 to nearly 15 percent in 2011.

Exactly why there are more admins with “secretary” job titles is unclear, though it may be due to a “Mad Men Effect.” It’s possible the popular HBO series could be stoking a certain nostalgia for 1950’s era culture in general and the classic image of the American corporate secretary in particular.

Regardless of their titles, IAAP members certainly weren’t relegated to the steno pool and coffee makers. Their work has become more complicated, demanding and technical. Admins are integral and professional members of their office team.

In 2011, administrative professionals were expected to support an increasing number of executives or managers. Fifty-two percent of the survey respondents indicated they support three or more. That’s a slight uptick from the 2009 survey and a con-

Continued on page 7...

Civic, Public and World Affairs

Why This Winter is So Crazy Warm

By Veronique Greenwood

Spring! Not.

Across the U.S., this winter has been unusually balmy, with precious little snow, or even rain and with trees taking the warmth as a cue to send out new leaves in January. Temperature data support those impressions: in the first week of the year, temperatures were 40 degrees F higher than average in some parts of the Midwest, Discovery News reports, and snow cover is at 19 percent across the country, compared to an average of 50 percent at this time of year. In notoriously chilly Fargo, North Dakota, the January 4 high temperature of 55 broke the record for the warmest January day on record, and the country has seen close to no rain or snow in this first week of 2012, writes Wunderground meteorologist Jeff Masters. "It has been remarkable to look at the radar display day after day and see virtually no echoes," he writes, referring to the radar echoes reflected back by storms. "It is very likely that this has been the driest first week of January in U.S. recorded history."

Why this freaky weather? The answer is, basically, an extremely unusual jet stream over the last few months, Masters explains. The jet stream that defines weather in North America is controlled by the North Atlantic Oscillation and the Arctic Oscillation, climate patterns that reflect differences in sea-level pressure across certain stretches of the globe. And the pressure differences this year have been tremendous — for the North Atlantic Oscillation (NAO), this year are the most extreme differences ever recorded in December, and the second most extreme for the Arctic Oscillation (AO).

This positive pressure difference has drawn warm air from the southwest over the Eastern U.S., rather than the usual chilly air from the Arctic. Last winter's pressure differences were gigantic as well, but in the opposite, negative direction, so lots of cold air poured down and we had tons of snow. In fact, the last six years have been generally strange for the Arctic Oscillation, with the two most ex-

treme negative values and two most extreme positive values on record. But *why?*, you ask. *Why* have these oscillations been so weird? Unfortunately, Masters writes, we don't really know why these variations happen. Addressing the elephant in the room — I'm looking at you, climate change — he says, "Climate models are generally too crude to make skillful predictions on how human-caused climate change may be affecting the AO, or what might happen to the AO in the future." But he notes that there are links between solar activity and sunspots and positive values and between arctic sea ice loss and negative values. Whether this year's strong positives are related to sunspots though, isn't clear.

Source: <http://blogs.discovermagazine.com/80beats/2012/01/12/why-this-winter-is-so-crazily-warm/> 2/6/2012

Snow Continues to Cripple Europe (and why I love the metric system)

By Jerry Wofford

You know it's bad when the snow in your major capital city is being measured in meters. For all of you out there who use the imperial system (RE: everyone reading this blog) and don't remember the day we covered meters in 3rd grade, it's about 3 feet. (And because the rest of the world uses metric and it makes perfect sense, the rest of this blog today will be using metric. Deal with it.)

Holy city shutdown, that's a lot of snow. That's how much snow fell over the weekend in Sarajevo, capital of Bosnia and Herzegovina. Needless to say, the city is crippled and in a state of emergency. Unfortunately, more than 300 people have been killed by the intense weather, with some calling it the most intense winter system in Europe in the last 10 years.

Toward the end of January, the AO Index took a turn toward the negative. That, combined with winter weather systems moving across Europe from the Mediterranean and out of Russia, has crippled the continent.

Source: Excerpt from www.tulsaworld.com/blogs 2/6/2012



The Debate Room: Cloud Computing Is for the Birds



For data security and safety, it's better to stick with hardware. Pro or con?

Pro: Put Your Trust in On-Site Hardware

By Tom Buiocchi, Drobo

The fastest, most secure, and safest way to transport multiple terabytes of data is to pick up your hard drive and physically carry it with you to another location. That's why the large public cloud providers offer "ship your drives to us and we'll load the data" services.

This isn't to say that the benefits offered by cloud storage don't exist — they're just not comprehensive. Businesses need data redundancy to protect against individual hard-drive failures. It's a best practice to have at least one copy of local data in two locations and remote access to data via a browser or smartphone; the cloud is still lacking here. Modern on-premise storage devices provide all of these benefits fully under your control, at a much lower cost than a hosted solution can offer, and without the lag time of the Internet.

As anyone who has tried to upload a large presentation knows, the public Internet can move very slowly. And as anyone

knows who has lost crucial information when a vendor unexpectedly doesn't perform, putting your business (email, documents, financials) entirely in the hands of others — including cloud storage companies you've never used before — can turn disastrous.

Smart companies value external data hosters, cloud or otherwise, for what they are: useful backup resources and occasional recovery mechanisms for ancillary or temporary assistance. But as anyone who's ever waited impatiently for an email to download can tell you, for data speed, security, and safety, it's better to stick with on-premise hardware.

Con: Don't Let Data Walk out the Door

By Adam Caplan, Model Metrics

Case in point: Epsilons and now Sony's (SNE) data breaches. A single person was able to steal the personal information of millions of people. According to the Ponemon Institute, a research organization, 80 percent of U.S. companies have experienced a data breach. So how can we assume that using hardware means more secure data?

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Upcoming Events: 2011-2012



February

- 1 Chapter Dinner/Meeting
Rochester Airport Marriott
- 15 Deadline for May 2012 Certification Exam registration

March

- 7 Chapter Dinner/Meeting
Rochester Airport Marriott

April

- 4 Chapter Dinner/Meeting
Rochester Airport Marriott
- 22-28 Administrative Professionals Week

May

- 2 Chapter Dinner/Meeting
Rochester Airport Marriott

June

- 6 Annual Dinner/Elections/
Installation
Rochester Airport Marriott

The Admin Profession

Build Ethics and Integrity Skills in Your Organization

Ethics and integrity are commendable, individual and organizational aspirations...but must be followed up with actions. Ethical people are role models who walk their talk. These masters of integrity share similar characteristics. Think of the most ethical people you know, most likely they:

- Honor agreements.
- Earn their good reputation daily.
- Are open in personal and business dealings.
- Are resourceful, loyal and dependable.
- Stand up for what is right and good.
- Do the right thing, even when it is difficult and no one would know otherwise.
- Tell the truth and take action.

When it comes to individual and organizational ethics, everyone is responsible and ... everything counts.

Source: Leadership & Personal Development Center with Steve Ventura; Walk The Talk.com, 1100 Parker Sq., Ste 250, Flower Mound, TX 75028; info@walkthetalknews.com 12/9/11

What Is Leadership?

Act for the benefit of everyone

What is leadership? That's a question leaders get asked all the time. Often, they respond with a single comment: "Action." Leadership is action. In its most basic form, leadership involves moving people from one place to another, either physically or figuratively. And if you're going to get people moving, you'd better be sure you know where you're headed. You have to make decisions about your desired destination and how you're going to get there. You need to make the right deci-

sions, you need to make them stick, and you need to accept the consequences.

Why? Because when you lead, you act not just for yourself, but for the benefit of everyone who calls you "leader." And when you act, you have to communicate. You can make the best decisions in the world, but if others don't know about them, then both your actions and the results of those actions will likely be ineffective. Leadership, therefore, involves not only action, but also clear and concise communication.

Here are some ideas on action and communication...

- **Just do it!** (Thanks, Nike, for giving us one of the best leadership slogans of all time.) A leader doesn't wait to be told what to do or for others to act first. A leader does whatever it takes to ensure that good things happen for others as well as for the organization.
- **AVOID THE BLAME GAME!** Leaders look for ways out of problems, not ways to create more. Someone who looks for solutions is a person who wants creative input; someone who looks to place blame is a person looking for a scapegoat.
- **Address people issues immediately.** Get to the heart of the matter by asking questions. Don't wait for people problems to fester ... they can be poisonous to an organization.
- **When you make a mistake, admit it!** Don't try to hide it. And if you lose your cool or snap sharply at someone, be quick to apologize. Rather than detract from your aura as a leader, your honesty will enhance it.

Source: Leadership & Personal Development Center with Steve Ventura; Walk The Talk.com, 1100 Parker Sq., Ste 250, Flower Mound, TX 75028; *180 Ways to Walk the Leadership Talk: The How To Handbook for Leaders At all Levels;*



3 Tips to Put Job Search Rejection into Perspective

By Kevin Kermes



Don't think this is a "lemons into lemonade" blog about rejection. It's the furthest thing from it. Let me start by telling you what you already know: It sucks. Rejection in the interview process, be it the first or final, is the pits. Period. End.

What adds insult to injury is that which passes for feedback ... the "advice" that you are given as you discover you didn't get the job. And this, my friend, is what I want to tackle today. Because, I see how much effort, energy and emotion is often put towards the words and ideas passed off as "helpful information" once your ride on the interview train has ended. And, frankly, it's often wasted energy that is detracting you from moving down the path to your goal: find the right job.

Don't Assume You Are Being Told The Truth

— You know I used the dating analogy a lot when talking about the hiring process. Remember what it was like to split up with someone? "It's not you, it's me." The reality is that many times saying the truth can be as uncomfortable as hearing it ... and many will avoid that at all costs. As well, in our uber-legal, highly litigious society, there is a reluctance to share the truth for fear of liability.

They May Not Know — You know those gut feelings you get about people — good or bad? Do you really need to know why you feel that way? No — you've learned over the years to trust your instincts. The hiring process is no different. You may be a perfect fit for a role but another candidate moves forward in the process (even gets the job) because the hiring manager just felt more comfortable with them. In the search business, when asking clients to describe the common thread shared by everyone on their team, most would respond with something along the lines of, "I can't tell you what it is, but I know it when I see it." What do you do with that?

A Choice for Someone Else isn't Always a Choice Against You

— Following on the heels on them not knowing, this is really important to remember. When someone else is selected, it doesn't mean a conscious choice was made against you. The natural place for any of us to go after being rejected is to what we could have done differently. This is all you can control, but it could have nothing to do with why you didn't get hired.

Is all this unscientific, arbitrary and largely beyond your control — absolutely. The hiring process is a sum of its parts: people. And we are a quirky bunch. Put us all together and try to get consensus amongst a diverse group of people ... it's a wonder any decisions get made at all. Trying to apply rationale and logic to something as speculative and nuance driven as the hiring process can, simply put, drive you insane. On top of that, you are emotionally in the thick of things. Being objective isn't only an unreasonable expectation for you to have of your self, but it's largely impossible.

Instead of reflecting on and dissecting what you are told (if anything) after an interview, I want you to do two things. First capitalize on the opportunity presented. Second, reflect on whether you were the truest representation of you in the interview. If you were, and didn't get the job, then it wasn't the right fit for you. As much as you have your eyes on the prize (AKA: the job) during an interview, sometimes not winning is a blessing in disguise. The downside to getting hired for something you aren't can be even more devastating in the long run than it is frustrating to be in the job search.

Source: <http://www.careerattraction.com/putting-job-search-rejection-into-perspective/12/29/11>

Continued from page 2...

-tinuation of a decade-long trend. In 2002, 57 percent said they supported just one or two executives or managers; that figure is now 45 percent.

Nearly half of the respondents said the number of support staff at their companies has decreased since 2008. The number of admins who reported support staff cuts increased six percent compared to the 2009 survey. Fifty-four percent of admins who work for companies that have reduced support staff said their workload has increased, and plurality of the survey takers blame the economy. It's worth noting that most of this year's respondents work at companies or organizations with more than 1,000 employees, which could be an indication of how the economy has impacted large corporations.

Admins are definitely feeling more pressure at work as a result of the economy. "Juggling multiple priorities" was listed as the most significant daily challenge. That was followed by "dealing with difficult people and personalities" and "not having enough time to complete work."

The trend towards fewer admins doing more work is likely to continue. When asked to rank the most significant issues facing admins in the next five to 10 years, they said (in order of importance): keeping up with changing technology, increased workload, doing more with less resources/cost reductions, balancing work and family, and corporate downsizing.

This list is largely the same as that compiled in 2009, though it's noteworthy that "corporate downsizing" moved from third to fifth place. "Changing technology" and "increased workload" have been the top two since 2005.

On the upside, an increased workload has also meant that admins are having a greater impact on their employers. Approximately two-thirds report that their level of workplace autonomy and authority has increased in the last five years. About 80 percent say their overall contribution at work has also increased during the same period. Only three percent of IAAP members say they want to change careers.

About 77 percent of respondents recommend purchases and/or make purchasing decisions for their employers, and they spend about \$15,000 annually on average. In addition, 52 percent said they at least sometimes receive and organize email addressed to their supervisors.

Survey results suggest that administrative professionals are more important than ever before. The respondents listed "general office manager coordination supervision" as the area where they've seen their responsibilities increase the most since 2006. That was followed by "travel planning," "meeting planning" and "long-term project management."

Part III of the survey will be in next month's issue.



February

February is the second month of the year in the Julian and Gregorian calendars. It is the shortest month and the only month with fewer than 30 days. The month has 28 days in common years and 29 days in leap year.

February was named after the Latin term *februum*, which means purification, via the purification ritual *Februa* held on February 15 (full moon) in the old lunar Roman calendar.

It's birth flower is the violet and the common primrose. It's birthstone is the amethyst. It symbolizes piety, humility, spiritual wisdom, and sincerity.

February starts on the same day of the week as both March and November in common years, and August in leap years.

Source: <http://en.wikipedia.org/wiki/February> 12/30/11





Continued from page 4...

It's not that cloud computing providers are immune. The cloud business, by its very nature, puts them in the security business. They've invested heavily in securing their infrastructures with the latest and greatest security technologies, and they employ top experts. Security threats are evolving at a rapid pace, and cloud businesses make it their job to stay on top of them and ensure the safety of every customer's data.

From my conversations with enterprise executives, I've gathered that security remains a great concern, but it's less of a hurdle today for those who have done their due diligence. Enterprises are finding that cloud computing allows them to focus on their core business without the burden of maintaining an IT infrastruc-

tures around the world are kicking the tires of the leading cloud platforms and demanding the highest levels of security, which benefit all of us.

We no longer generate our own electricity or keep money under our mattresses (at least no one I know does). Likewise, IT has also evolved. The presence of hardware alone no longer provides a sense of security

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

Opinions and conclusions expressed in the Debate Room do not necessarily reflect the view of Bloomberg, Businessweek.com, or Bloomberg LP.

Source: <http://www.businessweek.com/debateroom/archives/2011/05/cloud-computing-is-for-the-birds.html>



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and save you heartache (not to mention heart burn). The IAAP web communities are a good place to start. Can't find a suitable group to address your question? Create a new community and invite sharp folks to join it. People love to share.

- **Take refresher courses – self-study, virtual, or in a classroom.** The rate of information/knowledge obsolescence is growing every year. Depending on your industry, what you know this month may be outdated the next. So, it is your responsibility to keep pace with information turnover. Once you stop learning, you stop!
- **Find a mentor or someone you admire nearby who will help you fill in the gaps as they occur.**

This is especially important for those of us who learn best by hands-on. This person can show you in a few seconds what might take you hours to read, absorb, and apply. But, be careful not to overuse your support pal and make sure that the arrangement is reciprocal. Give as much as you take.

If you are a certifiable don't-know-what-you-don't-know person, then you probably didn't bother to read this – you thought you knew it all! But, if you read the points and gleaned at least a few new insights, then you are well on your way to not knowing it all, but knowing where to find it all.

Source: www.iiap-hq-org, 12/30/11

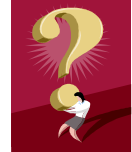
Life Articles

When You Don't Know What You Don't Even Know

By Susan Fenner PhD, Manager of Education and Events, IAAP

How many times do we think we have the right answer...only to find out that we don't even know what we don't even know and boy, are we off base! Well, it happens to the best (and worst) of us. But here's some things you can do to pinpoint those nebulous areas and then set about filling the gaps.

- **Don't feel you always have to be right.** Sometimes, the greatest accomplishments come when you're wrong. As Edison said, "I now know 1000 ways not to build a light bulb", which led to his eventual success. Be open to new ways of looking at a problem and solving it.
- **Do what you can to create an environment where it's okay to fail.** Forget placing blame. Instead, examine what you'd do again and what you'd do differently next time. It's called an "attitude adjustment" and it will serve you well in life and business.
- **If you have a question, ask!** As they say, the only stupid question is the one not asked. Chances are, others are also thinking, "what the heck????", but are just too timid to ask for clarification, for risk of appearing dumb. Guess who the dummy actually is! You only learn by understanding and you only understand by questioning what you don't get.
- **If it sounds too good to be true, it probably is.** Ask others, "What am I not seeing?" Now is the time to find the flaw, while you are still in the planning stages. It will be cheaper and easier to fix.
- **Get an outsider's opinion.** There's a phenomenon called "group think." Members try to minimize conflict and reach a consensus decision without critical evaluation of alternative ideas or viewpoints. So, you can all end up going down the same road... but not the road that leads to your desired destination. Outsiders are often more objective because they aren't part of the group. They bring new viewpoints and personal experiences to the equation.
- **Google.** This seems to be a solution to almost every dilemma I have nowadays. You'll find a wealth of information to peruse and see how others have tackled the same issue.
- **Keep a file of cool ideas.** Whenever you see something that pertains (even slightly) to things you are involved with and strikes your fancy, copy the link or clip the article and file it away for future reference. You don't have to keep reinventing the same things. Save time and energy and build on what has worked for others. It's okay to adapt. Sometimes a novel model will spark a whole new approach. Find relevant RSS feeds, subscribe to newsletters in your areas of interest, and regularly scan favorite web sites and publications.
- **Expand your professional network.** Track people who are leaders in the field and befriend them. With e-mail, your new BFF can be in the next cubicle or half-way around the world. Where they may not have responded to an inquiry letter years ago, they are likely willing to shoot off an e-mail with advice today. Technology has expanded all your horizons... and networks. And don't be afraid to start at the top and work your way down. What do you have to lose?
- **Use web communities.** I am on several list serves and I find them quite useful. This peer-to-peer sharing can be invaluable



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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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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](#)
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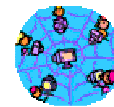
Flower City Chapter Meeting Wednesday, March 7, 2012

Airport Marriott, 1890 W. Ridge Rd., (Just off 390N at W. Ridge Rd.)

Social Networking: Understanding the use of social networking in the business world

Cynthia Benjamin

Social Networking Manager,
Democrat and Chronicle Media Group



Cynthia is a former Our Towns Reporter, Assistant Multimedia Editor/Community Interactivity, Community Conversation Editor and Social Networking Editor - all at the **Democrat and Chronicle**. She uses her BS in Political Science and Journalism from the University of Arkansas, her past positions and her current Digital Strategy & Development role to help others understand the use of social networking in the business world.

Recertification Point Pending

AGENDA

- 5:15 – 5:45pm Networking
- 5:45 – 6:45pm Dinner
- 6:45 – 7:45pm Program
- 7:45 – 8:30pm Business Meeting

DINNER FARE

Seasonal soup—Artisan rolls & butter

Entrée — Roasted pork chop/baked apples, sage gravy served, whipped sweet potatoes and seasonal vegetables

Vegetarian — Wild Mushroom Ravioli, Portobello cream sauce and spinach

Dessert — Chocolate Mousse

For information, please call Tarie Vinci (585) 678-3225 (w)

P.O. Box 92512, Rochester, NY 14692-05412 - <http://www.iaapflowercity.org>

REGISTRATION FORM

Detach and return with check made payable to: **Flower City Chapter, IAAP**

****Dinner Costs:** \$25.00 Members & Students; **\$27 AFTER 2/25/2012**

Guests: \$27.00 - Dinner & Program / \$5.00 - Program Only

Reservation Deadline: February 25, 2012 NO EXCEPTIONS**

Mail registration form along with payment to: Tarie Vinci, 72 Wyndham, Rd., Rochester, NY 14609

Name: _____ Phone: _____

Company: _____ Email: _____

Member: [] CAP ____ CAP-OM ____ Guest: [] Dinner & Program [] Program Only

Meal Notes: [] Vegetarian Entrée [] Fruit Cup Dessert

*** *NO SHOWS WILL BE CHARGED unless cancelled by the reservation deadline.**

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*"Humor turns us on mentally
and activates both brain
hemispheres."*

William Fry, Jr., MD

Goodman, J., (1995) *Laffirmations: 1,001 Ways to Add Humor to Your Life and Work*, Health Communications Inc., Deerfield Beach, FL, pg 24

Health Corner

Did you know...
...alcohol does not warm you up?

It increases blood flow to the skin, making you feel warmer — but as more warm blood flows to your skin, more body warmth escapes into the air. Result: Your body actually is getting colder — and you may be at risk for hypothermia.



Data from Centers for Disease Control and Prevention, Atlanta, in *Family Safety & Health*.

Source: *Bottom Line PERSONAL*, 33(2) p. 9; Prevention, 33 E. Minor St., Emmanus, PA 18098, www.Prevention.com

Did you know...
...driving just one mile less every day, and walking instead, would mean five million fewer obese adults after six years? Burning an extra 100 calories a day by walking or biking that mile could help you lose 10 pounds in a year.



Sheldon Jacobson, PhD, professor, department of computer science, University of Illinois, Urbana, and leader of a study of obesity and vehicle use, published in *Transport Policy*.

Source: *Bottom Line PERSONAL*, 33(2) p. 9; Prevention, 33 E. Minor St., Emmanus, PA 18098, www.Prevention.com