



Flower City
Chapter/
International
Association of
Administrative
Professionals

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March 2011

President's Message

Pam Johnson, CPS/CAP

The winter ends with March and then comes Spring! I do not know about you but I am so ready for Spring! We have some great programs coming down the pipeline so watch your emails or check our website for more details.

I wanted to thank each of you for your flexibility on cancelling our February meeting due to a nasty storm. Our meetings are important and we have great programs but we do not want to risk any member's life to get there! I hope to see you all at our March 9, 2011 meeting. Please join us and bring a guest.

December 2010 was the end of another financial quarter for IAAP. As stated in the last financial update, the 2010-2011 year is off to a better start as compared to the pre-

vious fiscal year. One promising area of rebound is IAAP's advertising revenue and sponsorship acquisition. IAAP's sponsorship revenue by the end of the fiscal year is expected to increase about \$40,000 over last year.

We have many exciting events coming up this year; 2011 should be a very promising year for Flower City Chapter.

Pam



Flower City Chapter News

Send your Roster changes (e.g., home address, email, phone numbers, retirements, birthday, etc.) to Secretary **Kyra Sheehan** (contact information is on page 10). Or send her the sheet on page 15 of the *FCC Handbook*.

Rebecca L. Wight has a birthday on March 23.



If your birthday has been omitted from our birthday listing, contact **Kyra Sheehan**, Secretary/Roster, so she can update our records.

Marcia Zeller Opperman, CPS/CAP, has organized a tea fundraiser for the Flower City Chapter's Scholarship Fund. It is scheduled for Saturday, April 9 at Hicks & McCarthy's in Pittsford from 3:00-5:00 p.m. Early bird reservations are \$25 if purchased by March 5 (otherwise \$28). Contact Marcia at mzo@frontiernet.net with questions or menu details.

New York State Division News

"Attitude is a little thing that makes a big difference."

Winston Churchill



Syracuse,
New York

The 59th IAAP New York State Division's Annual Meeting will be held from Friday, May 20 through Sunday, May 22, 2011 in Syracuse, New York and is themed **"Positive Attitudes: Endless Possibilities."**

This year's event is hosted by the NYS Division Board of Directors and chaired by Linda S. Yates, CPS, Capital District Chapter.

A tour of the Matilda Joslyn Gage House in Fayetteville along with a dinner are being planned for May 19.

Lodging for the 59th Annual Meeting will be at The Maplewood Inn in Liverpool. The room rate for this year is \$89/night with a reservation deadline of April 19. Contact the hotel at 315-451-1511. Be sure to reference Reservation #1709 or NYSD Annual Meeting to get the discounted rate.

Amtrak is offering a 10% discount for travelers to Syracuse, NY. Make sure to note Reference Code—X90E-916 when booking your seat.

Detailed event information will be available in the near future. Linda can be contacted at 518-427-8405 or Yates.linda39@yahoo.com.

North East District News

Greater New England Division:

Spring Workshop: March 19, 2011
Saco, Maine OR Connecticut College in
New London, CT

Annual Meeting: June 3-5, 2011 in
Falmouth, MA

Pennsylvania Division:

Annual Meeting: May 20-22, 2011, in
Clarion, PA

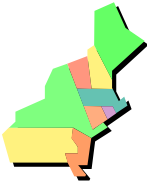
New Jersey Division:

Spring Meeting: March 19, 2011 in
Princeton, NJ

Annual Meeting: May 13-14, 2011
in Rahway, NJ

New York State Division:

Annual Meeting: May 20-22, 2011,
in Syracuse, NY



IAAP International News



The **2011 International Education Forum & Annual Meeting (EFAM)** will truly be international this year as Montreal, Canada is the location. The July 24-27 event will offer more than 50 education workshops focusing on topics from management skills to leadership development.

Online registration will open the first week of April 2011. Hotel reservations for EFAM are open now. Questions? Contact IAAP HQ via email: meetings@iaap-hq.org.

A passport or enhanced driver's license is required for travel to Canada no matter if you arrive by land or air.

The **2009-2010 IAAP Consolidated Audit Report** (for IAAP and the Research and Education Foundation) and the **2009-2010 IAAP Annual Report** are available on the IAAP's Web Community at: <http://community.iaap-hq.org/>

Civic, Public and World Affairs

3 to 4.3 Billion Barrels of Technically Recoverable Oil Assessed in North Dakota and Montana's Bakken Formation—25 Times More Than 1995 Estimate

Reston, VA—North Dakota and Montana have an estimated 3.0 to 4.3 billion barrels of undiscovered, technically recoverable oil in an area known as the Bakken Formation.

A U.S. Geological Survey assessment, released April 10, [2010] shows a 25-fold increase in the amount of oil that can be recovered compared to the agency's 1995 estimate of 151 million barrels of oil.

Technically recoverable oil resources are those producible using currently available technology and industry practices. USGS is the only provider of publicly available estimates of undiscovered technically recoverable oil and gas resources.

New geologic models applied to the Bakken Formation, advances in drilling and production technologies, and recent oil discoveries have resulted in these substantially larger technically recoverable oil volumes. About 105 million barrels of oil were produced from the Bakken Formation by the end of 2007.

The USGS Bakken study was undertaken as part of a nationwide project assessing domestic petroleum basins using standardized methodology and protocol as required by the Energy Policy and Conservation Act of 2000.

"It is clear that the Bakken formation contains a significant amount of oil — the question is how much of that oil is recoverable using today's technology?" said Senator Byron Dorgan of North Dakota. "To get an answer to this important question, I requested that the U.S. Geological Survey complete this study, which will provide an up-to-date estimate on the amount of technically recoverable oil resources in the Bakken

Shale formation." The USGS estimate of 3.0 to 4.3 billion barrels of technically recoverable oil has a mean value of 3.65 billion barrels. Scientists conducted detailed studies in stratigraphy and structural geology and the modeling of petroleum geochemistry. They also combined their findings with historical exploration and production analyses to determine the undiscovered technically recoverable oil estimates.

USGS worked with the North Dakota Geological Survey, a number of petroleum industry companies and independents, universities and other experts to develop a geological understanding of the Bakken Formation. These groups provided critical information and feedback on geological and engineering concepts important to building the geologic and production models used in the assessment.

At the time of the assessment, a limited number of wells have produced oil from three of the assessments units in Central Basin-Poplar Dome, Eastern Expulsion Threshold, and Northwest Expulsion Threshold. The Elm Coulee oil field in Montana, discovered in 2000, has produced about 65 million barrels of the 105 million barrels of oil recovered from the Bakken Formation.

Results of the assessment can be found at <http://energy.usgs.gov>

Source: <http://www.usgs.gov/newsroom/> article 2/7/2011



Clarity of Purpose



The first key to building an effective team is clarity of purpose and direction. As the old saying goes: *If you don't know where you're going, how will you know when you've gotten there?*

A team's purpose is sometimes referred to as its "charter" or "mission." The label doesn't really matter. Whatever you call it, you have to decide why you're in business as a team. It may be to lead and manage an organization or to solve a particular problem. Perhaps it's to coordinate efforts across functions in your company or plan a large and important meeting. Your purpose need not be complicated, but it does need to be clear and understood by everyone involved.

Here are some questions to help pinpoint your team's purpose:

- What is the objective for this team?
- What key issues will the team address?

- What are the parameters and authority of the team?
- What are the team's key deliverables?
- What is the timing of those key deliverables?

Answer these questions and your team will be off to a great start!

Except from *Common Sense Ideas for Building a Dream Team* by Bud Bilanich

Steve Ventura

Source: WALKTHETALK.COM®- Resources for Personal and Professional Success Performance Systems Corporation, 1100 Parker Sq Suite 250, Flower Mound, TX 75028*

Upcoming Events—2010-2011

March

9 Chapter Dinner/Meeting
Marriott ****NOTE DATE CHANGE****

April

6 Chapter Dinner/Meeting
Marriott

9 Scholarship Fundraiser

16 Buffalo's 2011 APW—Beaver Hollow Conference Center (8:30 am—3:00 pm; \$50 members)

30 Administrative Professionals Week Seminar (APW)

May

4 Chapter Dinner/Meeting
Marriott

20-22 NYS Division Annual Meeting
Syracuse, NY

June

1 Chapter Dinner/Meeting
Marriott

July

24-27 IAAP Education Forum and Annual Meeting (EFAM),
Montreal, Quebec/Canada



44 Resume Writing Tips

By Daniel Scocco

Having a solid and effective resume can greatly improve your chances of landing that dream job that is beyond discussion. How does one make sure that his/her resume is top notch and bullet proof? There are several websites with tips, but most bring just a handful of them. We wanted to put them all together in a single place, and that is what you will find in 8 of the 44 resume writing tips.

1. **Know your purpose of your resume.** Some people write a resume as if the purpose of the document was to land a job. As a result they end up with a really long and boring piece that makes them look like desperate job hunters. The objective of your resume is to land an interview, and the interview will land you the job (hopefully!).
2. **Back up your qualities and strengths.** Instead of creating a long (and boring) list with all your qualities, (e.g., disciplined, creative, problem solver) try to connect them with real life and work experiences. In other words, you need to back these qualities and strengths up, or else it will appear that you are just trying to inflate things.
3. **Make sure to use the right keywords.** Most companies (even smaller ones) are already using digital databases to search for candidates. This means that the HR department will run search queries based on specific keywords. Guess what? If your resume doesn't have the keywords related to the job you are applying for you will be out even before the game starts.
4. **Use effective titles.** Like it or not, employers will usually make a judgment about your resume in five seconds. Under this time frame the most important aspect will be the titles that you listed on the resume, so make sure they grab the attention. Try to be as descriptive as possible, giving the employer a good idea about the nature of your past work experiences.
5. **Proofread it twice.** It would be difficult to emphasize the importance of proofreading your resume. One small typo and your chances of getting hired could slip. Proofreading it once is not enough, so do it twice, three times or as many as necessary. If you don't know how to proofread effectively, ask for help.
6. **Use bullet points.** No employer will have the time (or patience) to read long paragraphs of text. Make sure, therefore, to use bullet points and short sentences to describe your experiences, educational background and professional objectives.
7. **Where are you going?** Including professional goals can help you by giving employers an idea of where you're going, and how you want to arrive there. You don't need to have a special section devoted to your professional objectives, but overall the resume must communicate it. The question of whether or not to highlight your career objectives on the resume is a polemic one among HR managers, so go with your feelings. If you decide to list them, make sure they are not generic.
8. **Put the most important information first.** This point is valid both to the overall order of your resume, as well as to the individual sections. Most of the times your previous work experience will be the most important part of the resume, so put it at the top. When describing your experiences or skills, list the most important ones first.



For the rest of the 36 tips, go to:

Source: <http://www.dailywritingtips.com/resume-writing-tips/> 12/17/2010 or ask me for a copy.

Interviewees Say the Darndest Things

By Rachel Farrell
CareerBuilder.com writer



You can always depend on young children to tell you exactly what they think or precisely how they feel on any given topic. Want to know if your breath smells bad, if you should wear a different tie, or if you really look fat in that outfit? Find a 5-year-old. He will give you an uncensored, honest answer.

Needless to say, we expect more from adults; especially adults who are interviewing for a job.

For a second year in a row, we asked hiring managers everywhere to tell us the craziest thing they've ever heard in an interview. From a list of 37 things, keep reading for some hilarious (and true) statements from the job candidates:

2. "I remember interviewing a secretary some years ago and asking her, 'What is important to you in a job?' Her answer was: 'I want to work close to Bloomingdales.'" — *Bettina Seidman, career management coach, Seidbet Associates*
3. "When your workload is heavy and you are overwhelmed, how do you handle the stress?" "I run in the bathroom and cry." — *Jessica Simko, Career Branding Guide*
6. "I recently had the craziest interviewee ever come into our offices for a copywriter position. I wanted enthusiastic, but this guy was so over the top I almost laughed in the middle of the interview. He high-fived someone on my team after hearing that my team member just got engaged. He talked about how terrible his boss was for a good 20 minutes. He said he felt like he was already working with us. And then he left something behind so that he could come back and get it. He called wondering when he could come back, and we [saw] him prepping in the parking lot." — *Amanda Halm, senior copywriter, editor, Bridezilla.com*
9. "We recently asked a job candidate, 'What do you know about us?' He leaned back in his chair and replied, 'Not much. Why don't you fill me in?' He wasn't hired." — *John Kramb, Adams County Winery*
11. "The interview was for a highly visible administrative assistant position. Clearly, I was looking for someone who would exercise tact with top-caliber people who would come into our office. I opened the interview with a fairly standard question: 'What is it that attracts you to this job the most?' Without hesitation she replied, 'My mother thinks this will be the right job for me.'" — *Bill Lampton, president, Championship Communication*
12. "We have the standard lists of questions you'd expect to hear, but at any given moment, I'll interject with, 'If you were an animal, what animal would you be and why?' The most shocking response was, 'I'd be a cat so I can lay around all day and not have to do anything.'" — *Efrain Ayala, account executive, Walt Denny Inc., The Home Products Agency*
19. "I interviewed a candidate over the phone for a sales position. Less than five minutes into the call, I began to hear water swishing and realized that the candidate was taking a bath during the phone interview." — *Jessica Miller-Merrell, owner, Xceptional HR*
23. "While wrapping up a seemingly decent interview with a young lady for an administrative assistant position I asked her if she had any questions. She asked one or two default questions about the company then— *drum roll*— she says, 'I used my last bit of change to put gas in my car to make it here. Is there any way that you could help me out?' Needless to say, I was floored and the candidate did not get the job." — *Clorissa Wright, Senior publicist, WrightWay Marketing and Consulting.*

Source: Excerpts from *MSN Careers—Interviewees Say the Darndest Things—Career Advice Article*,; *Career Builder.com* 9/15/2010; 2/9/2011

Chat Acronyms & Text Message Shorthand

With more than 82 million people texting regularly, it's no wonder you've seen this cryptic looking code! Commonly used wherever people get online — including IMing, SMSing, cell phones, Blackberries, PDAs, websites, games, postings, in chat rooms, on blogs — these abbreviations are used by people to communicate with each other. For example:

!	I have a comment
,!!!!	Talk to the hand
10Q	Thank you
831	I love you
420	Marijuana
9	Parent Watching
99	Parent no longer watching

AAK	Asleep at keyboard
ADIP	Another day in paradise
AITR	Adult in the room
BIL	Boss is listening
CT	Can't talk
CYE	Check your email
DUNA	Don't use no acronyms
EM	Excuse me
GAL	Get a life

AF2

The majority of the expressions you see above are not acronyms but rather shorthand used while text messaging or IMing.

Source: <http://www.netlingo.com/acronyms.php> 2/9/11

7 Most Nutritious Insect Dishes

As unpleasant as it sounds, the dangers of global warming are causing people to look for other sources of protein. As 80% of the world's population already eats insects, it might not be too long before you find dishes like "Red Ant Stir-fry" and "Scorpion Soup" appearing on the menu of your favorite Mexican restaurant.

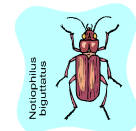
Insect protein is much easier to raise than conventional sources of protein. Insects need less water to grow and less energy. That's because insects don't need to grow feathers, horns or any other pointless, in-

edible extras. They also require less space and breed like, well insects.

Let's take a look at some of the world's most delicious insect dishes:

Cheesy Mayo June Beetle Dip, Water Beetle a la Crème, Locust Stew, Grasshopper Kebabs, Crunchy Dung Beetle Fritters, Crickets on Sticks and Caterpillar Sushi.

Source: <http://forum.santabanta.com/showthread.htm?t=217470>



The Shamrock

St. Patrick's Day is a holiday known for all things Irish such as leprechauns, the color green and the shamrock.

The shamrock, which was also called the "seamroy" by the Celts, was a sacred plant in ancient Ireland because it symbolized the rebirth of spring. By the seventeenth century, the shamrock had become a symbol of emerging Irish nationalism. As the English began to seize Irish land and make laws against the use of the Irish

language and the practice of Catholicism, many Irish began to wear the shamrock as a symbol of their pride in their heritage and their displeasure with English rule.

Source: Excerpts from <http://www.history.com/topics/st-patricks-day-symbols-and-traditions> 2/9/11





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 2010-2011

OFFICERS

President: Pam Johnson, CPS/CAP	760-8554 (w)
Vice President: Rhonda Ackley, CPS/CAP	546-7220 X7260 (w)
Secretary: Kyra Sheehan	271-5256 (w)
Treasurer: Donette Loehr, CPS	275-5167 (w)

BOARD MEMBERS

Tarie Vinci (2009-2011)	678-3225 (w)
Sue Case, CPS/CAP (2010-2011)	272-2611 (W)
Kiesha Everett, CPS (2010-2012)	546-7220 X5501 (w)
Rebecca Wight (2010-2012)	338-5536 (w)

Marilyn H. Nickerson & Cheryl Mart

Ex-Officio

Committee Chairs 2010-2011



Administrative Professionals Week (APW) – [Rebecca Wight](#) & [Donette Loehr, CPS](#)
Arrangements – [Tarie Vinci](#)
Blossom Times – [Marilyn H. Nickerson](#)
Bylaws & Standing Rules – [Cheryl Mart](#)
Certifications (CPS/CAP) – Nancy Shairer, CPS
Community Service – [Keisha Everett, CPS](#) & [Barbara Snaith](#)
Historical – **Available**
Member of the Year (MOTY) – **Available**
Membership – [Sandy Warren](#)
Nominations – [Marilyn H. Nickerson](#)
Programs & Workshops – [Barbara Snaith](#)
Scholarship – [Sue Case, CPS/CAP](#) & [Keisha Everett, CPS](#)
Ways and Means (“Fun”raising) – [Rebecca Wight](#)
Website – [Sue Case, CPS/CAP](#)

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Flower City Chapter Meeting Wednesday, April 6, 2011

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

“Achieve your Breakthrough Moment”

Based on Vernice “Fly Girl” Armour’s book “Who Needs a Runway?”.



This is a step-by-step guide to creating breakthroughs for the administrative professional. It is based on the ideas of understanding the passion and leadership required to excel by effectively leveraging leadership, diversity and innovation skills. Through leadership, being a mentor, managing change and creating the strategic plan and coordination of projects, you can create goals and visions as the aspiring admin professional.

Recertification Point Awarded

AGENDA

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

DINNER FARE

Entrée: Chicken Chardonnay-boneless breast sautéed in seasoned wine sauce with jasmine rice
Vegetarian: Roasted Garlic Pasta tossed with seasonal vegetables
Dessert: Chocolate Mousse

For information, please call Tarie Vinci (585) 678-3225 (w) or (585) 261-0603 (h)

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

REGISTRATION FORM

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

****Cost: \$0 Members & Students (NO Cost); \$22.00 Guests – Dinner & Program; \$5 Guests—Program Only**
Reservation Deadline: March 30, 2011**

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

Name: _____ Phone: _____

Company: _____ Email: _____

Member: CPS CAP Guest Student: Program Only

Meal Notes: Vegetarian Entrée Fruit Cup Dessert

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

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PASSION & PURPOSE

FLOWER CITY CHAPTER

"I used to have Saturday Night Fever. Now I just have Saturday night hot flashes."

Maxine

Yelling It Like It Is—a Fine Whine With the Queen of Attitude, (2001), Hallmark Books, Working Noon Till Five, pg 100

Health Corner

Can Kids Blame Pesticides for ADHD?

By Amy Paturel, M.S., Ph.D.

Organophosphate pesticides — commonly used on fruits and vegetables (and also for indoor pest control) could increase the risk of attention-deficit/hyperactivity disorder (ADHD) in children, according to a new study in the journal *Pediatrics*. Using urine samples, researchers tested more than 1,100 children for breakdown products of organophosphate pesticides and found that those with the highest levels of dimethyl thiophosphate (the most common compound) were twice as likely to have ADHD as children with nearly undetectable levels.

"Because this was an observational study, we can't say that exposure to organophosphates causes ADHD," says study coauthor Marc Weisskopf, Ph.D, Sc.D., of Harvard School of Public Health. But the possibility is plausible given that

organophosphates target the nervous system (they kill insects by disrupting their brains and nervous systems) and past research has linked organophosphates with hyperactivity and cognitive defects in laboratory animals. While this study doesn't definitively link organophosphates to ADHD, says Weisskopf, he recommends washing fruits and vegetables well to remove some of the pesticide residues and buying organic.

Find a list of produce with the highest pesticide residues at www.eatingwell.com/nutrition_health/healthy_kids/can_kids_blame_pesticides_for_adhd



Source: *EatingWell*, Sept-Oct. 2010, p.20