



THE OLD DOMINION CHAPTER

ADMINISTRATIVE PROFESSIONALS WEEK SEMINAR

Thursday, April 22, 2010

8:00 a.m. - 4:30 p.m.

County of Henrico Training Center • 7701 E. Parham Road • Henrico, Virginia 23294

ED SYKES



KEYNOTE SPEAKER

The Look of Success: Charting Career Advancement From The Inside Out

5 RECERTIFICATION POINTS

Seminar to Include:

- Why a positive attitude is important
- Why attitude is a choice
- How to change your attitude
- How to keep and protect your positive attitude when there is negative all around you
- How to organize yourself for success
- How to communicate with yourself for positive results
- How to listen for opportunities
- How your body cues may be sabotaging you and what to do about it
- How to look your best so that opportunities find you

Registration: 7:30 a.m. • Light Breakfast: 8:00 a.m. • Dress: Business Casual

Who Will Benefit: Administrators, Executive/Administrative Assistants, Office Managers, Secretaries, Clerical Support, Receptionists, Support Technicians, Purchasing Agents, Financial Personnel, Human Resource Personnel, Program Managers, and other administrative and supportive personnel.

Who Is Invited: IAAP Members, Non-Members, Guests

Professional Development...Knowledge Building...Networking...Door Prizes...Vendor Exhibits...and Much More!!!

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PRESENTER'S BIO

"The reaction to your presentation, "Excellence in Leadership," was overwhelmingly positive. Some of the direct quotes were: "you made the course," "maintained excellent stimulation of interest even when going over difficult subjects," "who could ask for a better instructor," "Ed's use of humor, anecdotes, and personal business stories make the classes entertaining and easy to learn." We are very pleased that this program has been so well-received." Deborah Nemeth, Vice President, Cendant Corporation

Edward Sykes

"Preparing You Today for Tomorrow's Opportunities"

Author, Speaker, Trainer, Motivator, Media Expert, and Coach



Ed is a much sought-after television personality, (NBC, PBS, ABC, National Public Radio, and Fox), author, national recognized motivational speaker, an executive speech coach, trainer, and consultant based in Virginia Beach, Virginia. He has provided solution-oriented programs to leading Fortune 500 corporations, government agencies, and educational institutions since 1983 as a computer expert with Yourdon, Inc., then as Vice President of Global Training Solutions for DSI Micro, before starting his own company, The Joy of Education, which later grew into The Sykes Group.

Ed's unique style of delivery is coupled with solid content and real life examples spiced with the right amount of humor that leaves any audience ready to take action! He customizes his programs to address the audience's unique needs in an entertaining style that engages the audience to participate. "I connect quickly with my audience by doing my homework, this shows them that I care about them, and it enables me to furnish them the information they need to reach success."

His motivation, customer service, presentation skills, and leadership articles constantly rank Google's and Yahoo's top ten list in those areas. His articles, "Eight Leadership Techniques for Outstanding Team," "Appreciate to Motivate: 5 Secret Keys to Successful Team Building," "Ten Customer Service Secrets to Win Back Customers," and "Ten Tips for Outstanding Presentations," are ranked #1 by the internet search engines, Google and Yahoo and are the most requested articles in the areas of leadership techniques, employee motivation, customer win back techniques, and presentation skills respectively.

Ed has just published the book, *"Jumpstart Your Greatness: Powerful Success Tips, Techniques, and Stories for a Changing World!"* Ed was also featured, along with Les Brown and Brian Tracy, in the best selling motivation book, "Ordinary People Can Achieve Their Lofty Goals." His motivation, leadership, and customer relations ideas have been published in over three hundred magazines including The New York Times, Newsday, USA Today, The Virginian Pilot, Diary Queen International, Black Enterprise Magazine, Video Professor Magazine, and Toastmasters Magazine.

Ed is co-creator and re-occurring guest of the National Public Radio Techno Centric segment on the "Hear Say," with Cathy Lewis program. This segment teaches organizations how to be successful using technology during our changing economy. He is also the e-commerce specialist for the U.S. Small Business Administration. Ed is also known for his volunteer work with Big Brothers/Big Sisters. His work as leadership mentor was showcased on WAVY News TV10 "Wednesday's Child" three part series. He also is a spokesperson for the American Cancer Society. He was the Co-Chairperson of the highly successful American Cancer Society's 2008 African American Men's Health Conference.

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SEMINAR INFORMATION

THE LOOK OF SUCCESS:

CHARTING CAREER ADVANCEMENT FROM THE INSIDE OUT

In this thought provoking seminar, you will uncover the critical elements that contribute to long term career advancement. You will discover how a positive attitude impacts your ability to uncover hidden career opportunities, power communication that achieves winning results, and the power that a sharper image has on long term career success.

What you will learn:

- How to develop and actively participate in personal career goals
- The role a positive attitude plays in your success and ways to give your attitude a boost
- The importance of and how to attain SMARTER goals
- How to work collaboratively with your manager and take ownership for your career
- When you should ask for help and why many people don't
- How to protect a positive attitude when you are surrounded by negativity
- How to manage your self-talk and master relationship building communication
- Why your body language may be sabotaging your message
- How to assess your I.Q. (image quotient) and why a sharper image will increase job opportunities
- How to dress for success and convey a positive workplace persona

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TENTATIVE AGENDA

Seminar includes free parking, light breakfast, lunch, and afternoon snack

7:30 a.m. - 8:00 a.m.	Registration
8:00 a.m. - 8:30 a.m.	Breakfast / Networking
8:30 a.m. - 9:00 a.m.	Welcome / Door Prizes / Introduction
9:00 a.m. - 10:30 a.m.	Ed Sykes
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 11:45 p.m.	Ed Sykes
11:45 a.m. - 12:00 p.m.	Door Prizes / Presentations
12:00 p.m. - 1:00 p.m.	Lunch / Networking
1:00 p.m. - 2:00 p.m.	Ed Sykes
2:00 p.m. - 2:15 p.m.	Break
2:15 p.m. - 3:30 p.m.	Ed Sykes
3:30 p.m. - 4:30 p.m.	Door Prizes / Evaluations / Wrap up

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VENDORS INFORMATION



B'Jeweled by Helena – Helena Holder

Helen has a 14 year old daughter with autism. After suffering with low self- esteem growing up, she finds it necessary to accentuate the positive. She believes that when a woman looks good she feels good. Thus the beginning of B'Jeweled by Helena. Promotional Information: Necklace/earring set are \$20.00 per set and \$35.00 for two sets. I look forward to seeing you there!



Lia Sophia Fashion Jewelry - Marge Bauer, Lia Sophia Fashion Jewelry Advisor

Having spent my career in the administrative field, I have found the perfect way to earn extra money while preparing for, and now enjoying, retirement. Lia Sophia provides me with beautiful jewelry backed by a lifetime replacement guarantee, as well as allowing me to share how simple it is to find exceptional values and fantastic style. With prices so affordable as well as the opportunity of a lifetime, Lia Sophia is a perfect fit for enhancing your wardrobe or providing you with a source of extra income. Promotional Information: In honor of the Old Dominion Chapter, IAAP Annual Administrative Professionals Week Seminar, a \$5 discount will apply to any order placed at the Seminar (purchase two at regular price and choose a third, and most expensive) at HALF PRICE! Plus, anyone who schedules a demonstration of Lia Sophia jewelry will receive any item of their choice valued up to \$100 for \$10 plus a substantial amount of FREE jewelry when the demonstration is held.



Linda's Line - All About The Beverage - Linda LaClair

Linda's Line - All About The Beverage is a small gift business owned by Linda LaClair. Over 80% of the gifts are hand-made from recycled bottles. Also, offering a price point that is an affordable gift for most anyone and any occasion. Check out the following web-site - www.shoplindasline.com or come to the Administrative Professionals Week Seminar, Thursday, April 22, 2010 from 8 a.m. to 4:30 p.m. at the County of Henrico Training Center, 7701 E. Parham Road, Henrico, Virginia 23294.



Longaberger - Brenda Brewster

Brenda joined The Longaberger Company as an Independent Home Consultant in 2000. Having "retired" from a professional position 5 years earlier to devote more time to her family, she was now looking for time away with adults, and hoped to acquire quality Longaberger products at a discount. As Brenda shared her passion for helping others improve their lives and her love of the Longaberger product line, her business grew. Brenda is currently a Branch leader with Longaberger providing guidance to 26 other consultants in 5 states.



Mary Kay Cosmetics - Lisa Hinson Orlosky, Independent Beauty Consultant and Team Leader

Lisa began her Mary Kay business in October 2003. She has been the annual Queen of Sales for her unit 5 times, and was voted unit Miss Go-Give in 2009 (the highest honor in Mary Kay). Lisa specializes in skin care for adults and teens and color cosmetic application techniques. Appointments are available for individuals and groups. Contact Lisa via www.marykay.com/lisa.orlosky or 804.366.0098.



Miche Bags - Lori Jordan, Miche Bag Consultant

Lori joined the Miche Bag family almost one year ago. Being a "Gemini" she loves to change her purse as often as she changes her mind; so Miche bag was a perfect choice. "One bag, endless possibilities" is the Miche Bag motto. Miche bag is a fairly new company starting in 2005. It's a very exciting time to be a part of Miche Bag with the new changes the company is implementing, and the introduction of the new "BIG" bag, in October 2009. Lori fell in love with the concept of changing your bag without changing the contents. Since she is very active with various church activities and loves to travel; as she's rushing out to an event or to catch a flight, she can still remain stylish AND on the go. Lori shares her Miche Bags through "TRUNK" shows or one-on-one sales. To begin or add to your collection contact Lori Jordan at 804.795.9105.

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DIRECTIONS

From the East (Norfolk, Williamsburg, etc.): Take I-64 West. Merge with I-95 North for about two miles, then exit right at Exit 79 to follow signs back to I-64 West (signs to Charlottesville). Take Exit 181B (Parham Road North). From the foot of the exit, travel 1.5 miles; take a right (at the 4th stoplight) onto Shrader Road. Take the first left onto Carousel Lane and then another left into the parking area.

From the West (Charlottesville, etc.): Take I-64 East, exit right at Exit #181 (Parham Road North). Take a left at the stoplight at the foot of the exit, onto Parham Road. Travel 1.7 miles and take a right (at the 4th stoplight) onto Shrader Road. Take the first left onto Carousel Lane and another right into the parking area.

From the North (Washington, D.C., Fredericksburg, etc.): Take I-95 South. Right after the I-295 interchanges, look for Exit #83B (Parham Road West). From the foot of the exit, travel 4.7 miles; take a left (at the 8th stoplight) onto Shrader Road. Take the first left onto Carousel Lane and then another right into the parking area.

From the South: (Petersburg): Take I-95 North, and exit at I-64 West. Turn right at 181B, Parham Road North. From the foot of the exit, travel 1.5 miles; take a right (at the 4th stoplight) onto Shrader Road. Take the first left onto Carousel Lane and another right into the parking area.

From the South (Western Chesterfield): Take Chippenham Parkway to the Willey Bridge. Once you cross the bridge, the road becomes Parham. From the first stoplight at the foot of the bridge, travel 5.8 miles; take a right onto Shrader Road (first light after Broad Street). Take the first left onto Carousel Lane and another right into the parking area.

From I-295: Take Exit 45B (Woodman Road). Travel 2.0 miles and turn right onto Parham Road. Travel 2.1 miles and take a left onto Shrader Road. Take the first left onto Carousel Lane and another right into the parking area.

**ADMINISTRATIVE PROFESSIONALS WEEK SEMINAR - IAAP
REGISTRATION FORM**

Seminar includes free parking, light breakfast, lunch, and afternoon snack

Lunch will be provided by Apple Spice Junction. Attendees will be able to select from two entrees: a pasta bar loaded with different pasta, sauces, and toppings or grilled chicken, beef, or vegetable kabobs served with rice pilaf. Both entrée selections are accompanied by a garden salad and fresh-baked bread. For more information about Apple Spice Junction, please visit www.applespice.com. Beverages will include soft drinks, bottled water, and coffee. A light dessert will also be available. For additional information regarding catering, contact Lisa Shehi via shehi584@gmail.com.

Please print:

Name: _____ CPS CAP _____ CPS/CAP _____

Address: _____

Phone: _____ Business/Cell Phone: _____

E-mail Address: _____ IAAP Chapter: _____

Guest of IAAP Member? Yes No Member's Name: _____

REGISTRATION FEE	PRICE
<input type="checkbox"/> IAAP Member	60.00
<input type="checkbox"/> Non-IAAP Member	60.00
<input type="checkbox"/> IAAP Retired Member	25.00

Check or Money Order Only!

(Make checks payable to Old Dominion Chapter, IAAP)

(Tax ID #: 54-6053135)

Registration deadline—**Friday, April 9, 2010**

Please mail registration form and fee to:

JUNE PEGRAM CAP

c/o Hanover County

P. O. Box 470

Hanover, VA 23069

804.365.6029

jrpegam@co.hanover.va.us

For additional inquiries, contact

Cynthia Robinson CAP, APW Chair

rob12@co.henrico.va.us

804.501.4394

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ACKNOWLEDGEMENTS

The Old Dominion Chapter, International Association of Administrative Professionals® wishes to acknowledge and thank the Administrative Professionals Week Committee for their diligent work to ensure the success of this event. Committee members dedicated many hours in researching, planning, coordinating, and facilitating this special day.

Betty Blodgett CPS/CAP
Vicki Buzzard
Mary Clark
Jennifer McAdam CPS/CAP
June Pegram CAP
Cynthia Robinson CAP, Chair
Lisa Shehi
Nell Sylte CAP



June Pegram CAP
Old Dominion Chapter, IAAP
c/o Hanover County
P. O. Box 470
Hanover, VA 23069

Time-Sensitive Material

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Old Dominion Chapter
<http://www.iaap-olddominion.org>