



May 2011

Chippewa Valley Chapter

Newsletter

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From the President



*Kathy Briggs,
President*

As six Chippewa Valley Chapter members make final plans to attend the Wisconsin Division Annual Meeting in Brookfield, I am anxious to become reacquainted with friends across the state—it is a great professional networking opportunity.

I hope each of you will consider attending the Wisconsin Division Fall and/or Annual meeting in your future CVC membership years. You will feel a strong relationship with IAAP members throughout the state.

We are looking forward to a very educational weekend along with other interesting and fun activities and social events.

Back at home, we are approaching the end of the 2010-2011 year. Our last two months are filled with chapter activities and decision making in planning for the 2011-2012 year. The executive board had two meetings in May, but we want to emphasize the last two monthly meetings require your participation to bring this year to an end and to start planning for the 2011-2012 CVC year.

I want to thank Ellen and the RCU ballot-counting team; Donna and the OPS team, along with CVC members who attended and helped at the seminar; and Pauline and the raffle basket team for the overwhelming number of hours and volunteer work that went into these projects. Also, thanks to Michele for producing the OPS brochure, day program, evaluation and handling all the registration. At the May meeting, you will be delighted to hear their reports.

Kathy Briggs

Chippewa Valley Chapter President

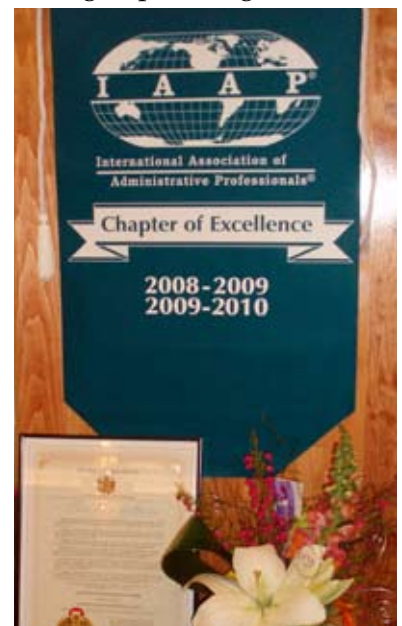
Chapter Meeting Monday, May 23 Lakeland College

770 Scheidler Road, Chippewa Falls

5:15 p.m.—Networking Dinner:
Camille's Sidewalk Cafe

6 p.m.—Business Meeting/
Strategic Planning

RSVP no later than 10 a.m.
Monday, May 23,
to Beth Munson at
swedgian@yahoo.com.



Options Technology

With Options Technology hands-on learning, you get comprehensive technology training that will increase your productivity as you move from the basic to advanced levels. Hone your skills and prove your competency with Microsoft Office certification. You'll get everything needed to prepare for the Microsoft certification exams. Options Technology has earned one of the highest scores of any instructional materials. Be confident in your knowledge of Microsoft Office as you use the post-assessments to measure your readiness to take your certification exams.

Visit <http://www.iaap-hq.org/events/options> for more information.

OPS Basket Raffle

By Pauline Spiegel

The raffle basket fundraiser at the Office Personnel Seminar was a huge success with a profit of \$1,395. Almost 90 vendors and 16 Chippewa Valley Chapter members donated products, gift certificates, and dollars that made up 30 theme raffle baskets, a number of door prizes and our delicious cake dessert. A BIG thanks to all who assisted with this project. Your help is very appreciated!

Web Community Spotlight

IAAP International HQ features an IAAP member in the Member Spotlight each week in the online Web Community. They are currently running low on submissions and want to remind members about the Member Spotlight Submission Form (<http://asp.iaap-hq.org/wcmodules/wc-spotlight.html>). Fill out the form if you would like to be featured or if you know of another member that you believe would be worth featuring. The only requirement is that the member has to have a photo uploaded to their profile.

Thank-You Letter

Dear Chippewa Valley Chapter Members,

Thank you for your gift of money in remembrance of my dad, Frank Dubiak. His loss in early January of this year was unexpected, suffering a heart attack the week prior to Christmas, complicated with pneumonia. Dad, two months shy of 98, had hoped to live to 100, and if you had met him, you would have thought the same. His oldest sister turned 101 this year! He was a healthy man, keeping himself physically active and busy puttering around with things around their home.

Dave and I started a shade garden last year, and we're hoping to purchase Japanese ferns to add to the garden with your gift of money in remembrance of Dad. Thank you, again!

Linda Bockin

Special Dates for May & June

IAAP Anniversaries

Linda Bockin, 1993
Michele Halterman, 2002
Ella Huttner, 2008
Patricia Keller, 2008
Lisa Kraszewski, 2010
Heidi Wold, 2003

Happy Birthday!

Heidi Wold, May 8
Sharon Cormican, May 14
Pauline Spiegel, May 19
Donna Weidman, May 20
Kathy Briggs, May 21
Cynthia Welch, June 2
Deborah Paulson, June 22
Kathleen Brown, June 24



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Chapter
of Excellence

2009-2010

Certification Exams

Several new certification publications are now available for the new November 2011 exams, and are on the main IAAP Website under Certification/Certification Changes.

Exam Guide: Certified Administrative Professional

<http://www.iaap-hq.org/sites/default/files/pdf/certification/CAPEXamGuide.pdf>

Exam Guide: Organizational Management specialty

<http://www.iaap-hq.org/sites/default/files/pdf/certification/OMEXamGuide.pdf>

Application for the CAP exam and the Organizational Management specialty exam

http://www.iaap-hq.org/sites/default/files/pdf/certification/CAP_OM_Application.pdf

Job Function & Employer's Statement for new CAP candidates

<http://www.iaap-hq.org/sites/default/files/pdf/certification/JobFunctionEmployerStatement.pdf>

The exam guides include general information on the CAP rating and Organizational Management specialty exam, outlines for each exam, bibliography of college texts used to write the exams, tips on how to prepare for the exams, materials that may be used for broad overview, and suggestions on how to start a study group.

IAAP also is very close to releasing two new promotional brochures on the IAAP certification. One brochure is aimed at administrative professionals and the other toward executives. IAAP will announce when those brochures are available through their distribution department and online bookstore.

CPS/CAP Quiz

1. Which one of the following would be an example of a support principle of design?
 - a. unity
 - b. emphasis
 - c. variety
 - d. balance
2. For a manufacturing operation, an example of a variable cost is:
 - a. rent paid for factory building
 - b. wood used in furniture production
 - c. insurance paid on salesman's automobile
 - d. salary paid to the personnel department receptionist
3. Nichols prefers a direct access records storage system. Which system would best meet his needs?
 - a. alphabetic
 - b. subject
 - c. numeric
 - d. geographic
4. When a manager prioritizes activities in order to accomplish a goal, the major factors that require attention are:
 - a. delegating and feedback
 - b. training and motivation
 - c. importance and urgency
 - d. objectivity and control
5. The color system that is dependent on light to make all colors visible is known as:
 - a. incandescent
 - b. halogen
 - c. subtractive
 - d. additive

Answers may be found on page 8.

Committee Chairs

Regular Committees

Administrative Prof. Week

Donna Weidman, Kathy Briggs, Michele Halterman

By-laws

Kathy Briggs

Certification

Kim Yeager

Education and Program

Donna Weidman

Membership

Nikki Coss, Pauline Spiegel

Newsletter

Michele Halterman

Publicity

Cynthia Welch

Scholarship/Mini-Grants

Sandy Hume, Ellen Mickelson

Ways and Means

Pauline Spiegel

Webmaster

Ellen Mickelson

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Annual Report

Kathy Briggs

Audit

Ellen Mickelson

Avery Great Results

Cynthia Welch

Bylaws

Executive Board

Nominations

Ellen Mickelson

Pathways to Excellence

Kathy Dean, Kim Yeager, Kathy Briggs

Retirement Trust

Audra Knowlton

Student Chapter

Anne Madison

Wisconsin Division

Cert. Chair: Heidi Wold

Cert. Member: Kim Yeager

Sponsor of the Month Govins Meats & Berries

Govin's Meats & Berries, located east of Menomonie between I94 and Hwy 12/29, is a small family farm, owned by John and Julie Govin and their two sons, Kyle (a sophomore at UW-River Falls) and Clayton (a senior at Menomonie High School). John's family has a long history in Dunn County. His farm was part of the original homestead of his mother's family (Sherburne) who settled in the area in 1855.

Julie and John believe in continuing education and are active in their professional organizations—the Wisconsin Berry Growers and the Wisconsin Agricultural Tourism Association. Julie serves as a director on the WATA board.

The Govins enjoy sharing their farm with the community. It is truly a family farm—during the open lambing barn, you will probably find John's brothers and sisters, as well as Julie's dad, on hand to help. 4-H members and classmates of Kyle and Clayton's also are hired to help. If you like people and animals, this is the place to be.

The farm is a back-to-the-basics type farm. The Govins raise a wide variety of products for you to choose from:

- Six acres of strawberries, both u-pick and pre-picked
- Beef, by the cut or by the quarter or half
- Lamb, by the cut or half or whole
- Free-range chicken
- Three acres of pumpkins just waiting for that special family to come and take them home.



You can take part in special events, as well. Bring the family, and enjoy the newborn lambs and other baby animals in the spring in the Lambing Barn. Join them for the corn maze in the fall. Their animals are raised the way our ancestors raised animals: all of the animals are pasture raised on 55 acres of lush grass, naturally and free of hormones and antibiotics. The meat is not irradiated and no animal by-products are used.

When you buy products from Govin's farm, you can be assured that you are getting the highest quality available from a family you can trust and get to know. When you come to the farm, ask about a farm tour to see for yourself how your food is being raised.

Call 715-231-BERRY(2377) or email jgovin@govinsmeatsandberries.com.

Dr. Zimmerman's TUESDAY TIP

The only asset your competition cannot undersell or destroy

When it comes to starting a business or growing a business, nothing, and I do mean NOTHING, is more important than your customers and the service you give them. According to an article in *US News and World Report*, of all the customers you lose, 82 percent will stop doing business with you because of a customer service issue. Indeed, they said, price may be the least of your worries when it comes to keeping your customers.

And keeping your customers is a big deal. According to the *Harvard Business Review*, if you could retain a mere 5 percent of your lost customers, your profits would increase by 25 percent.

I've discovered several strategies to keep your customers and to keep them happy. For starters, let me suggest the following:

You must understand WHO your competitors are.

You may think your competitors are more than obvious. Most people have no idea who their competitors are.

For example, if you're a manager who reads management publications, and if you only read articles describing practices in organizations similar to your own, you don't understand who your competitors are. Your competitors are not limited to companies

in your industry, of a similar size, in your geographic area. You're competing with every company out there. Yes—Disney, State Farm, your state government, Mayo Clinic, Southwest Airlines, GE and every other organization are your competitors.

"How can that be?" you wonder. Simple. Your competition is anyone who raises your customers' or your employees' expectations. Any organization that satisfies its customers or employees better than you do, no matter what type of business it's in, makes you look bad by comparison.

The fundamental nature of competition is changing. It's no longer limited to the other bank in your neighborhood or a comparable store in the next town. In today's global economy, information is being exchanged at a very rapid speed. Your present and potential customers can obtain access to a wide variety of competing products and services with the click of a button. And many times, these goods can be delivered faster and cheaper than your business can offer. The only way to compete in this kind of marketplace is through excellent service that is coupled with a unique and positive experience.

You must give your customers an experience.

Goods and services are no longer enough; what consumers want today are experiences—memorable events that engage them in an inherently personal way.

It is critically important that you and your company are always looking for new ways to enhance your customer's experience in doing business with you. In fact, the better the experience you provide, the more loyal your customer will become.

Customers are looking for experiences that are 1) Useful, they get their needs met, 2) Easy, they do not experience any hassles in the interaction and 3) Enjoyable, they do not feel frustrated or disappointed in the interaction. Regardless of the industry, customers buy more and stay more loyal when they rate these experiences highly.

Starbucks seems to be one organization that has mastered these three elements of a great customer experience. That's why so many customers purchase their coffee at a Starbucks store rather than the gas station across the street. They don't mind paying a much higher price, just as long as they get the Starbucks experience along with their coffee.

But even in the best of businesses offering the best in customer service, there will

Continued on page 6

Camp Focuses on Kids with Weight Issues

Luther Midelfort and the Eau Claire YMCA have teamed up to create Camp Wabi, a camp for kids ages 10 to 14 who struggle with weight issues. The goal of the camp is to teach them to make lifestyle changes necessary to achieve a healthy weight.

Camp Wabi will be located on the site of the YMCA's Camp Manitou along the shores of Long Lake, 45 minutes north of Eau Claire. The camp will run Sunday, Aug. 7, to Friday, Aug. 19.

Childhood obesity in the United States has more than tripled in the past 30 years. The Luther Midelfort Foundation looks for ways to support the community with health-related issues and has identified childhood obesity as a major concern. The main goals of Camp Wabi are to increase self-esteem and healthy lifestyle choices.

The cost of the 12-day camp is valued at more than \$800 per camper. However, The Luther Midelfort Foundation is contributing half of the cost for each camper, which brings the tuition to just \$400. Tuition to the camp includes meals, lodging, a T-shirt and journal.

For more information or a brochure, call or visit the Eau Claire YMCA at 715-836-8460, 700 Graham Ave.

Continued from page 5

be complaints.

Don't trivialize complaints.

Many companies do. They'll say, "We don't get that many complaints." Research has well established that only 2 percent of your unhappy customers will tell you about their complaint. The other 98 percent simply slip off to the competition.

And is that a big deal? Industry standards show that approximately 30+ percent of a company's customers have poor experiences, and many of them will defect to the competition.

You can prevent many of those defections if you don't trivialize customer complaints. In essence, customers take complaints in stride when a business reacts strongly. They become outraged when a business trivializes their complaints.

Of course, every business is bound to have its share of bleak moments where they have fallen short in the area of customer service. However, the great companies embrace the criticism and change accordingly.

During the terrorist attacks on the World Trade Center on September 11, 2001, a Starbucks store in the area took a payment of \$130 for three cases of bottled water that an ambulance worker was trying to get for the survivors of the attack. An e-mail circulated shortly thereafter, criticizing the store for taking payment in such debilitating circumstances.

The company could have made an excuse by highlighting the fact that it had already made millions of dollars' worth of donations at the corporate level towards the 9-11 catastrophe. Or it could have made a scapegoat out of the employee who rang up the register transaction. Instead, Starbucks owned the mistake and was determined to fix it in the most positive way imaginable. Independently, Starbucks stores in the Ground Zero vicinity operated around the clock providing free beverages and pastries to the Ground Zero volunteers and rescue workers, and the CEO provided a personal apology.

One final thought: As the quality of products and services becomes more and more standardized by customer demands, as price points inch toward an even balance between competitors, customer service becomes one of the few things that is still left to set you ahead of the competition.

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Deliberate Creation of Ease and Grace

The house is extra quiet. We were “de-nested” again with Danielle’s move to Chicago. Since she moved out, I have been de-cluttering. I find I am craving space more than stuff.

I made the decision to deliberately create a life of ease and grace. I do believe life is easy and we make it hard. Our beliefs do create our days. Can you think of a better belief than a life full of ease and grace? I can’t. One of my clients created what we call her “kiddy corner life.” She was let go from a horrendous, life-consuming job (she slept with her laptop) and began to use the law of attraction. With a need to gain back control of her life, she began to go to a health club a mile or so from her home. She loved the closeness of the gym and decided she wanted to have her next job close to home to continue to visit the gym with ease. Her new job is kiddy corner from her health club. She deliberately, and with intention, created her new amazing life.

I decided to create a kiddy corner life, where everything would be a bike ride away.

In the last month or so, I have discovered a new salon in a woman’s house less than five minutes away and a wonderful woman to do Quickbooks less than a mile away. I am lovin’ it. You can have this too. Cre-

ate the life you want in four steps.

First, choose something you want.

Get a blank piece of paper and write at the top of the paper. I am creating_____.

Second, write all the reasons why you want this and why you should have it.

Don’t forget to plop positive emotion in your desire statements. “I want grace to feel a sense of inner calm. When I live in grace, I can create a more nurturing home environment.” “I am excited that having ____.” “I am abundantly rich in things that matter most to me.”

Third, script it out like you are already living it.

I visualized riding my bike to my appointments or having a calm dinner with Gary filled with ease and free of worry. I visualized clutter-free closets and cabinets.

Fourth, allow it to happen.

The key to allowing is to remove all doubt. Doubt holds a negative vibration. Allowing is the absence of doubt. Give what you want: attention, focus and intention. Your desires and beliefs are just thoughts. Ask and it is given.

Life is supposed to be fun and lived with ease. Attracting what you want gives you confidence to accomplish anything. It is a priceless

feel-

ing.
Re-

member,
the best things in life can’t be seen or touched, only felt.



What have you deliberately created in your life?

Ask for what you want

The March snowstorm caused the snowplow to tear up a foot of lawn across the entire front yard. Gary was going to start to work on it; it was one more project on his big to-do list. I called the city’s street maintenance unit and told them the city snowplow wrecked my front lawn. The administrative assistant cheerfully replied, “I’ll put you on the snowplow damage list.” She was sincere, positive and empathetic. She said, “I’m sorry, they can’t see the curbs when it is all white and snowy in the middle of the night.” I never thought of that. Happily, I can say that three days after I asked for help, the city had already seeded the front lawn. I just had to go and meet her, and she showed me the color-coded city map. Total Ease. Grace. All you have to do is ask.

There are only these answers—yes, no and maybe. I am always visualizing the yes. How about you?

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Recipe Corner

By Pauline Spiegel

Pack and Save!

The next three newsletters will feature several fast, easy, healthy and delicious brown-bag lunches.

Cheese & Artichoke Sandwich

Make a sandwich of fresh mozzarella, baby arugula and jarred roasted artichoke hearts on rosemary focaccia from the bakery (or other favorite sandwich bread). Drizzle it with extra virgin olive oil and a dash of salt and pepper.



Vegetarian Toss

Mix broiled zucchini, peppers, eggplant, onions and tomatoes with white beans, garlic, parsley, oil, lemon juice and parmesan. Chill and pack to go.

California Club Wrap

Use a whole-wheat tortilla to wrap up a few slices of deli turkey, fresh lettuce and tomato, a strip or two of crispy bacon, a couple of avocado slices and a few squirts of your favorite low-cal salad dressing.

Chapter Meetings

Executive Committee

June 6. All members are invited to attend. RSVP with Kathy Briggs at khbriggs@yahoo.com.

Chapter

May 23

- *Strategic Planning*

June 27

- *Installation of Officers*
- *Member Recognition*

Topics are subject to change.

National/Division IAAP Events

Education Forum and Annual Meeting

July 24–27
Montreal Quebec

CPS/CAP Exam Registration Deadline

August 15

CPS/CAP Exam

November 4–5

Lamb or Lion?

We all know that we aren't perfect, but we sometimes forget we all have good qualities; all of us do good things. Sometimes it seems as if we are too eager to look for and find the bad in others.

Spend the next week focusing only on the positive and ignoring the negative in your spouse, kids, co-workers and everyone you meet, and just see what happens.

Wisconsin Division Board of Directors

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CPS/CAP Answers from page 5

1. b; 2. b; 3. a; 4. c; 5. d

Chippewa Valley Chapter

Mission: To be the acknowledged, recognized leader of administrative professionals and to enhance their individual and collective value, image, competence and influence.

Vision: To inspire and equip all administrative professionals to attain excellence. To provide education and training and set standards of excellence recognized by the business community on a global perspective.

Chippewa Valley Chapter is published monthly approximately one week prior to chapter meetings. Deadline for articles is two weeks prior to chapter meetings. Comments, questions and story ideas may be directed to Michele Halterman at halterman.michele@mayo.edu.

Michele Halterman, Editor

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Govin's Meats & Berries 6th Annual
Lambing Time at the Farm
 March 19-20, March 26-27
 & April 2-3 from 10am-4pm



Admission: \$5.50/person (under 2 years free)
 There will be horse drawn wagon rides
 from parking to the barn and wool spinners
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More info at www.govinsfarm.com

..... **715-231-2377**

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East of Menomonie on I-94 to Exit 45, South on Cty B to stop light, then East 1 1/2 miles to farm. Or Hwy 12/29 to 670th St, North on 670th St 1 1/2 miles to farm.

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