

48TH ANNUAL
**OFFICE PERSONNEL
SEMINAR**

Celebrating Administrative Professionals Week



Making The Leap To Remarkable

Wednesday
April 25, 2012

The Plaza Conference Center
1202 W. Clairemont Ave.
Eau Claire, Wis.

Presented by:

International Association of Administrative Professionals®
Chippewa Valley Chapter

WHO SHOULD ATTEND THIS SEMINAR

Personnel who work in an office environment will gain valuable knowledge from this information-packed seminar.



All-Day Seminar
Continental Breakfast and Lunch Included

**Executives
Invited!**

AGENDA

- 8 a.m. **Registration/Continental Breakfast/Networking**
Check out the raffle baskets—you'll be surprised and delighted to see the baskets we've put together for you this year!
- 8:45 a.m. **Welcome/Introduction**
- 9 a.m. **KEYNOTE**
"Ethics in the Workplace: Applied Ethics, Codes and Strategies for Successful Professionals"
- 9:45 a.m. **Break**
- 10 a.m. **Concurrent Sessions (Choose One)**
1. Ethical Dilemmas Dr. Elizabeth Buchanan
 2. Freelance Business Design..... Des Sikowski-Nelson
 3. Emotional Intelligence Dr. Jeanette Kersten
- 11:05 a.m. **Concurrent Sessions (Choose One)**
1. Ethical Dilemmas Dr. Elizabeth Buchanan
 2. Freelance Business Design..... Des Sikowski-Nelson
 3. Emotional Intelligence Dr. Jeanette Kersten
- 12:10 p.m. **Luncheon**
- Networking Lunch
 - Introductions
 - IAAP Informational Session
- 1:15 p.m. **Concurrent Sessions (Choose One)**
1. Financial Planning Chris Hasenberg
 2. Career Advancement Strategies Angela Stradler
 3. Leadership Development Dr. Anne Cummings
- 2:20 p.m. **Concurrent Sessions (Choose One)**
1. Financial Planning Chris Hasenberg
 2. Career Advancement Strategies Angela Stradler
 3. Leadership Development Dr. Anne Cummings
- 3:30 p.m. **Wrap-up/Raffle/Adjournment**

BASKET RAFFLES

Back by popular demand, raffle tickets are available for purchase throughout the seminar for an assortment of baskets and various merchandise. What a great opportunity to win gifts for yourself or friends! Your generous contributions will help send our IAAP members to the international IAAP convention. Thank you for supporting the raffle.



KEYNOTE PRESENTATION

"Ethics in the Workplace: Applied Ethics, Codes and Strategies for Successful Professionals"



What does it mean to be a professional? What codes of conduct and ethics ground administrative professionals? Beginning with a review of ethics and ethical theory, this presentation will examine how ethics play a major role in our everyday work life and how we can use ethics to have more positive and professional work experiences and relationships.

Elizabeth Buchanan, Ph.D., is endowed chair and director of the Center for Applied Ethics. She is an active researcher, speaker and consultant on a range of applied ethics issues, including the conduct of research, professional code of ethics and social media. Prior to joining UW-Stout in 2011, she was director of the Center for Information Policy Research from 2006 to 2010 and taught in the School of Information Studies from 2000 to 2010.

In 2008 and 2009, Buchanan was a research fellow at the University of Oxford's e-Research Center in Oxford, England. In January 2012, she was in Austria as a visiting lecturer in computer ethics at the Upper Austria University of Applied Sciences.

INVITE YOUR EXECUTIVE

IAAP encourages you to invite your executive to this seminar for breakfast and an informative keynote address by Elizabeth Buchanan, Ph.D., chair and director for the Center for Applied Ethics at UW-Stout. Office professionals can recognize and thank their employers and supervisors for supporting their participation in this seminar.

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SESSION DESCRIPTIONS

EMOTIONAL INTELLIGENCE — WORKPLACE RELATIONSHIPS

You'll be introduced to emotional intelligence and its application in today's workplace, especially with women and their ability to leverage their EI competencies and emotions in relationships with supervisors. *Dr. Jeanette Kersten is an assistant professor in the College of Management at UW-Stout. She completed her doctoral research with a study regarding women leveraging their EI competencies with their supervisors.*

ETHICAL DILEMMAS IN THE WORKPLACE

Case studies relating to real-life ethical issues in the workplace will be presented, reviewed and discussed. *Dr. Elizabeth Buchanan is endowed chair and director of the Center for Applied Ethics at UW-Stout. From 2006 to 2010, she was director of the Center for Information Policy Research.*

FREELANCE BUSINESS DESIGN

Successful entrepreneurship practices and strategies will be presented and discussed. Learn how one designer started her home-based graphic design business. *Des Sikowski-Nelson has 30 years of experience in advertising/design, visual communication and graphic design. She has run her own home-based graphic design and consulting business, RiverEdge Design, for the past 12 years.*

STRATEGIES FOR CAREER ADVANCEMENT

How important is networking within and outside your company? What software skills are employers looking for? What are the resources you can use when seeking employment? How do you handle the negative circumstances of a layoff? You'll learn about these and more. *Angela Stradler is the branch manager of Adecco – better work, better life, in Eau Claire. She has an undergraduate degree in business administration from UW-Stout.*

TAKING CHARGE OF YOUR OWN LEADERSHIP DEVELOPMENT

In this interactive session, we will talk about how you lead, even when you don't have formal authority to do so. We will look at a toolkit of leadership skills, discuss how you already have some of these skills and offer some concrete steps for how you can learn more about others. You will leave this session with the beginning of a plan for how to take charge of your own leadership development. *Dr. Anne Cummings is a leadership consultant and coach. She has studied and taught leadership in academic, corporate and nonprofit settings for over 25 years. Dr. Cummings currently teaches organizational leadership at UW-Stout.*

YOUR FINANCIAL REPORT CARD

This entertaining and information-rich presentation will teach you about your current financial position, protection planning, saving for financial goals, and tax, retirement and estate planning. *Chris Hasenberg is a financial educator with Investment Management Associates in Eau Claire. Over the last 19 years, he has counseled thousands of families on financial and estate preservation techniques.*

International Association of Administrative Professionals® (IAAP®)

Founded in 1942, IAAP is the leading organization of administrative professionals in the world. Members are united in a common professional bond. The Chippewa Valley Chapter meets monthly to promote professionalism through education and personal development.

Visit our website: www.iaap-chippewavalley.org.

REGISTRATION INFORMATION

Registration fee for administrative professionals includes the full seminar, continental breakfast, lunch and materials: **\$85 per person.**

Registration fee for executives includes continental breakfast and keynote speaker: **\$8 per person.**

To register, please complete the registration form below (copies may be made for additional registrations), and return with a check for \$85, plus \$8 per executive, made **payable to IAAP**. **Registration fees are transferable, but not refundable.** Mail registration form(s) and check(s) **no later than April 11** to:

Michele Halterman, Public Affairs, Mayo Clinic Health System, 1400 Bellinger St., Eau Claire, WI 54703.

For more information or to request special dietary arrangements, call 715-838-3349.

Administrative Professional Registration

Please print.

First name _____

Last name _____

Company _____

Street address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Executive Registration

Please print.

First name _____

Last name _____

Company _____

Street address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Administrative professionals, please circle the number of the topic for each session time you plan to attend:

10 a.m.: 1 2 3

11:05 a.m.: 1 2 3

1:15 p.m.: 1 2 3

2:20 p.m.: 1 2 3

Public Affairs
1400 Bellinger St.
Eau Claire, WI 54703