

49th Annual  
**OFFICE PERSONNEL  
SEMINAR**

**Celebrating Administrative Professionals Week**

**Tuesday  
April 2, 2013**



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

*Presented by:*  
International Association of  
Administrative Professionals®  
Chippewa Valley Chapter

Personnel who work in an office environment will gain valuable knowledge from this information-packed, 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!
- 8:45 a.m. Welcome/Introduction**
- 9 a.m. KEYNOTE**  
"My Life Rocks! Simple Steps to Better Attitude"
- 9:45 a.m. Break**
- 10 a.m. Concurrent Sessions (Choose One)**
1. Operation Appreciation for a Better Life and Stronger Team ..... Chez Raginiak
  2. Fifty Shades of Grammar ..... Gloria Hochstein
  3. Applying Social Media and Technology to Wellness ..... Chris Goettig
- 11:05 a.m. Concurrent Sessions (Choose One)**
1. Safety in the Workplace ..... Chris Kirchman
  2. Fifty Shades of Grammar ..... Gloria Hochstein
  3. Applying Social Media and Technology to Wellness ..... Chris Goettig
- 12:10 p.m. Luncheon**
- Networking Lunch
  - Introductions
  - IAAP Informational Session
- 1:15 p.m. Concurrent Sessions (Choose One)**
1. 7 Steps for Strategic Planning Success ..... Linda Pophal
  2. iNeedsomehelp: Tips & Tricks for iPad Productivity ..... Jeremy Jensen
  3. Taking Charge of Your Financial Future ..... Chris Hasenberg
- 2:20 p.m. Concurrent Sessions (Choose One)**
1. 7 Steps for Strategic Planning Success ..... Linda Pophal
  2. iNeedsomehelp: Tips & Tricks for iPad Productivity ..... Jeremy Jensen
  3. Taking Charge of Your Financial Future ..... Chris Hasenberg
- 3:30 p.m. Wrap-up/Raffle/Adjournment**

## INVITE YOUR EXECUTIVE

IAAP encourages you to invite your executive to this seminar for breakfast and an inspiring keynote address by Chez Raginiak, owner of two companies and an award-winning author and speaker. Office professionals can recognize and thank their employers and supervisors for supporting their participation in this seminar.

## BASKET RAFFLES

Raffle tickets are available for purchase throughout the seminar for an assortment of baskets filled with items and gift certificates. 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

### "My Life Rocks! Simple Steps to Better Attitude"

You will never look at your life the same again. With his powerful and effective message, Chez Raginiak will change your outlook, and the outlook of your team and the chemistry of your event by instantly improving everybody's attitude. In this keynote address, you'll learn:

- How to make a positive and lasting first impression in less than 30 seconds
- Three small steps to a great attitude
- A touch of charisma through setting limits
- How to be grateful and what it does to you
- Ways to see possibilities around you



You will appreciate not only the enthusiasm and ideas that Chez shares, but also your own talents and joy! If you want to be ready for the good, the bad and the tough tomorrows, this presentation will elevate your heart, mind and soul.

*Chez Raginiak is a first-generation, foreign-born American who escaped Communist Poland, spent six months in a refugee camp in Austria and arrived in America six months*

*later with nothing—not even the ability to speak English. But he came here with an open mind, a great attitude and a belief that with hard work, study and a willingness to change—anything is possible. Today, he is the owner of two companies, an award-winning speaker and author who brings a can-do attitude and a must-change-your-mindset approach to audiences in America and Europe. Chez has a bachelor's degree in information technology in management, and brings solutions for growing and competing in today's and tomorrow's global economy and in a rapidly changing and diverse world.*

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# BOOST YOUR CAREER WITH THESE VALUABLE SKILLS:

## 7 STEPS FOR STRATEGIC PLANNING SUCCESS

While strategic planning is probably at the top of the list of things most business people don't want to do, the reality is that when done well, strategic planning not only can help to save time, but can increase the odds of success. You'll learn what you do need and be offered easy-to-follow steps along with practical tips and advice that can be used for any planning effort. *Linda Pophal is a communication consultant and owner of Strategic Communications, LLC. She has extensive experience in strategic planning activities as a participant, leader, facilitator and process owner.*

## APPLYING SOCIAL MEDIA AND TECHNOLOGY TO WELLNESS

Take an in-depth look into social media, technology and cultural trends to leverage available resources to promote wellness, provide support and foster accountability amongst the workforce. Emphasis is placed on tackling the traditional obstacles of wellness programs, including participation, incentivizing and culture change. By utilizing peer-to-peer support and connectivity through social media outlets, such as Facebook, and promoting health applications/devices to generate a sense of fun and excitement, wellness programs can put a fresh spin on health promotion. *Chris Goettig is a worksite wellness coordinator at Mayo Clinic Health System in Eau Claire.*

## FIFTY SHADES OF GRAMMAR

Following a short introduction to grammar and usage issues, office documents with a number of common grammar and usage errors will be edited. Corrections and changes and the grammatical or usage rule behind each issue will be discussed, including punctuation, pronouns, wording problems and more. Bring your questions about grammar and usage. A handout on basic grammar and usage rules and explanations will be distributed. *Gloria J. Hochstein studied at Augustana College, the University of Arizona and UW-Madison. Since 1974, she has been teaching college-level courses in English composition and rhetoric, grammar and usage, and literature, especially science fiction and women's literature.*

## NEEDSOMEHELP: TIPS AND TRICKS FOR IPAD PRODUCTIVITY

Everywhere we turn, someone is talking about how iPads are infiltrating our everyday lives. But have you ever wondered exactly how they are truly useful for business? We'd like to give you some insight on how the largest of the iDevices and its downsized companion, the iPad Mini, are not only useful for business, but can make you more productive, polished and dare we say, promotable? From presentation tools to productivity apps including, of course, social media, we'll hit the highlights of Apple's offerings with an eye toward making you indispensable in the office. *Jeremy Jensen has 15 years of experience in broadcasting/communications, is the electronic communications manager at Mayo Clinic Health System and is an unashamed iPad junkie.*

## OPERATION APPRECIATION FOR A BETTER LIFE AND STRONGER TEAM

Infusing appreciation into the culture of your team is critical in times of low budgets and a struggling economy, and a "must do" for any business to attract and keep great people and top talent. Appreciation can boost morale and achieve higher productivity, engagement, teamwork, employee loyalty and customer satisfaction, igniting a culture of appreciation in the team. *Chez Raginiak is the owner of two companies, and an award-winning speaker and author who brings a can-do attitude and must-change-your-mindset approach to audiences in America and Europe.*

## SAFETY IN THE WORKPLACE

Violence is a part of our society. Most people already know this, and some may have actually been the victim of a crime or know someone who has. What do you do if there is violence in your workplace? How would you react? We'll discuss this and what to think about to increase your safety in the workplace. *Sgt. Chris Kirchman is a 1992 graduate of UW-Eau Claire and has been a police officer there for 20 years.*

## TAKING CHARGE OF YOUR FINANCIAL FUTURE

Learn how to deal with potential financial challenges, taking charge of your financial future, protecting income and assets, and overcoming unexpected obstacles. Question and answer time will follow. *Chris Hasenberg is a financial educator with Investment Management Associates in Eau Claire. Over the last 20 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: [iaap-chippewavalley.org](http://iaap-chippewavalley.org).*

# REGISTRATION INFORMATION

Registration fee for administrative professionals includes the full seminar, continental breakfast, lunch and materials: \$85 per person or \$25 for current students (at least half-time status).

Registration fee for executives includes continental breakfast and keynote speaker: \$10 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 \$10 per executive, made payable to IAAP. Registration fees are transferable, but not refundable. Mail registration form(s) and check(s) no later than **March 20** 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.*

*Student*

Name \_\_\_\_\_

Organization \_\_\_\_\_

Mailing address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

(You will receive a confirmation email when your registration is received.)

## Executive Registration

*Please print.*

Name \_\_\_\_\_

Organization \_\_\_\_\_

Mailing address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

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