

# CHIPPEWA VALLEY CHAPTER

## Chippewa Valley Chapter

June/July 2009

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## President's Message

Our Excellence in Action year proved to be exceptionally rewarding as devoted, professional members stepped forward to meet numerous challenges.

I applaud committee chairs and committee members for initiating new and innovative practices along with maintaining a healthy organization. Who thought we would have sponsors to display on our website, solo our Office Personnel Seminar after 40 years of partnerships, have a business call us to sponsor the IMPACT meeting and more.

As we approach our strategic planning meeting, I look forward to ending this year with a great team approach promoting ideas and suggestions to ultimately strengthen the Chippewa Valley Chapter and support our individual Pathways to Excellence.

*Rathy Briggs, President*



## Reminder!

Submit your Member of Excellence entry online by **June 30** in order to receive a certificate!

## 2009 Education Forum and Annual Meeting

Chippewa Valley Chapter members that have registered and personally paid for the 2009 Education Forum and Annual Meeting (formerly called the International Convention) in Minneapolis are asked to complete a reimbursement request form, and submit to Pauline Spiegel, treasurer, by June 30, 2009. Forms will be available at the June 22 meeting or by contacting Pauline at [pspiegel@co.chippewa.wi.us](mailto:pspiegel@co.chippewa.wi.us) or 715-726-7816.

## Chapter Meeting

**Monday, June 22**

**Midelfort Clinic**

**727 Kenney Ave., Conf. Room B**

**5 p.m.** — Dinner: Erbert & Gerberts subs, \$6

**5:30 p.m.** — Strategic Planning

**RSVP with meal choice no later than 10 a.m. Monday, June 22,** to Pauline Spiegel at 726-7816 or [pspiegel@co.chippewa.wi.us](mailto:pspiegel@co.chippewa.wi.us).

## Pathways to Excellence

The Pathways to Excellence program is in full swing, and I am pleased to inform you that chapters and divisions can now submit their information online for the Chapter of Excellence and Division of Excellence awards. Just go to <http://pathways.iaap-hq.org>, click the appropriate level (Member, Chapter or Division of Excellence), and click the online submission link. Please submit your information only once to avoid duplicate information being processed.



As of April 24, 2009, 340 members have submitted their information to become a Member of Excellence. Certificates will be mailed to them within the next few days. A list of these members will be posted in the near future at <http://pathways.iaap-hq.org>.

Please note that the 2008-2009 Pathways to Excellence Program encompasses July 1, 2008, through June 30, 2009. Members must complete the Member of Excellence online submission form by June 30, 2009, and chapters and divisions must complete their respective online submission forms by July 10, 2009. Chapters and divisions are given a few more days so they can receive the final June 30, 2009, membership information to determine if they meet the criteria.

A Frequently Asked Questions (FAQ) section can be found at <http://pathways.iaap-hq.org>, and specific criteria questions can be e-mailed to Tamra Goodall CPS/CAP, Southeast District director, ([tamragoodall@comcast.net](mailto:tamragoodall@comcast.net)) or Toni Smith CPS/CAP, Southwest District director ([asmith@iaap-hq.org](mailto:asmith@iaap-hq.org)). Feel free to contact me ([jjohnston@iaap-hq.org](mailto:jjohnston@iaap-hq.org)) if I can be of assistance as well.

*Joy R. Johnston*

IAAP Membership and Distribution Manager



## Wisconsin Division Board of Directors

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## Technology Tip

Having trouble dealing with the size of pictures pasted into Word? You can compress the pictures so the file is more reasonable to work with by doing the following:

Double click the picture. Select Picture tab. Press the compress button on the lower left and select the options.

For example, a 3 MB files containing six pictures, after compression the file became just below 500 KB by deleting the cropped area of the pictures and lowering the resolution.

# Wisconsin Division Incoming President's Message

I am honored to have been elected your Division President and I want to thank you for having given me this opportunity to serve our association.

Last year Pathways to Excellence was introduced. This program was linked to the plan for IAAP to become a remarkable association. The program gave us solid goals to work toward, things that can be measured on a personal, member level as well as on the chapter and division level.

The program may have seemed a bit daunting at first to some of us, but once you made the commitment to excellence, many of you found that these goals were, in fact, quite achievable.

This year, we are not rolling out another large program, but rather we will continue on the path to excellence this coming year focusing on the Power of Commitment. I am asking you to make a commitment to continuous learning, a commitment to leadership, a commitment to the association.

Commit to continuing down the path of excellence. I would like to challenge you to improve just a little over what you accomplished this year with regard to the Member of Excellence criteria. Commit to your chapters and your divisions improving, as well. Commit to seeing growth year over year in all

those areas.

Commit to improving your strategic plans. We made a good start this year, but there is always room to grow. Our board is planning a brainstorming session with chapter presidents and vice presidents. Ideas from that meeting will help you to tweak and improve your plan for the 2009-10 year.

Commit to succession planning. This is very important. We must be forward thinking. We can't just breathe a sigh of relief that we have this year's slate filled and leave it at that. We must plan ahead or some of our chapters may not continue to exist. We will be discussing this more fully, along with other topics, at FEC in October.

We can always improve on communications – commit to the Community website. This year I want to work on a plan to get us all on it. If your chapter is on the website, use it; if your chapter is not, at least use of what you can through the division site. It's a tremendous resource – I believe the egroups are really going to take off, and you're going to find so many resources within our division.

I plan to start having regular conference calls with chapter leaders. I truly want you to share your ideas with the board. Keep your chapter president informed and your division liaison so they can share your thoughts with the



board.

Do remember, YOU are the Division and YOU are the Association, and if we don't understand some of your issues, we surely want to.

ALL of you make up IAAP. We need all of you to make a commitment to excellence in their work, and to improving your chapter, your division and the association.

If you all make the commitment, I believe we are going to see the power of that commitment throughout the division, and one year from now when we meet at the Bridgewood, we are going to look back and be very satisfied with what we have accomplished. (Maybe even a little surprised).

I am looking forward to the coming year and to all of us experiencing the Power of Commitment. Thank you.

*Pat Falkenhagen*  
*President*

*(article has been edited for length)*

# Social Networking

Social networking through Facebook, Twitter, Bebo, LinkedIn and other sites has exploded and many companies are wondering whether it should be a part of the marketing plan. The answer is “yes,” but with some caution. You can spend an enormous amount of time and effort without a lot of return unless you approach social networking with a carefully planned strategic approach. Some points for consideration:

- What outcomes are you looking for?
- What type of people (contacts) do you want to connect with?
- Who in the company should be the “voice” for networking?
- What types of things should be shared via social media?

Regardless of the sites you choose for your social networking, it is important to think carefully before you start posting. It is recommended that you segregate personal and professional when you are networking. If you want to use Facebook or MySpace to connect with friends, don't also have business contacts on that list. Even if you are cautious about your postings, your “friends” may make some public comments that you would rather not have business associates see.

Remember that cyberspace reaches millions of people. No matter what sites you join, millions of people will have access to your information.

With a little time and effort you can make social networking work for you and your business. It's not a question of whether you should jump in, just where and how.

*“Barbara Bartlein, CSP, is The People Pro®, and President of Great Lakes Consulting Group, LLC, which helps businesses sell more goods and services by developing people. She presents keynotes and seminars on stress management, balance, productivity, customer service and leadership. She can be reached at 888-747-9953, by email at: barb@ThePeoplePro.com or visit her website at <http://www.thepeoplepro.com>”*

## National IAAP Events

### Education Forum and Annual Meeting

July 26-29  
Minneapolis, Minn.

### Certification Conference

October 18-21  
Portland, Ore.

### CPS/CAP Exam

November 6-7

## Special Dates for June/July

### Birthdays

Cynthia Welch, June 2  
Deborah Paulson, June 22  
Beth Munson, July 10  
Mary Felton-Kolstad, July 14  
Tina Kortess, July 19

### IAAP Anniversaries

Michele Halterman, 2002  
Heidi Wold, 2003  
Nikki Coss, 2008



## International Headquarters

[www.iaap-hq.org](http://www.iaap-hq.org)

## Wisconsin Division

[www.iaap-wisconsin.org](http://www.iaap-wisconsin.org)

## Chippewa Valley Chapter

[www.iaapwisconsin.com/cv](http://www.iaapwisconsin.com/cv)

## Chapter Officers

### President

Kathy Briggs

### Vice President

Donna Weidman

### Treasurer

Pauline Spiegel, CPS

### Secretary

Kim Yeager

## 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](mailto:halterman.michele@mayo.edu).

*Michele Halterman, Editor*

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