

CHIPPEWA VALLEY CHAPTER

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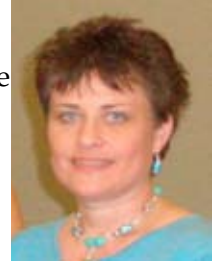
August 2008

Inside

- 2 CPS/CAP
- 3 Customer Service
Technology Tip
- 4 Know Your Chapter
Officers Installed
- 5 Good Design
- 6 Member Spotlight
- 7 Back to School
- 8 Living Green

A Message from the President

I am honored to have the opportunity to serve as the chapter president for another term as I know I have a great team to work with. I can't thank all of you enough for the many times you have helped me and encouraged me in the past. I personally want to welcome everyone back to another successful year. The Chippewa Valley Chapter is well established followed by a history of strong leadership and members who are willing to share their skills in all avenues.



This year, as well as last year, I have so much confidence in the officers you elected and the committee chairs, that I can honestly say I know it is going to be a great year. Many new ideas were presented at our strategic planning meeting that will be great fun and educational. If you have a topic for a program or have a program you would like to personally present, we would love to hear from you. Every member is important to the chapter, and every member can contribute. You will find by volunteering within our chapter that it will be one of the most rewarding ways to make the most of your membership and for you to develop your leadership skills.

Be sure to review the 2008/2009 schedule of meetings (on our website or page 6 of this newsletter), and place them on your calendar. We will be "kicking our meetings up a notch" this year, so I don't want you to miss out!

Kathy Dean, CPS
President

Chapter Meeting Monday, Aug. 25 RCU Corporate Center, Eau Claire

5 p.m.

- Networking
- Dinner: Erberts & Gerberts, \$5

5:30 p.m.

- Business Meeting

6:30 p.m.

- Program: International Convention Attendee Report



RSVP by Thursday, Aug. 21

to Kimberly Woerner, 552-3067 or kimberly.woerner@rcu.org. Please reply if you will be attending the meeting. If you will be getting a meal, place your order.

CPS/CAP Certification

In today's ever-changing business environment, you need every advantage to stay on top. Professional certification shows employers, clients and associates that you are committed as a professional. Certification is a mark of excellence that you carry with you everywhere you go. IAAP offers the Certified Professional Secretary® (CPS®) rating and the Certified Administrative Professional (CAP) rating.

Taking the Examination

The CPS examination is a one-day exam, with three parts. The CAP exam is a one and one-half day exam, with four parts. The exams are administered each May and November.



Test your knowledge below with a few test questions. Answers can be found on page 4.

CPS/CAP Quiz

1. When transferring an image from a color transparency to the monitor, the scanner tool most appropriate to be used is a/an

- A) video capture board
- B) image scanner
- C) flatbed scanner
- D) handheld scanner

2. Which one of the following storage options provides sequential access to information?

- A) disk packs
- B) tape drives
- C) hard disk
- D) optical disk

3. The most cost-effective method of reproducing fewer than 50 copies of a one-page advertising flier would be to use a:

- A) commercial printer
- B) spirit duplicator
- C) convenience copies
- D) laser printer

4. The process of recording and reducing paper documents or computer-generated information onto film for long-term storage is known as:

- A) micrology
- B) micrographics
- C) reprographics
- D) micrography

5. A collection of related items or facts arranged in a specific structure is a:

- A) form
- B) record
- C) table
- D) database

Chapter Officers

President

Kathy Dean

Vice President

Kathy Briggs

Treasurer

Pauline Spiegel

Secretary

Kim Yeager

Chapter Chairs

CPS Services

Kim Yeager

Executive Event

Teaming with OPS

Membership

MaryEdna Hagen

Newsletter

Michele Halterman

Office Personnel Seminar

Donna Weidman

Kathy Briggs

Professional Development

Beth Munson

Publicity

Cynthia Welch

Scholarship & Mini-Grant

Kim Yeager

Ways and Means

Pauline Spiegel

Webmaster

Heidi Wold



International Headquarters

www.iaap-hq.org

Wisconsin Division

www.iaap-wisconsin.org

Chippewa Valley Chapter

www.iaapwisconsin.com/cv

Customer Service Hall of Shame

Businesses are struggling and profits are down. You would think that companies would be trying harder to increase customer loyalty through excellent customer service. Wrong. Customer service is worse than ever according to *MSN Money*. In a nationwide survey commissioned by *MSN Money* and conducted by Zogby International, the scores for the Hall of Shame companies are, on average, down from a year ago.

The company that was the bottom feeder in customer service was Time Warner's AOL. Over 47% of people who had an opinion of AOL's customer service said it was "poor." "I don't know what to attribute that to," AOL spokeswoman Dori Salcido said. "I just do know that we continue to improve customer service."

But AOL is not alone on the list. Most of the Hall of Shame companies are communication companies and banks that provide technical and complicated products. The Hall of Shame companies includes:

1. AOL
2. Comcast
3. Sprint Nextel
4. Abercrombie & Fitch
5. Qwest
6. Capital One
7. Bank of America
8. Time Warner Cable
9. HSBC Finance
10. Cox Communication

Responses from the companies offered little explanation for their poor showings with executives citing sheer

size as the issue. "I think we're the victim of our own success, in that we're growing so rapidly," said Rick Germano, the senior vice president of national customer operations for Comcast. "People are choosing to get Internet and cable and telephone with us, and that's where we're playing catch-up on the customer-service front."

Smart businesses make customer service their primary focus especially when business is sluggish. This is when customer loyalty can make the difference between a slow and profitable year. Every person in the company should be trained on the following:

- Greeting customers promptly and courteously. A friendly, helpful attitude is a must.



Acknowledge the customer immediately even if there is a wait.

- Making the first contact count. Answer questions, solve problems, and give information on the first contact.
- Listening with understanding. Give the customer a chance to vent and ask questions. This confirms you are listening and keeps you focused.
- Helping customers with answers and action. If you

Continued on page 4.

Technology Tip

Show the Tip of the Day When an Office Program Starts (Office 2003)

The Assistant provides tips on how to use features or keyboard shortcuts more effectively. A tip is available when a yellow light bulb appears next to the Assistant. Any changes you make to its options will affect the Assistant in all of your Office programs.

1. Open a Microsoft Office Program.
2. If the Office Assistant is not displayed, click Show the Office Assistant on the Help menu.
3. Right-click the Office Assistant.
4. Click Options.
5. On the Options tab, select the Show the Tip of the Day at startup check box.

Know Your Chapter & Win!



We're starting our second year of learning about the life and structure of the Chippewa Valley Chapter with "Know Your Chapter & Win!" The answers can be found in your Chippewa Valley Chapter Orientation Manual, in the newsletter or on our website. Find the answers, and e-mail them to MaryEdna Hagen at hagenme@uwec.edu. Your submission must be received prior to the meeting.

The winner will be randomly drawn at the monthly meeting. You need not be present to win the magnificent prize, but we will not be mailing it to you! The winner's name will be printed in the next month's newsletter.

1. What is a PIP?
2. Name one item chapter funds are used for.
3. Who is the publicity chair?
4. What is the new logo/slogan for this year?
5. When is the next CPS/CAP exam scheduled?

2008-2009 Officers Installed

Chippewa Valley Chapter officers were installed at the June meeting.



Pictured from left to right: Kathy Briggs, Vice President; Kim Yeager, Secretary; Pauline Spiegel, Treasurer; and Kathy Dean, President

Customer Service

Continued from page 3.

don't have the answer, personally contact someone who does. Show the customer that you will take action on their behalf.

- Honoring commitments in a timely manner. Keep your promises.
- Not using the "P" word. No one really cares about your "policies" and "procedures." Citing them sounds like an excuse, not an answer.
- Making it easy for people to do business with the company. Update your website and take all forms of payment. Today's customers expect to get information and shop online.
- Turning complainers into company advocates. Fix their problem and then give them something free for all their trouble. They will remember the extra effort.

Keep your company off the Customer Service Hall of Shame by building customer loyalty for long-term success.

"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>

CPS/CAP Answers from page 2

1. B, image scanner
2. B, tape drives
3. C, convenience copier
4. B, micrographics
5. D, database

Top 5 Print Design Tips

Great graphic design looks effortless, but it requires lots of attention to details. You don't have to be a design guru to achieve expert results! Follow these tips to create effective, professional-looking marketing materials for your small business.

Select Appropriate Font Treatment

More is not better when it comes to fonts. Pick no more than two typefaces per document — one for headlines and one for body copy. Stick to a simple, clean font for easy body copy readability. Headline fonts can be a little more creative. For emphasis on certain words or phrases, use italics, boldface or underlining sparingly.



Use White Space Wisely

Just because the space is there doesn't mean you have to fill it! White space gives the eye a break and helps to highlight the important points. Make sure to have enough space around the edges and between columns and articles. There is a fine line between not enough and too much white space. Consult well-designed magazines and ads or computer templates for layout inspiration and ideas.

Find Effective Graphics and Photos

It's always better to use too few than too many graphics. One great graphic is so much better than four weak ones. Stick with high-quality graphics. Never use a "gif" file in a print document; those are created for web use only.

Keep Copy Short and Neat

Readers are more likely to read short sentences, paragraphs and articles written as if you're having a friendly conversation. Break up large blocks of text with bullet points and subheads. Use everyday words that your audience will understand. A good rule of thumb is to write at a sixth-grade reading level. Finally, always have someone else proofread your work.

Watch the Flow

People generally read a page from top to bottom and from left to right. Picture a "Z" shape.

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Mark Your Calendar for These Upcoming National IAAP Events

2008

Certification Conference

October 19-22
Denver, Colo.

Fall Education Conference

October 24-25
Green Lake, Wis.

CPS/CAP Exam

November 7-8

2009

Spring Education Conf.

March 9-11
Nashville, Tenn.

Administrative Professionals Day

April 22

CPS/CAP Exam

May 1-2

Convention & Education Forum

July 26-29
Minneapolis, Minn.

Certification Conference

October 18-21
Portland, Ore.

CAP/CPS Exam

November 6-7

Submit your articles, ideas and accomplishments to Michele Halterman at halterman.michele@mayo.edu.

Member Spotlight



A visit to **Cynthia Welch's** home, and even her office, is not for the faint of heart!

You might say I am obsessed with animals. At home I have a menagerie ranging from horses to smaller animals (a goat, dog and cats) to unfamiliar fuzzies and nonfuzzies — a pet rat, a snake (10-year-old ball python) and a Russian tortoise. What can I say? One of my sons got me addicted to snakes, and one thing lead to another. The

live pets are at home, but my desk area is a zoo full of toy animals of all sorts.

My position is another obsession. I am a university services program assistant (a mouthful) in Student Support Services (SSS) and Services for Students with Disabilities (SSD) at the University of Wisconsin-Eau Claire. SSS is a federal education program targeting first-generation and low-income students. SSD works with any students with disabilities such as ADHD, learning disabilities, chronic health disorders and physical disorders. After 33 years with the state system, I have found the position from which I will retire. Along with the routine of our office — budgets, appointment scheduling, publicity, mail, services and supplies — I find myself part of the emotional and educational support system every student needs, as well as being a friend who congratulates, encourages, refers and advises.

I've been a secretary/administrative assistant since graduating from UW-Stout with a degree in Hotel and Restaurant management, and minors in Business and English Writing. There was not much else available to me in Menomonie at the time. My husband was not interested in relocating, but I have never regretted my career choice, and I have always benefited from the knowledge gained through my degree.

Always considering my job as a professional career, I sought ways to make that designation clear to others. I was a founding member (1981) of the Menomonie Chapter of Professional Secretaries International (PSI), now IAAP, joining the Chippewa Valley Chapter when Menomonie discontinued. I earned my CPS certification in 1986. I hope to find time to study and sit for my CAP designation. Right now, I am working on an education degree in Comprehensive English. My retirement plan is to work with students at risk.

I've been president and vice president of both of my chapters, served as chair of the Division Nominations Committee (years ago), am currently serving my second year as Chair of the Division Rules and Bylaws. I was one of the last selections as Wisconsin Division Secretary of the Year (SOTY). The IAAP International Convention in Minneapolis next year will be the fourth convention I have attended. I guess you could say IAAP is an obsession, too.

Continued on page 8.

Special Dates August/September

IAAP Anniversaries

MaryEdna Hagen, 9/97

Birthdays

- Jeanine Weise, 8/8
- Ruth Nichols, 8/12
- Ellen Mickelson, 8/18
- Krista Bethke-Peterson, 9/13
- Jessica Johnson, 9/13
- Becky Olson, 9/22
- Robyn Lake, 9/28



Chippewa Valley Chapter Meetings & Events

2008

Executive Committee Meetings

(Hallie Heckel's)

September 8
September 29
November 3
December 1

Chapter Meetings

September 22, RCU
Topic: Wisconsin Division
Program

October 27, RCU
Topic: Identity Theft

November 24, CESA-10
Topic: Behavioral
Interviewing

December 7
Social Gathering

Back-to-School Simplified

As the carefree days of summer are coming to a close, it's time to start thinking about sending the kids back to school. While some parents are jumping for joy, others view this time of year as hectic and stressful. Now is the time to pave the way to a good school year by setting up an organized routine and an organized house.

Everyone pitches in.

The key is to have everyone in the household involved in daily tasks. Encourage independence. Let them help in whatever age-appropriate tasks they can. "The more kids are involved in the household, the less strain there is on the parents," says professional organizer Stephanie Calahan, president of Calahan Solutions, Inc.

Task List. Each child should have a list that includes all of the activities that need to be accomplished in order to be ready for a great day at school. The list helps you provide structure without nagging!

Backpacks. Each child should empty their own backpack into a simple system. Consider using a plastic vertical file that hangs on a wall next to your backpack storage. Parents — remember to review the files daily!

There should be a designated spot for backpacks, close to where children will be exiting the house to eliminate the mad rush backpack search in the morning.

Do homework and put in backpack. This may seem obvious, but often, kids notify their parents about assignments as they are being tucked in for bed. Each child should have a designated study time.



Make lunch. Even if your child is too young to make his/her lunch by themselves, they should be able to help pack fruit, beverage, dessert or chips. By making lunches the previous evening, you will have one less thing to do in the morning.

Choose clothes. Make a rule that they must stick with their clothing choice the next morning — no stalling because they did not feel like wearing what they chose the night before.

Pack for extracurricular activities. This might include sports equipment, band instruments, or field trip extras — whatever supplies or equipment they need for nonacademic pursuits.

Have a designated study area. Make sure that each child has a designated study area — not at the kitchen table or the computer desk (when possible) and preferably away from the television and radio. Ensure that they can spread out their materials. Most students require quiet, low-traffic areas to study. You may need to try a few different areas before you find the one that works best for your child.

Organize your supplies. Once you have designated a study area, make sure that your child has all of the materials and resources needed such as a dictionary, pencils, paper, assignment book, glue, stapler, calculator, pencil sharpener, tape, scissors and index cards. Also make sure that there is adequate lighting for proper concentration.

Color-coded master calendar. Record each family member's activities on the master family calendar in a different color. Kids can easily pick out their own activities and parents can see conflicts at a glance.

Some official guidelines. The U.S. Department of Education's daily homework guidelines are a 20-minute maximum for grades 1 to 3, 40 minutes maximum for grades 4 to 6 and two hours maximum for grades 7 to 9. The National Parent Teacher Association has recommended 10 minutes of homework

Continued on page 8.

Living “Green”

Quiz: U.S. businesses throw away enough of-office paper in each year to build a 12-foot high wall from New York to Chicago, Denver or San Francisco? A 12-foot wall from New York to any of those cities is shocking, isn't it? The answer is San Francisco. Information like this demonstrates how important it is for every business to reduce, reuse and recycle. Think about how you can minimize paper consumption at work and at home. Here are a few suggestions:

- Create hard copies only when necessary.
- Resist printing Web material; instead, bookmark Web pages.
- Use a routing label on the first page of your fax instead of a cover sheet.
- Reuse office paper and supplies whenever possible.
- Turn printed paper over and use for scrap paper, phone messages and drafts.
- Save used manila envelopes and padded mailing envelopes, and reuse them when possible.
- Train yourself to review and edit documents online, enjoying the process of saving energy.

Visit www.livinggreen.org for more ideas.



Member Spotlight

Continued from page 6.

Next time you see me, ask about my other obsession — my husband's and my 21-month-old grandson, Owen. His favorite toy out of my “grandma bag” is a large rubber Halloween spider. Yup, we get along just fine.

School

Continued from page 7.

per grade level. Other ways you can help your child get off to a good start with schoolwork include these guidelines from the U.S. Department of Education:

Set a good example. Let your children see you reading and writing. They will be more inclined to pick up these habits themselves when they have a role model to emulate.

Show an interest. Ask your children questions about their homework. Ask them about what they are studying in class. Ask them about their friends and what they did that was fun.

Monitor assignments. Ask about the school's homework policy — what kinds of assignments will be given? How long are children expected to complete them? How does the teacher want the parents to be involved?

Be available. Attend all regularly scheduled parent-teacher meetings. Look over completed assignments. And monitor television viewing.

Good luck this school season!

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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