

# Golden Opportunities



**Golden Corridor Chapter**

September 15, 2011

*"Multiple Managers – One Job"*  
Presented by Tim Perry

6:00 P.M.

Location: Wingate by Wyndham  
Schaumburg, IL

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

IAAP's **VISION** is to inspire and equip all administrative professionals to attain excellence.

August / September 2011  
Issue 43

## LETTER FROM THE PRESIDENT



2011-2012 will be an exciting year for the Golden Corridor Chapter. I am proud to report that we have once again (3<sup>rd</sup> year in a row) earned the "Chapter of Excellence Award" for 2010-2011 and two chapter members achieved the "Member of Excellence" status (Ann Kuhlmann and me).

In order to achieve the Member of Excellence status, a member only has 8 criteria to complete. One of these criteria includes attending a minimum of 8 chapter, division or international sponsored meetings, programs or events. Attendance at PEP in Normal, IL on October 1 will count towards this qualification as will attendance at our own monthly chapter meetings. A new requirement for the Chapter of Excellence award is that 7% of your members earn Member of Excellence. For Golden Corridor that means we need 4 people to attain Member of Excellence.

Reports from EFAM are that attendance was one of the highest on record. Tammy S. Pierce CPS/CAP from Ohio was elected as Great Lakes Director for 2011-2012. Additional information on EFAM is available on the IAAP website.

This year our monthly chapter meetings will be held at the Wingate by Wyndham Hotel, 50 Remington Road, Schaumburg, IL 60173. The reason for the change from the Courtyard by Marriott to the Wingate/Wyndham was strictly based on financial concerns and we truly appreciate the support and good service provided by the Courtyard and its staff. Our Board meetings will continue to be held at the Lake Forest School of Management.

Linda Clark CPS/CAP has done an outstanding job as program chair and has put together a great schedule for our chapter meetings. We will distribute the schedule at our first chapter meeting.

In April, we will celebrate our 15 year anniversary. If you have photos or stories to share, please let us know. We will recognize our charter members during our April Meeting.

We are also planning a luncheon in December to start off the busy holiday shopping season similar to our luncheon at Seasons 52 last year. We have not yet selected a location and welcome your suggestions.

This year there will only be 6 newsletters published. This schedule will provide a little more time for you to prepare an article of general interest in 200 or more words. This will satisfy another one of the criteria for the Member of Excellence award. Articles are due to Rita Baseleon (reetz73@gmail.com) on the following dates: October 20; December 14; February 16; April 19; and July 15.

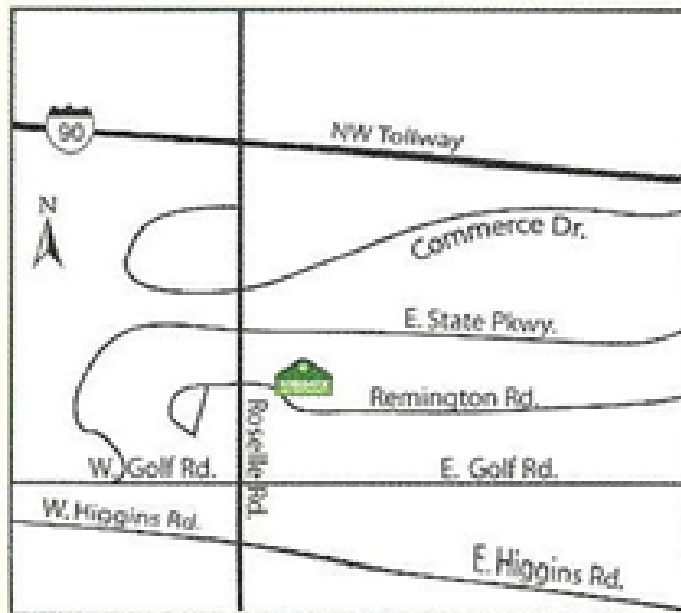
As you can see, we have a busy year planned in 2011-2012. I look forward to seeing you at our September 15<sup>th</sup> Chapter meeting.

***JoEllen Pickett CPS  
Golden Corridor Chapter  
President***

**WE ARE AT A  
NEW LOCATION!**

**Wingate by Wyndham**  
50 Remington Road  
Schaumburg, IL 60173

*North of Golf Rd. on Roselle Rd.  
to  
Remington Drive. Go east on  
Remington to Wingate*



## INTERNATIONAL UPDATE

Have you been Making the Leap to Remarkable? It's hard to believe we're already a month into our new IAAP year. Consider filling your year with education and training to make this a truly remarkable year.

You can start by attending the final Fall Conference in beautiful San Diego. It's a must-attend conference: [Fall Forward: Hot Topics for Tomorrow's Workplace](#). This year we're offering a one-day technology seminar with Annette Marquis of Triad Consulting. She's training on integrating Microsoft Office and Google Docs to make office productivity better than ever.

Since we're at the beginning of a new year, we have new leadership at the chapter and division level. To help you in your new roles, we've got a lot of great information and resources in the web community. Does your chapter need newsletter help? We've got an eGroup for that. Does your treasurer need support and resources? We've got an eGroup for that. A couple of new eGroups have been launched for the secretary and vice president positions. Consider joining in on these discussions, whether this is your next leap in leadership succession or this is a future leap for you as an up and coming leader, you can benefit from the information and best practices shared. Find out all about eGroups and how they can benefit you and your chapter in the [eGroup section](#) of the IAAP Web Community User's Guide.

Check out the IAAP International Library for the new membership booklets. These will help you with recruitment, retention, publicity and much more. They're easy to find. Go to the [IAAP Web Community](#) and click the "Resources" tab. Under that you'll see IAAP International Library. Click that and you'll see a list of folders. Choose "Membership Atlas Series Booklets" to find everything you need for a successful year.

Also in the web community are all the [Action-Direction documents](#). Listed is Action-Direction from 2000 to 2011. Scroll down to the bottom and find the most current one.

With the new year comes the changes in our certification program and how we mark our designations. I've had many questions about when we change and how we change and what it means—WHEW—a lot of questions. Here's what will happen. Sometime after the November exams, the staff at headquarters will inform all of you when to change your designation, what to change it to and send along instructions. I do know that we will not be automatically issuing new certificates and plaques but you can order one if you desire. So, sit tight. In a few months we'll have the nuts and bolts information, including information about ordering.

I want to personally challenge all of you to be a part of making IAAP remarkable. It's a process and it starts with you. Soon, we'll send out a call for nominations for international office and for the RTF Trustees. Is it time for you to take the step and serve? Think about it. Below is a list of leadership action items and the dates these communications will be sent via email:

**October 1: Call for Nominations for International Office and RTF Trustees.** Instructions on the nomination process as well as the application forms will be sent to all division and chapter Officers and affiliate presidents.

**October 15: Procedures for Submitting Bylaws and Standing Rules Amendments.** Find instructions for submitting proposed amendments to the International Bylaws and Standing Rules to be considered at the Grapevine Annual Meeting in July, 2012.

**November 1: Request for Committee Volunteers for the 2011-2012 IAAP Year.** These will include the necessary forms to apply for positions on the International Committee on Nominations and International Bylaws and Standing Rules Committee for IAAP and for the Retirement Trust Foundation Committee.

Detailed information on the above will be provided in future communications accompanying the individual forms.

Thanks for joining me on the journey to remarkable!

***Tamra Goodall, CPS/CAP***  
***International President***

## NORTHERN ILLINOIS UNIVERSITY CONFERENCE CENTERS

The venue that you book for your organization's business meetings or training sessions plays a large role in helping you reach your goals. Is your current venue working for you? Does it keep the participants engaged and productive? If you are not getting the return on your investment you need, it might be time for a change. An excellent option would be one of our area's suburban university conference centers.

As with other conference centers, university conference centers, (often called executive education and conference centers) specialize in meetings. Average events range from 45 – 75 attendees; however they do work with large and small groups very effectively. Conference centers are ideal locations for corporate training, conferences and association meetings.

University conference centers offer several features that their counterparts usually do not: progressive classrooms featuring "smart" technology, unique meeting environments, academic and industry experts, and innovative business solutions.

### Progressive Classrooms

There's a good reason universities sometimes call their rooms "smart classrooms." A "smart classroom" is designed with integrated technologies such as computers, video projectors, document projectors and wireless Internet access. In many locations these are all standard features that are included in your room rental. It makes sense that people learn better in comfortable surroundings so in many university conference centers you will often find ergonomic chairs, high quality tables, in room climate control, large windows and accessible outlets for laptops.

### Unique Meeting Environments

In addition to progressive meeting spaces, most university conference centers offer unique meeting environments that many business professionals take advantage of for events with very specific needs and distinct goals.



### Computer Labs

Imagine getting your whole team trained on a new software package before it is even installed on their systems. Teaching the software to multiple employees concurrently will reduce time away from the office and save training costs. Using a productive meeting environment will allow your employees to retain more information and use the software more successfully. It will also give them the opportunity to become familiar with the new or upgraded system in a distraction free environment.

### Video Conferencing

Would you like your CEO to participate at the next sales meeting, but his/her travel schedule makes it difficult? Video conferencing is a great way to meet "in person" without the hassle and cost of booking travel arrangements for your participants. Guest speakers, team members and CEOs alike can fully participate, letting everyone on both sides of the cameras understand the nuances behind their words by viewing gestures and body language. Unlike web cameras, video conferencing is more conducive to meeting with several people simultaneously, often in more than two

locations at once. It allows you to use other technologies such as PowerPoint and show videos simultaneously.

### Auditoriums

Great for kick-off sessions, seminars and motivational speeches, most university conference centers provide state-of-the-art auditoriums complete with integrated presentation, sound and video capabilities. The sizes vary but the rooms are usually able to accommodate groups of 150 to 250.



### Access to the University

A major benefit to using a suburban university conference center is its ties to the university at large. Often times the conference center can arrange for a professor or other industry expert to guest speak at your event. Some universities offer registration and evaluation services as well as certified meeting professionals to help with more complex events or events that are held in other locations.

### Accessible

By definition, a suburban university conference center is located near a large city. Usually found just off of major highways, most are easily accessible from downtown, surrounding business communities and local airports. If a conference center is not “residential” (sleeping rooms on site) then most work with the local hotels to provide sleeping accommodations for guests.

The Chicago suburbs have several university conference centers. Chances are there is one not too far from your office. Before you book your next event, be sure to consider one of the area’s more versatile venues. You may be surprised by not only the professional environments, but the range of services available.

### Highlights of a University Conference Center

- Business meeting environments
- Advanced technology
- Easily accessible from highways
- Unique business solutions
- Catering Packages

### Company Information:

Northern Illinois University Conference Centers

NIU Hoffman Estates – NIU Naperville – NIU Rockford

[www.oc.niu.edu](http://www.oc.niu.edu)

1-866-753-0010

Mary Collins

NIU Conference Centers

1120 East Diehl Road

Naperville, IL 60563

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## 11 JOB SEARCH TIPS

By Kaitlin Madden, CareerBuilder  
Writer

It's time to take control of your job search. This year, it's no longer up to companies to hire you, it's up to you to get hired. Forget about how the economy is doing. Reflect on last year if you must, but then forget about that, too. This year, your focus will be on finding the right job for you and doing everything you can to be the best candidate for that job. The competition may still be tough, but here's how to turn the tables in your favor.

1. **Narrow your search.** Stop applying to jobs that you're not qualified for or don't really want. It's a waste of time. Be honest with yourself when evaluating job postings. If you had to start the job tomorrow, do you have all the skills you'd need to succeed? Or are there areas of the job description that you don't have experience in? While it's always great to be willing to learn, most companies want to hire someone who can jump right in and get started without being trained from scratch. Focus your time on creating great applications for jobs you are well-qualified for instead.
2. **Know exactly what you want.** Narrowing down your job search may force you to ask yourself tough questions like: What kind of job am I really after? And what skills can I offer an employer? If you're unsure of the answer, make one list of the job skills you excel at and one of the skills you like to use most. Use these skills as search terms in your job search.
3. **Re-evaluate your skills.** If you feel as if you've looked at every job posting on earth and you still can't find one your skills match up with, then it's time to get some new skills. The good news for those who are unemployed is that it's the perfect opportunity to go back to school. You won't have to divide your time with your job obligations, and there's also the possibility that the economy will have recovered a bit by the time you graduate, giving you a double leg up. Government funding and other programs are available for out-of-work job seekers who want to enroll in training or continue their education.
4. **Set goals.** Yes, your overall goal may be to get a job, but setting short-term, specific job search goals for the year will help you grow and force you to continuously evaluate your progress. Improve your networking skills, for example, by making January's goal to join a professional organization and February's to attend a college alumni event. Holding yourself accountable for achieving these goals will boost your self-esteem and motivate you to continue searching by providing you with new leads and information.
5. **Try something new.** If you're stuck in a job search rut, add a new strategy to your repertoire. Instead of only job searching online, try working with a recruiter and setting up informational interviews with industry contacts, too. A multifaceted approach will get the best results.
6. **Get a leg up on the competition.** If you come across a job that seems perfect for you, do something that will subtly help you stand out from the crowd. When you find a job posting you want to apply to, find out the name of the hiring manager or someone who works in the same department, and send the person an e-mail directly. It's 2011, which means almost anything can be found online, including names and e-mail addresses. A

LinkedIn search on the company should turn up a list of employees and their titles, from which you can select the most appropriate person. Then, search the company website or press releases for the company's e-mail format.

### **7. Get ahold of your online reputation:**

When human-resources managers search for your name online – and they will do it – you can either take control of what they see, or you can leave it to the powers of the crawl search gods. Search results that are professional and consistent and that establish you as an expert in your field will be far more impressive than Facebook pictures from Thanksgiving. Things like a Facebook or LinkedIn profile and a Twitter feed will all show up on the first page, so signing up for these sites and populating the accounts with up-to-date, professional content will make a great impression.

**8. Start a website:** If you want to take your Internet presence one step further, starting a website will showcase your skills and talents in a thorough and interesting way, and it'll add to your professionalism and give you credibility. Plus, it's not as costly or as time-consuming as you might think. Domain names (i.e. YourName.com), can be registered on sites like GoDaddy.com or Bluehost.com for around \$10, and web hosting can cost as little as \$3 per month. If you're not particularly tech savvy, premade blog templates give you a professional look with minimal hassle. Wordpress.com has tons of template options and also provides great technical support for novices.

**9. Stay current:** You should always be in the loop, even if you're out of work. Read trade publications, comment on industry blogs and stay on top of any emerging technologies or policies that may affect your career path. This will not only help you have a great conversation with an interviewer and keep

your professional edge, but it may also give you new ideas about where and how to look for a job.

**10. Sell yourself:** An interview is no time for modesty, especially in times like these. When you land an interview, go prepared with at least five examples that demonstrate your best qualities. That way, when an interviewer asks, "Why should I hire you," you can talk about how you're such a quick learner that you taught yourself Photoshop in a week and how your entrepreneurial spirit led you to start your first lawn-mowing business at age 16. Be sure to leave the interviewer with the phone numbers of references who will back you up with glowing recommendations.

**11. Keep that glass half-full approach, all year:** A job search will always have its frustrating moments, because things don't always happen when or how we want them to happen. But instead of letting setbacks ruin motivation, take them as lessons. Your lack of interviews may mean it's time to re-evaluate your career path or skills, which could lead you to a more fulfilling career. This type of positive attitude will be much more productive in helping you find your next job. The bottom line is that job searching will be tough this year, but landing a job -- even your dream job -- can still be a reality. A proactive job search is your best bet, so take the necessary steps to ensure you get the job you want.

***Submitted by Ajilon Professional Staffing***

## THE BEST OUT-OF-OFFICE EMAIL EVER WRITTEN

by [Piper Weiss, Shine Staff](#)



You know the worst thing about going on [vacation](#)? Writing your out-of-office email message. It's always one of the last things on the [to-do list](#) along with buying [mini-toothpaste](#), and it's definitely the least fun.

Do you leave contact information? Do you overstate or undersell said contact information's emergency purposes? Do you point people to a poor, helpless co-worker in your absence who will probably resent you the entire time you're gone? These and many other questions (like, is saying where you're going TMI?) plague me the night before I'm headed out of town.

Thankfully, [Gizmodo has provided](#) us neurotics with the perfect specimen of an out-of-office email message. They found a vacation auto-reply of a guy named Josh Kopelman, that will now serve as my model

for all future away messages—give or take a few key details. Josh's stroke of genius in full:

*I am currently out of the office on vacation.*

*I know I'm supposed to say that I'll have limited access to email and won't be able to respond until I return — but that's not true. My blackberry will be with me and I can respond if I need to. And I recognize that I'll probably need to interrupt my vacation from time to time to deal with something urgent.*

*That said, I promised my wife that I am going to try to disconnect, get away and enjoy our vacation as much as possible. So, I'm going to experiment with something new. I'm going to leave the decision in your hands:*

- *If your email truly is urgent and you need a response while I'm on vacation, please resend it to [interruptyourvacation@\[redacted\].com](mailto:interruptyourvacation@[redacted].com) and I'll try to respond to it promptly.*
- *If you think someone else at [the company] might be able to help you, feel free to email my assistant, and she'll try to point you in the right direction.*

*• Otherwise, I'll respond when I return...*

*Warm regards,*

*Josh*

Let's examine what Josh has done. First he's humanized the auto-reply robot message. Second he's implied that not only would you be interrupting his vacation if you reach out to him, but you'd also be upsetting his wife, which somehow feels much worse. Thirdly, he's created an email account that forces users to write the words "interrupt your vacation" in order to follow through with the disturbance, just in case someone has forgotten what they're about to do. Josh, you are a psychological mastermind. Hat's off.



## A GOLDEN MOMENT

Do you have something interesting you want to share with your fellow members?

***If you submit an article you will get points for the Member of Excellence.***

Please send to Rita Baseleon, our newsletter editor, at [reetz73@gmail.com](mailto:reetz73@gmail.com).

## AUGUST / SEPTEMBER ANNIVERSARIES

### AUGUST

Brigitte Morris	8/1
Christine Cain	8/1
Cynthia Serrano	8/1
Deborah L. Barsch, CPS/CAP	8/1

### SEPTEMBER

Ann R. Kuhlmann	9/1
Elizabeth A. (Betty) Clinton, CAP	9/1
Janet LoCoco	9/1
JoEllen Pickett, CPS*	9/1
Karen Sternquist	9/1
Laurie Wille	9/1
Sharon Greenwald	9/1
Sherry K. LaCerra	9/1

\*Charter member

September 30 – October 1, 2011  
Professional Enrichment Program (PEP)  
Marriott Hotel in Bloomingdale, IL

October 15, 2011

Golden Corridor Saturday workshop  
(see attached flyer)

June 8-10, 2012

Illinois Division Meeting (IDAM)  
Two Rivers Chapter, Lisle, IL

## Newsletter Schedule

Issue Number	Information due to Board/Newsletter Editor	Publication Date
1 – August / September	August 18, 2011	August 26, 2011
2 – October / November	October 20, 2011	October 28, 2011
3 – December / January	December 14, 2011	January 3, 2011
4 – February / March	February 16, 2012	February 24, 2012
5 – April / May	April 19, 2012	April 27, 2012
6 – June / July	July 15, 2012	July 29, 2012

## IMPORTANT DATES