

POWER *of* **Commitment** Golden Corridor Chapter

January Meeting Topic

**“Social Media and How Does
It Apply To Me?”**

Presented by Joel Warady

March 18, 2010

6:00 P.M.

Sheraton – Elk Grove Village

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*The editor reserves the right to edit
submissions for length or content.*

www.goldencorridor.org

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

**March 2010
Issue 33**

LETTER FROM THE PRESIDENT

Erin Go Bragh! March winds are blowing and GCC is looking forward to the March 18th Impact (Membership) Meeting at the Sheraton Suites in Elk Grove Village. Jane Holland and Ann Kuhlmann have really done an awesome job of ensuring you and your guests an informative and interesting evening while exploring “Social Media.” Social media is a lot like an exercise plan; the results you achieve are proportional to the effort you put forth. This meeting will give you the knowledge and enhance your skills while you become social media savvy! We are hoping each attendee will bring a friend/colleague/family member and show them what it means to be a member of GCC and IAAP. I am looking forward to seeing you and your guests at the Vendor tables too! Don't forget to bring business cards for the raffles!

The nominating committee will be calling our members to for the GCC 2010-2011 Board. Since I work downtown and have almost a 2 hour commute and now have added work responsibilities; I feel it is in the best interest of the chapter that I do not return as president next year. I truly enjoyed being on the board and will continue as an active GCC member. This is the perfect time to bring your talents and ideas to the GCC Chapter and be on the GCC Board.

Kudos to Carol Le Doux and Laurie Wille! With Don Humphrey's move to Las Vegas this month; Carol LeDoux has graciously accepted to be our “Proxy” treasurer until the nominating committee meets. Laurie Wille has graciously accepted the position as Hospitality Chairman and will also take on some of the treasurer's responsibilities for our GCC meetings. We are in good hands with these ladies and we all appreciate their dedication to GCC. Please contact Barbara Turek for any questions regarding the open positions for the board and make a difference in your career and membership.

At our last general meeting, you were given a registration form for IDAM (Illinois Division Annual Meeting) in your packet. IDAM will be held Friday–Sunday, April 30–May 2, 2010, at the Holiday Inn & Suites Northwest in Elgin, Illinois.

In order to keep registration costs at a reasonable level, **please note there is no online registration this year.** All registrations must be submitted to Ruth Felske CPS as indicated on the attached form. You will receive an e-mail confirmation of your registration.

The Elgin Chapter is looking forward to seeing you in Elgin April 30–May 2 as they exercise the **POWER OF COMMITMENT to Celebrate...Yesterday, Today & Tomorrow!**

Please don't miss the registration deadline and mail the registration by April 1st. If you are planning on attending IDAM; please let me know.

Have a golden day!

Evelyn Szalkowski, President
2009-2010 GCC IAAP



The Golden Corridor Chapter of The International Association of Administrative Professionals®

You are invited to join us on March 18, 2010 as we continue
our 2009-2010 program schedule with



Social Media and How

Does It Apply To Me?"

Guest Speaker: Joel Warady

Principal of Joel Warady Group

Recertification: One point will be awarded in the Education category.

Brief Description:

Joel Warady will discuss social media... Twitter, Facebook, MySpace, YouTube, LinkedIn, Flickr, and things you haven't even heard of yet! He will talk about how these apply to you and your company and why your company should be involved. Joel will discuss the need for building a personal brand and how to do this through social networking. He will also discuss using social networking to expand your knowledge base and enhance value for you and your company.

About the Speaker:

Joel D. Warady is Principal of Joel Warady Group, a Marketing, Social Media, and Business Growth consulting firm based in Evanston IL, USA. Mr. Warady is a former owner of a US branded CPG company that at its peak had its products sold in over 17,000 retail locations throughout the US. Academically, Mr. Warady has served as a guest lecturer in the MBA program at Benedictine University, and has been an adjunct professor at the University of Illinois at Chicago. He has also taught in the International Business program sponsored by the State of Illinois and Bradley University.

Internationally, Mr. Warady is respected as a marketing and social media expert, speaker, and advisor. In his various businesses, he has been responsible for negotiating business relationships with companies throughout South and Central America, Europe, the Middle East, and the Far East. He has spoken on the subject of digital marketing, marketing trends, and social media to individuals and groups from Singapore, France, India, Austria, Turkey, Italy, Taiwan, China, Australia, Norway and the UK, as well as speaking to numerous groups and companies in the US. Currently he acts in an advisory capacity to numerous start-up companies, and is Chairman of the Board of Enjoy Life Brands, LLC, in Chicago and sits on the Board of Directors of ProCare Ltd. of Helsinki, Finland.

Mr. Warady has spent 31 years in a marketing capacity in the retail, publishing and CPG industries, including 6 years at a major supermarket chain, 15 years developing a CPG company resulting in sales that exceed \$30 million (USD), and over 10 years as a marketing consultant and speaker.



*It'll be here before you know it. I'm excited! Ann's excited! Laurie's excited!
Are you excited too?*

MARCH 18th and our Impact/Membership meeting is almost here. We've got food, vendors, door prizes, a silent auction, goodie bags and a world famous lecturer in Mr. Joel Warady. Our program topic is "Social Media – How Does It Apply to Me?"

My brother and I grew up sitting in our spaceship (the family couch), with rolled up newspapers and cardboard wrapping paper tubes for our spaceship controls, watching Flash Gordon on a 12" black and white TV screen. So, for me, social media is a totally new concept. As near as I can figure it, my secret decoder ring has been replaced by Facebook, Twitter, MySpace and LinkedIn and I don't have to send in cereal boxtops to become a member of the crew.

As I struggle to navigate through these new communication devices, it appears that LinkedIn was designed as a business tool. Facebook and Twitter soon followed as a source for the younger generation to keep in constant touch with their BFF. With schools clamping down on the use of cell phones, parents realized they could keep in constant communications with their kids and other family members by subscribing to at least one of these sites. The Facebook site was invaluable during the recent earthquake in Haiti providing information and a source for giving money and aid. According to some recent statistics, Facebook draws 130 million viewers a day; MySpace counts 50-60 million daily; and Twitter has around 25 million viewers a day.

For those seeking employment, Twitter and LinkedIn offer instant communications and so begins The Amazing Race to see who will win the prized position at XYZ, Inc. Of course, there is a downside to this easy communication access also, such as when trusting users reveal too much information about themselves and this results in identity theft or puts someone in danger.

Joel Warady heads a Marketing, Social Media and Business Growth consulting firm based in Evanston. Academically, Mr. Warady has served as a guest lecturer in the MBA program at Benedictine University, and has been an adjunct professor at the University of Illinois at Chicago. He has also taught in the International Business program sponsored by the State of Illinois and Bradley University. He has spoken on the subject of digital marketing, marketing trends and social media to individuals and groups from Singapore, France, India, Austria, Turkey, Italy, Taiwan, China, Australia, Norway and the UK, as well as speaking to numerous groups and companies in the US. It is a pleasure to welcome him as our guest speaker at our March 18th meeting.

Please bring a friend and join us at the Sheraton Suites, 121 Northwest Point Boulevard, Elk Grove Village, IL at 5:30 p.m. on Thursday, **March 18th**.

See you on the 18th.

GCC COMMITTEES

Membership Committee

Chair: Linda Clark CPS/CAP

Direct all activities of the chapter having to do with the recruitment and retention of members.

Educations & Certification Committee: Chair: Kathy Harper CPS/CAP

Stimulate interest and encourage participation in CPS/CAP program. This will include submitting documentation to headquarters to allow GCC monthly meeting attendees to receive recertification points or CEUs. On behalf of the Board, Kathy will monitor chapter's progress in completing the Pathways to Excellence criteria to attain Chapter of Excellence.

ByLaws and Standing Rules Committee

Chair: Andrea Turner CPS/CAP

Maintain conformity in the chapter bylaws with the International and Division bylaws by proposing amendments and resolutions to the GCC.

Program Committee -

Chair: Ann Kuhlmann

Plan and schedule GCC monthly speakers from September to June for GCC meetings.

Audit Committee

Chair: Susie Witwicki

Perform an audit within 45 days of the close of the fiscal year. This will include a written report covering the audit, which will be submitted to the Board/GCC. All records will then be transferred to the incoming Treasurer.

Fundraising Committee:

Chair: Jane Holland

Collect and review ideas for Golden Corridor Chapter fund raising and make recommendations to the Board/GCC.

Nominating Committee

Chair: Barbara Turek CPS/CAP /

Co-Chair: Susie Witwicki

Contact chapter members to inform them of open seats on the Board and solicit nominations.

Community Service Committee -

Chair: Jane Holland

Plan community service projects for the chapter to take part in from September to June.

Chapter Archivist Committee

Chair: Barbara Turek CPS/CAP

Keep all records pertaining to the history of the chapter.

Impact Meeting Planning Committee

Chair: Ann Kuhlmann

Plan a theme for October and April Impact meetings to draw new members to attend and see what our Chapter/Organization has to offer.

RTF Committee

Chair: Linda Robinson CPS/CAP

Provide awareness of the Retirement Trust Foundation (RTF) to chapter members, act as liaison between IMP Illinois Division RTF Chair and Golden Corridor Chapter regarding RTF activities and communication, and encourage participation in RTF Fundraising events.

Newsletter Committee

Chair: Rita Baseleon

Gather information pertaining to our profession and prepare the Chapter's monthly newsletter to distribute to all GCC members.

Website Committee

Webmaster: Ann Kuhlmann

Keep website current with chapter information and events.



A FAREWELL FROM DON

"So Long" Is Not "Goodbye"

I want to wish a sincere farewell to all of my dear friends at Golden Corridor. The past three years have been a great experience for me, and I am grateful to have been a part of the group. I have seen the chapter overcome many challenges since I joined in March 2007; I am glad to have had a hand in helping us achieve some of our goals. Our programs and workshops are gaining the attention of members and non-members alike. Give them what they want, and they will come! As a result, I know that you will continue to achieve greatness.

So ... are you spreading the word or are you keeping your membership in the chapter a secret? We've welcomed some exciting new faces in recent months and meeting attendance is up considerably, which indicates we're on the right track – but unfortunately we've lost about as many members as we've gained. I challenge each and every one of you to continue to spread the word; tell your friends and coworkers about Golden Corridor – about the programs, workshops and networking.

I have thoroughly enjoyed serving as the chapter treasurer for the past 18 months. As I explained at the chapter meeting in February, my decision to move did not come lightly; while the timing is inconvenient with regard to my being treasurer, other factors came into play that dictated the outcome. If I could have foreseen this with 100% certainty last spring, I would not have run for a second term as chapter treasurer. I know that Laurie Wille and Carol LeDoux will do a great job with splitting the treasurer duties for the remainder of the chapter year. Thank you both for stepping in on short notice! Please know that I will always be an email or phone call away if you have any questions regarding the forms, spreadsheets, etc. Even though I'm moving away, I am still a member for now, and I am available to help.

Thank you all for your friendship, your support (particularly with my obtaining certification) and your well-wishes as I embark on this new journey in my life! It's exciting and challenging at the same time, but I am looking forward to it. My updated contact information will be included in the next revision of the chapter roster. Additionally, I can be reached the following ways:

Facebook:

<http://www.facebook.com/homefryes>

LinkedIn:

<http://www.linkedin.com/in/donhumphrey>

On the IAAP Web Community (my updated address and phone are here as well)

Email: homefryes@earthlink.net

I hope you'll stay in touch – and if you're ever coming to Las Vegas, let me know!

Sincerely,

Don Humphrey CAP

OFFICETEAM ANNOUNCES 2010 ADMINISTRATIVE EXCELLENCE AWARD CALL FOR NOMINATIONS: ENTRY DEADLINE APRIL 30, 2010

MENLO PARK, CA -- OfficeTeam and the International Association of Administrative Professionals (IAAP) are accepting nominations for the sixth annual *Administrative Excellence Award*. The award is given to an administrative professional who demonstrates a commitment to leadership and education, and provides meaningful contributions to his or her employer. Nomination information and an online submission form are available at www.officeteamaward.com. The deadline for entries is April 30, 2010.

The *Administrative Excellence Award* winner will be announced during the IAAP International Education Forum and Annual Meeting in Boston in July 2010. The winner will receive registration and travel to attend the event, a \$500 gift card, a laptop, one-year national membership to IAAP, and other prizes. Supporters of the award include CareerBuilder.com, Dress for Success, MeasureUp, OfficeArrow.com and SkillSoft.

For more information about the 2010 *Administrative Excellence Award* or to submit a nomination, visit www.officeteamaward.com.

MORE MICROSOFT OFFICE A GREAT SUCCESS!



In last month's newsletter I said you would not want to miss Golden Corridor Chapter's half-day workshop "More Microsoft Office" held on Saturday, February 27 at NIU in Hoffman Estates. The tally results from the evaluation forms did not prove me wrong!

Twenty of our GCC members registered and attended the workshop; four other IAAP members attended, along with 1 guest, for a total of 25 participants, not counting Don and Marie. Almost unanimous, participants rated both speakers as Outstanding as all would have liked to have more time for both presentations.

Some email comments that were received in addition to the hand-out surveys:

"I wanted to thank each of you again for a wonderfully interactive and informative seminar. As always I expect to (and have never been disappointed) in learning amazing things from my peers. I can't wait to start using the things I learned today"...-Debra Leonard-Porch

"I want to thank GCC for the wonderful training opportunity provided us last weekend at NIU. It was a valuable morning. I applaud everyone who assisted in putting this training event together."- Angela Oetjens

"I loved having the group here on Saturday and am sure that everyone found it beneficial." - Martha Keyes CMP

Well received, well worth the day! I look forward to seeing what we can put together for our next training event!

*Additional photos are posted on our Golden Corridor Chapter (<http://www.goldencorridor.org/>) website.

Submitted by Membership Committee

JOB SEARCHERS CONTINUE NETWORKING ...

Networking Group for Job Seekers! Just a reminder - if you are in transition or thinking about looking for a new job, plan on attending the Networking Group that meets from 5 - 5:45pm (right before our Thursday chapter meetings). Last month, **Diana Mitchell, Division Director OfficeTeam** (key partner of IAAP), joined the group and attended our dinner, chapter meeting and program. She mentioned to the group that things are starting to open up job wise. I was happy to learn from two of our networkers that have recently found jobs, so hopefully this is true as we still have a few members and friends that are still searching. Our request to all our members and readers - if you hear of any position that would be of interest to this group, please let Evelyn or myself know so we can pass it on.

If you are interested in participating in this group, please contact Andrea.Turner@motorola.com for an information regarding this group.

CERTIFICATION NEWS

One of the greatest strengths of IAAP is the diverse areas of responsibility each of our members brings to their chapters. Earlier this year we were pleased to welcome Martha Keyes, Northern Illinois University as our new Associate Member. Martha manages the conference services/sales side of the NIU Conference Center in Hoffman Estates and just recently attained her Certified Meeting Professional (CMP) certification.

The CMP is the equivalent of our CPS/CAP and in preparation for the day long examination, Martha took over her dining room and studied on her own since August with flash cards and the five books required for study. Martha also participated in a group study weekend in Chicago and three hundred people sat for the exam in Naperville. As is required for CPS/CAP, Martha will have to recertify every five years. Congratulations Martha Keyes, CMP!

Certified Meeting Professional (CMP) Program (Setting the Standard of Excellence): The foremost certification of the meetings, conventions and exhibitions industry, the CMP program recognizes individuals who have achieved the industry's highest standard of professionalism. Established in 1985, the CMP credential increases the proficiency of meeting professionals. For additional information regarding this program, go to: <http://www.conventionindustry.org/cmp/>.

**Submitted by Certification Chair –
Kathy Harper CPS/CAP**

ADMINS ARE TAKING ON MORE WORK, SURVEY SAYS

In response to staff decreases, admins take on more responsibility. Administrative Professionals Day (Wednesday, April 22) recognizes the office professional's contribution to today's workplace. During the current economic downturn administrative professionals are increasing their workload and expanding their roles when office staff is downsized.

The International Association of Administrative Professionals recently surveyed 3,117 professional members and found that 40 percent have seen support staff in their companies decrease over the last three years. At the same time, nearly half of those surveyed (48 percent) said that their workload

has increased. According to IAAP, the office professional's role continues to expand during the economic downturn. Not only are admins the ones in the office taking on more work, but also shouldering more complex duties and responsibilities.

"There's a tendency not to cut job duties when companies are downsizing, but rather to transfer these functions over to workers who are multi-talented," said Susan Fenner, Ph.D, education manager at IAAP. "Those people are administrative professionals."

GROWING ROLES OF ADMINS

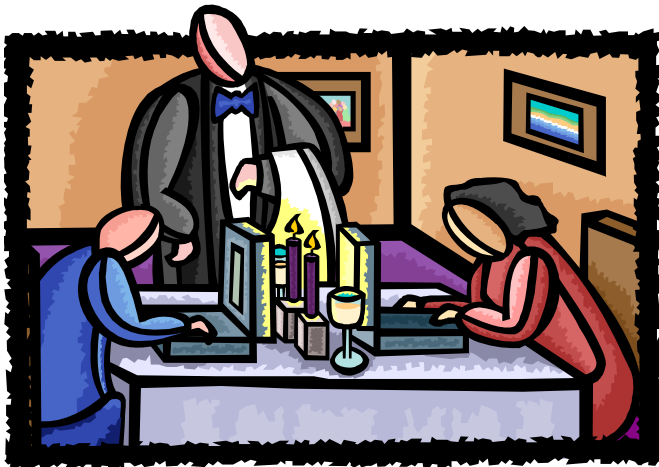
Administrative professionals and secretaries are adaptable in today's changing office environment and are able to take on higher-level projects. Over the last decade admin job responsibilities have increased to include many of the duties traditionally done by mid-level managers. Companies fill the gaps in staffing with administrative professionals, who are able to juggle multiple roles in the office.

"Administrative professionals are no longer simply answering phones and handling correspondence," said IAAP President Barb Horton CAP. "Admins of today are buying software, learning how to use it and training the management. In addition, our latest survey shows that admins are branching out into non-traditional roles including budget analysis, research, project management and internal communications."

GET THE PROFESSIONAL EDGE

Today's office professional does more than type and file. To get ahead, an administrative professional requires a wide variety of skills including project management, computer applications, organization, scheduling, communications, research, filing and electronic recordkeeping, customer service and event planning. These disciplines are changing so rapidly. It's hard to keep pace with the changing face of the office on your own.

With admins handling a wider variety of duties beyond strictly clerical roles, it's essential to learn the latest in office trends, culture and technology. That's where IAAP comes in. We offer office professionals industry-recognized certification and up-to-date training to help you keep the competitive edge in today's tough economic times.



EDUCATION NEWS

OPTIONS TRAINING

OPTIONS Training is a self-study course offered by IAAP. All the concepts are pertinent, no matter what your job is or how long you've been in the profession. Each level focuses on career and personal development, people and task skills. Areas that progress over the levels include self-management, team skills, office management and information management.

SECRETARIES, ADMIN ASSTS, EXEC SECRETARIES, CLERKS, RECEPTIONISTS, OFFICE MGRS, ADMIN COORD.

Would you like to:

- Get a better handle on your career and set professional goals?
- Develop more confidence in your people skills?
- Learn troubleshooting tips for managing confrontational customers and difficult office situations?
- Write right (meaning write effective memos, letters, e-mail, reports, and proposals for the audiences you want to reach)?
- Improve the skills that will get you recognized as a valuable team member?
- Apply the measures that will save you time and energy, and increase your productivity?
- Have more opportunities to interact with colleagues and hear from people who have been there and (successfully) done it?
- Continue your learning and gain new skills to make your job easier and more fun—but without leaving your job and going back to college, or taking years of evening classes?
- Refine your interpersonal skills to get noticed and appreciated by top management?
- Become the ultimate office professional, ready to meet any challenge you might face in the 21st century?

If you answered YES to three or more questions, then read on...

How the OPTIONS Training Program Works:

- The OPTIONS Training Program is designed to provide quality, low-priced, easy-to-use, fun, yet practical, self-study materials for clerical, administrative, and all office support staff.
- The OPTIONS Training Program is a series of modules, with four distinct skill levels, that builds competencies in all the areas important for top professionals today.

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SECRETARIES, ADMIN ASSTS, EXEC SECRETARIES, CLERKS, RECEPTIONISTS, OFFICE MGRS, ADMIN COORD. (CONT'D)

- With a module-a-month format, the materials can be used individually, or by groups. All the topics can be applied to your company's unique setting.
- Some groups choose to invite guest speakers to expand the concepts studied. Others form a cadre of staff members at the same skill level and each participant leads the group in discussion, for one month, on one topic.

At the end of each module, participants complete a series of assignments from the workbook and send them to IAAP.

Staff in continuing education review the assignments and award .2 Continuing Education Units (CEU) for each module and provide a personalized certificate for each employee.

At the end of 12 modules or 12 months, each participant will have 2.4 CEU, 24 Recertification Points for the Certified Professional Secretary (CPS) and Certified Administrative Professional (CAP) ratings, and 12 personalized certificates. Certificates are kept for recertification files.

And of course, each participant keeps the books for future reference.

ONLINE TRAINING FOR ADMINS

You don't have to leave your desk to add to your skill base. What if I told you that you could have unlimited access for an entire year to more than 400 online courses in three distinct libraries for about what you'd pay for a two-day seminar (that's not even hands-on). Surprised? Most admins are (and so are their employers). Receive a special IAAP member price for each library: Office Productivity (technology courses), Business Fundamentals (administrative and management skills), and the Design and Media Library (for effective

communication in all formats). Included is a 24/7 technical help desk, online instructors and self-paced classes— your choice, and extensive online resources at no additional charge. Learn what you want, when you want, in any place you want. Only instructor-led courses qualify for CEU or CPS/CAP recertification points. Instructor-led courses are indicated as such.

BENEFITS OF ONLINE TRAINING

It's obvious that you're interested in growing your career. Let's talk about the benefits of online training.

- It's convenient. You can access the courses you want at any time, from any place. No more driving to classes that meet several nights a week for a semester. Learning is on your own terms!
- You're in charge of your own learning. You can complete entire courses to learn a brand new skill or hone specific skill areas where you need brush ups or instant answers to specific questions. It's up to you how you use the libraries.
- You can learn the way you learn best. You'll have several learning choices. You can select self-paced courses, real-time or forum-based instructor-led courses, or virtual labs. Use the style that best meets your personal needs.
- The material is always the latest. Courses are updated constantly as information changes. New courses are added to libraries each month. You'll always get the latest information, from leaders in education and the training arena.
- You'll have plenty of back-up resources. There's a 24/7 technical help line available to you in case you have problems or questions, an online bookstore, and message boards where you can post to other students or your instructors. Whatever you need to get the information you want...you got it.
- CEU or CPS/CAP recertification points can only be earned for instructor-led courses. Instructor-led courses are indicated as such.

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BENEFITS OF ONLINE TRAINING (CONT'D)

- It's inexpensive. The cost of six months to one full year of customized online learning is under \$250! You can get this affordable training for the cost of a one-day generic public seminar. And—the good news— most employers will reimburse you for the training if you have education benefits available at your company.
- You don't need a lot of fancy computer hardware and software. Most people have everything it takes to work through the classes at their workplace and on their home desktop.
- You have access to Brainbench Certifications, a leader of online assessments and skill certifications exams that will document your learning outcomes.
- You can create a personal development plan that is flexible, doable, and tailored to your needs as an administrative professional— and still stay within budget.



TAKE A ROAD TRIP TO THE GREAT LAKES DISTRICT MEETINGS

Illinois Division

Date: April 30-May 2, 2010

Location: Elgin

Hotel: Holiday Inn

Hotel Tel: 847-488-9000

Co-Coordinator: [Pat Pollmann CPS](#)

Co-Coordinator: [Ruth Felske CPS](#)

Michigan Division

Date: Day 21-22, 2010

Location: Bay City

Hotel: Doubletree Hotel

Hotel Tel: 989-891-6000

Coordinator: [Marie Ouzoonian CPS/CAP](#)

Website: www.iaapmichigan.org for more information

Ohio Division

Date: June 25-27, 2010

Location: Perrysburg

Hotel: Hilton Garden Inn

Hotel Tel: 419-873-0700

Coordinators: [Bonnie Cottingham](#) and [Cora Shaffer](#)

Website: www.iaap-ohio.org for more information

Wisconsin Division

Date: May 14-15, 2010

Location: Neenah

Hotel: Bridgewood Resort and Conference Center

Hotel Tel: 920-720-8000

Coordinator: [Nancy Arnold CPS/CAP](#)

ADMINISTRATIVE PROFESSIONALS WEEK (APW)

Since 1952, the International Association of Administrative Professionals has honored office workers by sponsoring Administrative Professionals Week. Today, it is one of the largest workplace observances outside of employee birthdays and major holidays.

In the year 2000, IAAP announced a name change for Professional Secretaries Week and Professional Secretaries Day. The names were changed to Administrative Professionals Week and Administrative Professionals Day to keep pace with changing job titles and expanding responsibilities of today's administrative workforce.

Over the years, Administrative Professionals Week has become one of the largest workplace observances. The event is celebrated worldwide, bringing together millions of people for community events, educational seminars and individual corporate activities recognizing support staff.

Today, there are more than 4.1 million secretaries and administrative assistants working in the United States, according to U.S. Department of Labor statistics, and 8.9 million people working in various administrative support roles. More than 475,000 administrative professionals are employed in Canada. Millions more administrative professionals work in offices all over the world.

APW is always the last full week in April. In 2010, Administrative Professionals Week is April 18-24 with Administrative Professionals Day on Wednesday, April 21.

Do you know any events planned in your area for Administrative Professionals Day on Wednesday, April 21st? If so, please share.
rita.baseleon@comcast.net.

FACT SHEET FOR APW

A Large and Growing Profession

- 4.2 million administrative assistants and secretaries, along with 1.4 million supervisors of office and administrative support staff, were employed in the United States in 2006 (U.S. Dept. of Labor).

- 476,000 administrative professionals are employed in Canada, including 365,670 secretaries, 26,390 executive assistants and 84,140 clerical supervisors (Statistics Canada).
- 362,000 administrative assistant and secretarial positions will be added in the U.S. between 2006 and 2016, representing growth of 8.5 percent. More than 82,000 office supervisor positions will be added. (U.S. Dept. of Labor).

A HUB OF INFORMATION AND COMMUNICATION IN THE OFFICE

Typical duties of today's administrative professionals include:

- Prepare documents, correspondence and presentations
- Produce spreadsheet reports
- Coordinate multiple schedules and calendars
- Maintain computer files, directories and databases
- Plan meetings and special events
- Purchase office equipment and supplies and work with vendors
- Participate on project teams
- Interview, orient and supervise other staff
- Conduct Internet research
- Act as mid-level managers during the economic downturn.

SALARIES ARE NOT RISING THIS YEAR

The recession has hit everyone and the admin profession is no exception. Most salaries of those in the administrative profession are stagnant or taking a salary cut this year.

\$37,240 - Average 2006 annual earnings of U.S. executive secretaries and administrative assistants (U.S. Dept. of Labor)

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SALARIES ARE NOT RISING THIS YEAR (CONT'D)

- 3.7 percent - Expected average decrease in starting salaries for an administrative assistant in 2010 (OfficeTeam 2010 Salary Guide).

0.8 percent - Expected average increase in the salary of a entry-level administrative assistant (OfficeTeam 2010 Salary Guide)

IAAP recommends that employers observe Administrative Professionals Week by providing education and training to administrative staff through seminars, continuing education and self-study materials.

ADMINISTRATIVE PROFESSIONAL SKILLS

It's no secret that admins are taking on new roles in today's office. Here are some of the skills needed to excel in the workplace today, according to the Education & Professional Development Department of the International Association of Administrative Professionals

Advanced Skills Admins Need to Excel in Today's Workplace

- Project manager
- Software trainer (especially for execs and new hires)
- Software adaptor (adapting software to particular company need)
- Web site maintainer (updater)
- Negotiator (with clients and vendors)
- Online purchaser
- Reviewer/evaluator of furniture and technology equipment (includes phone systems, copiers, and more—purchasing and leasing)
- Coordinator of mass mailings (includes dealing with the printer and determining the most cost-efficient method)
- Storing and retrieval of information, along with interconnecting its significance (could be e-info, tapes, videos, paper, etc.—multi-formats)

- Scheduler and maintainer of calendars for self and others (mostly done electronically; also includes scheduling facilities)
- Meeting planner (includes negotiating hotel contracts, scheduling catering, preparing for cyber- and video-conferencing)
- Travel planner (includes online research, booking, tracking, preparing the traveler, securing needed info such as maps, phone numbers, alternatives, emergency numbers)
- Desktop publisher (brochures, flyers, annual reports, and other things that are sent directly and electronically to the printer, Web design and postings)
- Team leader dealing with virtual members (from other facilities, traveling execs, or with outside business partners)

POSITIONS OPENING UP NOW AND IN THE FUTURE FOR SECRETARIES / ADMINISTRATIVE PROFESSIONALS

- Telecommuting (by administrative assistants and managers)
- Home-based administrative services businesses
- Training for administrative support staff (on-site and through local colleges)
- Information management on the Internet (becoming a "Web Master")
- Personal computer troubleshooter
- Creating customized software manuals for organizations, particular to department and/or industry needs
- Secretarial/clerical recruiter for temporary/permanent placement agencies
- Newsletter editor (compile and summarize information on particular areas of interest)
- Multimedia librarian/coordinator/information abstractor
- Video and/or Web conferencing coordinator (scheduling, site preparation, equipment procurement, host conferencing, on-site at business or off-site)

continued on next page

POSITIONS OPENING UP NOW AND IN THE FUTURE FOR SECRETARIES / ADMINISTRATIVE PROFESSIONALS (CONT'D)

- Technology coordinator/facilities management (maintenance scheduling, tracking/backing up databases, installing new hardware/software)
- Graphics/desktop publishing coordinator
- Support services consultant
- Key skills — The most important skills and abilities for administrative professionals can be summed up with the acronym ACTION. This stands for Analysis, Collaboration, Technical aptitude, Intuition, Ongoing education and Negotiation.

NOMINATING COMMITTEE REPORT

Our Golden Corridor Chapter By Laws state that the Nominating Committee shall submit a slate of candidates, for board offices, to the membership at the April meeting with the election of officers taking place in May and the installation at our June meeting.

We are in the process of speaking to all the existing board members to see who would like to remain in their current role. It is always a benefit to the chapter when some of the board members either remain in their current role or take on a new board position. Having some board members remain always helps in bringing continuity to the leadership of the Golden Corridor Chapter. Their experience is invaluable to the new board members.

We ask each GCC member to seriously consider running for a board position to strengthen their leadership skills. Board positions also offer recertification points for those of you who need to recertify. If you are interested in a particular position, please contact us immediately at barbara.turek@zurichna.com or susan.witwicki@zurichna.com. We would love to hear from you. We have so much talent in our chapter, you may just be the person we are looking

for! To see an indepth job description, please ask one of us and we'll send it to you through email.

We will be extending a personal invite to you in the coming weeks.

***Submitted by Barbara Turek – Chair 2010
Nominating Committee
Susie Witwicki – Co-Chair 2010
Nominating Committee***



MARCH ANNIVERSARIES

Jacquelyn W. Chaney 3/1
 Diane M. Emslie 3/1
 Donald L. Humphrey, CAP 3/1
 Sandra Tires 3/1

MARCH BIRTHDAYS

Deborah P. Lee 3/2
 Andrea D. Turner, CPS/CAP* 3/5
 Heather Muncy 3/23
 Sharon Geyer 3/31

IMPORTANT DATES

March 18

Golden Corridor Impact Meeting at Sheraton in EGV

April 19-24

Admin Professional Week

April 21

Admin Professional Day

April 30 – May 2, 2010

2010 Illinois Division Annual Meeting (IDAM)
 Elgin, IL. Elgin theme for 2010 IDAM is
 Celebrate...Yesterday, Today, and Tomorrow!

A GOLDEN MOMENT

Do you have something interesting you want to share with your fellow members? This is the place to get it printed for no charge. We are always looking for human interest stories, and professional topics/tips besides of course, any open position within your company. We want to put the Golden Spotlight on our members. Please send to Rita Baseleon, our newsletter editor, at rita.baseleon@comcast.net.

CHECK OUT THIS LINK FOR FREE BUSINESS CARDS

<http://www.vistaprint.com>

CAP/CPS EXAMS IN NOVEMBER

I am planning on taking the CAP/CPS exams in November and one of the actuaries I work with created a study schedule to assist me with my time. (November Exam Study Schedule (CAP-CPS).xls has been uploaded to the Golden Corridor website.

www.goldencorridor.org

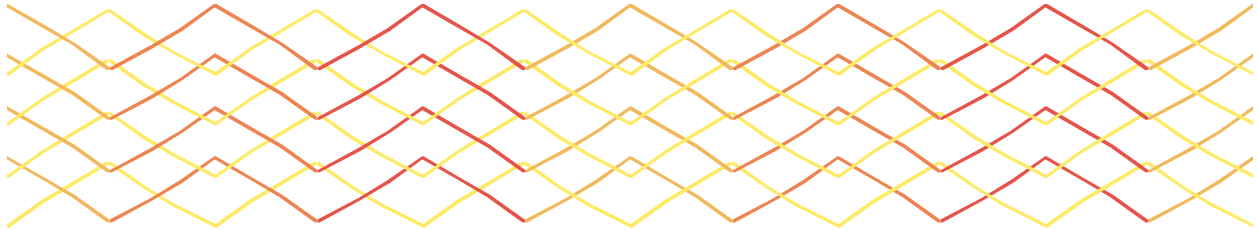
Submitted by Laura Polido

As you may know, Victoria Prestia, President of the Elgin IAAP Chapter, attended many of our GCC meetings over the past year. Last April, Victoria lost her job and then was diagnosed with stage 1 breast cancer. Victoria reports "I am all reconstructed ... and am on the road to recovery. I will be completely healed in June."

FYI! Victoria has found a temporary position auditing freight invoices at Tranzact Technologies, Inc. in Elmhurst; she loves the company and is hoping for a permanent position there.

Victoria wants to say hello to all the wonderful GCC members and she misses us.

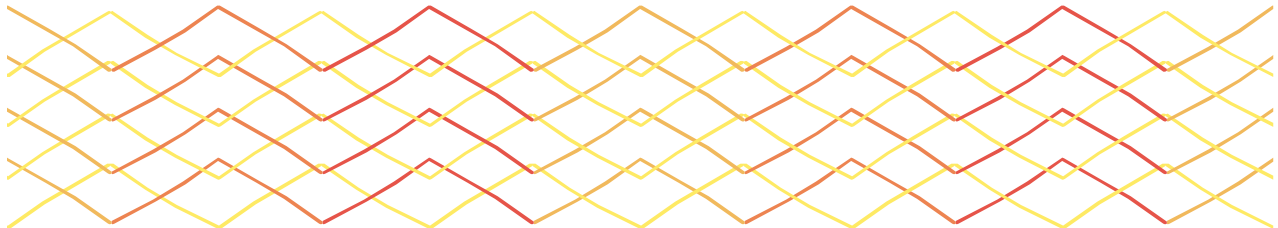
To Victoria - GCC misses you too and looks forward to seeing you at future meetings.



HELP NEEDED FOR OUR GOLDEN CORRIDOR WEBSITE

Looking for a new challenge? Interested in improving or learning new skills? Are you interested in helping out on our chapter's website? The Golden Corridor Chapter will be moving our website to the web community over the late spring to summer time period. We are looking for volunteer(s) to create the new website. You will not need to become the Web Administrator if you do not wish to hold the position. Please contact Ann Kuhlmann at ann.kuhlmann@kodak.com if you are interested.

We are also looking for a member to become the new Web Administrator for our chapter website in the web community for the 2010–2011 year. If this is something that you would like to do, please contact anyone on the board - Evelyn Szalkowski, Laurie Wille, Laura Polido, Brigitte Morris or Ann Kuhlmann.



Retirement Trust Foundation (RTF)

GREAT LAKES DISTRICT CHALLENGE

March is Retirement Trust Foundation (RTF) Month. The Great Lakes District has issued a challenge to all chapters.

- All RTF donations received by headquarters from March 1 through 31 will count towards the challenge. Please be sure to mail your donations as quickly as possible; postmarks will not be the deciding factor for the challenge's deadline. Again, they must be RECEIVED at headquarters by March 31.
- IAAP members can make donations online with a credit card. This is a quick and easy option, members receive an acknowledgement of their donation right then, AND members can be assured they meet the deadline. The link is <http://www.iaap-rtf.org/donate/form.html>; click on "Contribute online" and then sign in. You'll love the convenience and security of making donations in this manner.
- All donations not made on line MUST be accompanied by the donation form. The link is the same: <http://www.iaap-rtf.org/donate/form.html>, then click on "Printable donation form" to download and complete the form.

All funds contributed will be used to:

- Provide housing assistance grants to administrative professionals in need.
- Maintain Vista Grande and provide for an affordable and comfortable environment for all residents.
- Maintain the Trust's web site.

What is RTF?

The International Association of Administrative Professionals was first established in 1942. Its vision is simple: to inspire and equip all administrative professionals to attain excellence. In 1958, a Declaration of Trust created the National Secretaries Association Home Trust Fund. The Retirement Trust Foundation was created in 2000. This independent, non-profit organization is administered by a six member International Board of Trustees, four of whom are elected at large from the membership of the International Association of Administrative Professionals and serve with the IAAP International President and Treasurer.

The IAAP Retirement Trust Foundation is a tax-exempt charitable organization. Contributions made to the Foundation are deductible. Bequests, legacies, devises, transfers or gifts to or for the Trust's use are deductible for Federal estate and gift tax purposes.

The Trust was formed and operates exclusively for charitable purposes; i.e., for the primary purpose of acquiring, maintaining and operating homes for needy and elderly administrative professionals and otherwise assisting needy and elderly administrative professionals. The demand for comfortable, affordable housing for retired administrative professionals is growing, and the RTF seeks to help fill that need with Vista Grande and other housing.

The benefits of the RTF begin from the time you become a member of IAAP. The trust publishes RTF reVisions quarterly for all members, sponsors sessions at international conventions, and is currently working on an online resource center of links and other information for retirees and future retirees.

Submitted By Linda A. Robinson CPS/CAP, Golden Corridor Chapter RTF Chair