

# EAST COAST EXCELLENCE

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## WELCOME TO A NEW YEAR

Hello Fellow Administrative Professionals:

I would like to welcome you to our 2009-10 East Coast Admins Chapter year and especially welcome all of our new members. I trust you have had a pleasant summer. I am very honored to take on the role of President for my second year and with your assistance and support, I will do my very best to bring this chapter forward.

I would like to thank the following members for taking on the Executive roles: President-Elect – Gayle

Johnson; Treasurer – Donna Rodgers-Grouchy and Secretary – JoAnn Murphy. I would also like to thank the members who have taken on the roles of Chairs and Co-Chairs. I look forward to working with all of you. We are still in need of a Chair for Administrative Professionals Day and all of the committees need members.

As the IAAP Theme for 2009-10 is "Power of Commitment", I would like to encourage each one of you to make a personal commitment to attend as many meetings as

**POWER**  
*of*  
**Commitment**  
East Coast Admins Chapter

possible, get involved in our chapter and encourage your fellow administrative co-workers and friends to attend as well. As we are 36 years strong, we look to you our members to provide the power and passion our chapter needs to thrive and survive.

I look forward to seeing you all on Monday, September 14<sup>th</sup>.

Sincerely,  
Bernadette Fifield,  
President

## CONGRATULATIONS!

ECAC is very pleased to congratulate **Mary French CAP** and **Patricia Rideout CPS** on obtaining Member of Excellence Status for 2008-2009. Mary and Patricia, your contribution to our chapter is invaluable and we welcome your continued support of our chapter.

Congratulations is also in order for **Nancy Avery CPS** and **Alice White**. They both received their Certified Administrative Professional



## SPECIAL POINTS OF INTEREST:

- *Welcome*
- *Congratulations*
- *Survey Results*
- *Email Tips*
- *Revolutionizing our Value in the Workplace*
- *Great Web Site Links*



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## BECOME A MEMBER OF EXCELLENCE!

**THE IAAP PATHWAYS TO EXCELLENCE RECOGNITION PROGRAM** is designed to raise your value as a career-minded administrative professional by becoming a Member of Excellence, a Chapter of Excellence or a Division of Excellence. As a Member of Excellence you must attain a minimum of 8 of the following 11 criteria: (1) Be a current CPS and/or CAP holder. (2) Sign the online Member of Excellence Commitment Agreement. (3) Actively participate in the IAAP web community forum discussions or submit an article for an IAAP publication (Chapter, division, or international). (4) Attend non-IAAP professional educational workshops, seminars and conferences.

(5) Hold a degree, certificate or equivalent (a minimum one year in length) from an accredited college or earn a Microsoft Certification. (6) Pay membership dues on or before anniversary date (7) Serve as a chapter, division, or international officer, committee chair, or committee member; or serve as an RTF Trustee; or serve on a Student Chapter advisory board or the school's advisory board for the office administration program. (8) Conduct a public presentation, program or training. (9) Attend a minimum of eight chapter, division or international sponsored meetings, programs or any combination. (10) Recruit at least one new member. Visit the IAAP Website and start working on your Member of Excellence today. ☞

“EXCELLENCE IS THE UNLIMITED ABILITY TO IMPROVE THE QUALITY OF WHAT YOU HAVE TO OFFER.”  
RICK PITINO

## IAAP ADMINISTRATIVE ASSISTANT SURVEY RESULTS

In 2009, members of the International Association of Administrative Professionals were asked to participate in a benchmarking survey designed to gather current data on job titles, key responsibilities, average salaries, job satisfaction, technology usage, training needs and other key issues relating to today's administrative professionals. Over 3,100 members submit-

ted their survey answers.

(Except from Results from IAAP February 2009 Benchmarking Survey—3,177 total responses)

**Key Findings.** Administrative professionals are increasingly becoming more important to their companies, which is clear in the level of authority bosses place on their admins. They want to do a good job but with an increased workload due to downsizing coupled with in-

creased responsibilities, it's a challenge. Admins state that keeping up with the latest technologies is the most significant issue affecting the profession with doing more with less resources a close second. Even so, today's office professional is meeting the challenge.

NEXT Job Responsibilities

## MORE SURVEY RESULTS

**Job Responsibilities.** When asked if the level of autonomy in making decisions has increased in the last five years, 72 percent said yes, and 25 percent saying it's increased significantly and 47 percent saying it's increase some. In the current survey 48 percent of IAAP member said they have taken n more work in the last five years, with 40 percent attributing the increase in work to the current economy.

Admins are taking on more responsibility.. In the 2009 survey 73 percent of admins have increase responsibility at work and 85 percent of admins have seen their overall contribution to their organization increase. Job duties have been changing for admins. Over the past five years, admins have taken on more management and supervisory roles. Admins are also taking on more long-term project

management. When asked: “In what areas have your job responsibilities grown in the past five years?” in the 2009 survey most respondents said they've increased in general office management and supervision. Following that is: main liaison to corporate manager or vice president, travel planning, meeting planning and long-term project management.

The Administrative Edge



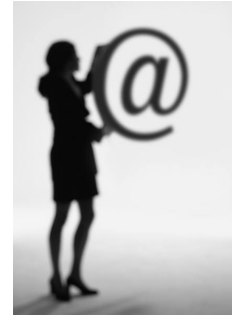
## MICROSOFT OUTLOOK® IS NOT JUST FOR EMAIL!

Many of us use Microsoft's Office Outlook in our professional lives for email, contacts and calendar. Like other Microsoft applications, Outlook is a very powerful software program that allows collaboration between applications and people. Most of us, however have only received a minimum of instruction and we are far too busy to explore new features in our day to day tasks and assign-

ments. As well, a lot of us dread having to go through the growing pains of learning something new. Well Outlook is one application where taking the time to know some of the advanced features will save time in the long run. Here are the top 5 ways that Office Outlook 2007 helps users increase productivity and improve collaboration.



- ✦ Instantly search all your information.
- ✦ Easily manage your daily priorities and get better results faster with the Microsoft Office
- ✦ Fluent user interface.
- ✦ Connect with people easily and effectively.
- ✦ Increased collaboration and functionality with Microsoft Exchange Server



"Diamonds are forever.  
E-mail comes close."

### CREATE AND USE AN EMAIL TEMPLATE IN OUTLOOK

About to click Send, it dawns on you: the email you have composed looks a lot like email you wrote last week. And, who knows, perhaps you'll write the same message again in seven days? Wait, then. Do not click **Send** yet. Save the message as an **Outlook template first**, and next

week's composition will be that much swifter starting from that stationery. To save an email message as a template in Outlook:

(1) Create a new message and enter the desired template Subject: and content.(2) Click the Office button and select Save As.(for 2007) or (4)In Outlook

2003, select File | Save As from the menu. (5) Select Outlook Template under Save as type: in the Save As dialog.(6)Type the desired template name (if different from the email



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### DISCOVER YOUR STRENGTHS

Successful APs know their strengths and how to maximize those strengths to broaden their job responsibilities. They also understand how to use their strengths to work more effectively with others. And more importantly, successful APs understand and take ownership of their weaknesses. This is an excerpt from Erin O'Hara

Meyer's book *Administrative Excellence. Revolutionizing Our Value in the Workplace*. In her book Meyer wants to help the reader discover their strengths, build their confidence and gain the skills and knowledge necessary to achieve three goals: 1. To succeed as an AP (Administrative Professional) by achieving administrative

excellence. 2 To earn the personal and professional respect of those you support and 3. To change impressions in our workplace so that your value and professional contributions are better appreciated. These three things will have an impact on our profession and how, as APs we are perceived in today's office environment. ☞



*Administrative Excellence. Revolutionizing Our Value in the Workplace.*

Erin O'Hara Meyer, PHR  
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**POWER**  
*of*  
**Commitment**  
East Coast Admins Chapter



*Turning Jobs  
Into Careers*

### Mission, Purpose, Objectives and Vision

IAAP's **mission** is to be the acknowledged, recognized leader of administrative professionals and to enhance their individual and collective value, image, competence, and influence.

IAAP's **purpose** is to provide information, education, and training and to set standards of excellence recognized by the business community on a global perspective.

IAAP's **objectives** are to elevate the standards of all administrative professionals and to promote their working relationships with management through continuing education, authorized programs, and publications.

IAAP's **vision** is to inspire and equip all administrative profes-

Seeking your contributions. If you have a article or knowledge you want to share, please forward to jam@nl.rogers.com. Every-

### PUT YOUR MESSAGES ON A DIET

If you're sending messages to people outside your corporate network, where download speeds and email software may differ from your environment, eliminate unnecessary attachments and HTML elements that may weigh down the message. Here are some tips:

If you're attaching photos, be sure to rotate them to the correct orientation and resize them.

Don't assume that everyone has HTML email enabled; many folks disable HTML email to avoid marking trackers and long message downloads..

Don't assume that your message looks the same way in your recipient's software as it did in yours; all email applications format messages differently.

In some email software, a long web site address that wraps in the message may be unclickable. User a services such as TinyURL (<http://tinyurl.com>) to shorten that address before your send your message.

Excerpt from *Upgrade your Life* by Gina Trapani. Visit her website at:

[www.smarterware.com](http://www.smarterware.com)

### GREAT WEB SITE LINKS



Mind Tools originates in the United Kingdom and offers some great articles and tools for everything from Leadership Skills to Memory Improvement. You can find them on the web at

**Deskdemon**

[www.mindtools.com](http://www.mindtools.com)

Another web site based in the United States that offer news and articles to Administrative Professionals and Personal Assistants is Desk-



"To err is human, but to really foul things up you need a computer."  
PAUL EHRLICH.

