

# GRAPEVINE



# EFAM

## 2012 GRAPEVINE TEXAS

You know the phrase “Everything’s bigger in Texas?” That also applies to this year’s Education Forum and Annual Meeting in Grapevine, located between Dallas and Fort Worth. We’ll be blazing into Texas July 21-25 with a bigger and better EFAM than ever before.

You wanted more education so this year we’re giving you three keynote speakers and extra sessions on Sunday. Some of you come to EFAM only for the education and networking, that’s why we’re offering you the option on Sunday of attending technology training or IAAP business sessions. This year you’ll find even more of what you’ve been asking for: education and networking.

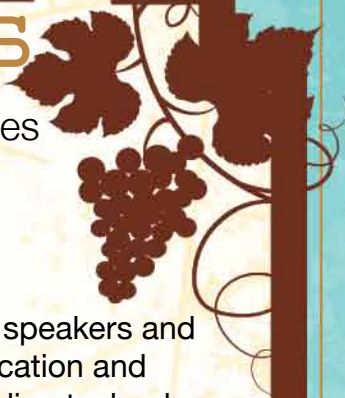
Annual favorites are back including Expo 2012. It’s all in one day with more vendors than last year. We’ll have another fantastic Evening of Welcome on Sunday night, the closing banquet as well as education, education and more education throughout the entire EFAM.

We’re starting off Monday, Tuesday and Wednesday morning with a keynote. Up first is admin turned executive, Colleen Barrett. She started her career as an admin and ended up as president of Southwest Airlines, now serving as president emeritus for Southwest. She’ll talk about servant leadership and the customer service culture at Southwest. On Tuesday we will hear from Olympic Gold medalist Kerri Strug on “The Leap to Remarkable.” She’s the gymnast that landed an unforgettable vault on an injured ankle to help the U.S. cinch its first Olympic Gold medal in the women’s gymnastics team competition. Wednesday’s keynoter, Ross Shafer, went from a job as a small town pet shop manager to Emmy award winning TV host to renowned business leader.

You’ll be staying at the Gaylord Texan with four and a half acres of indoor gardens and twisting waterways. The Gaylord has everything including restaurants, recreation and a convention center. When you’re not filling your ten-gallon hat with education or winding around the Gaylord, take off and explore Grapevine. You’ll find Grapevine’s historic downtown and its eclectic collection of shops, restaurants and art galleries engaging. Don’t miss Grapevine’s winery tasting rooms. Grapevine has something for everyone.

**This is one EFAM you won’t want to miss. Grab your hat and your boots and scoot on down to Grapevine, July 21-25. See ya’ll in July!**

YOU TALKED — WE LISTENED



FRIDAY, JULY 20

12:30 p.m.-7 p.m. On-site Registration/Membership Office,  
Pre-Registration Desk, Credentials Desk

SATURDAY, JULY 21

7 a.m.-7 p.m. On-site Registration/Membership Office,  
Pre-Registration Desk

7 a.m.-Noon  
1 p.m.-7 p.m. Credentials Desk

8:30 a.m.-11:30 a.m. Pre-EFAM Workshops

1:30 p.m.-4:30 p.m. Pre-EFAM Workshops

2:30 p.m.-3:15 p.m. Delegates Briefing

3:15 p.m.-3:45 p.m. First-Timers' Orientation

3:45 p.m.-4:30 p.m. Town Hall

4:30 p.m.-6 p.m. District Caucuses

6 p.m.-6:30 p.m. Member-at-Large Meeting

SUNDAY, JULY 22

7 a.m.-7 p.m. On-site Registration/Membership Office,  
Pre-Registration Desk

7 a.m.-8 a.m. Credentials Desk  
1:30 p.m.-7 p.m.

8 a.m.-9 a.m. Opening Session

9:30 a.m.-Noon Business Session

9:30 a.m.-12:30 p.m. Tech Workshop

1 p.m.-2 p.m. Candidate Forum (delegates and alternates)

1 p.m.-2 p.m. President and President-Elect Office Hours

2 p.m.-3 p.m. Candidate Forum (all attendees)

3 p.m.-5 p.m. Bylaws Committee Office Hours

3 p.m.-6 p.m. Tech Workshop

3 p.m.-6 p.m. Voting Polls

6 p.m.-8 p.m. **Evening Of Welcome: International Chapters At Large Meet And Greet**  
Meet fellow members of International Chapters at Large at the designated sign at the Evening of Welcome. Network and meet new friends.

MONDAY, JULY 23

7 a.m.-6 p.m. On-site Registration/Membership Office

7 a.m.-8 a.m. Pre-Registration Desk

8 a.m.-9:45 a.m. **Keynote Speaker:  
Lead With LUV: A Different Way To Create Real Success**  
*Colleen Barrett*



10:30 a.m.-12:30 p.m. Workshops

1 p.m.-2:30 p.m. **Leadership Luncheon:  
The Inspirational Leader**  
*Coach Micheal Burt*



3 p.m.-6 p.m. Workshops

TUESDAY, JULY 24

7 a.m.-5 p.m. On-site Registration/Membership Office

8 a.m.-9:45 a.m. **Keynote Speaker:  
Making The Leap To Remarkable**  
*Kerri Strug*



10 a.m.-6 p.m. Office Expo

10:30 a.m.-5:45 p.m. Product Productivity Workshops

11 a.m.-6 p.m. Generation Exploration

WEDNESDAY, JULY 25

7:30 a.m.-1 p.m. On-site Registration/Membership Office

8 a.m.-9:45 a.m. **Keynote Speaker:  
Nobody Moved Your Cheese**  
*Ross Shafer*



10:30 a.m.-12:30 p.m. Workshops

1:30 p.m.-3:30 p.m. Workshops

5:30 p.m.-6:30 p.m. Networking Reception

6:30 p.m.-9:30 p.m. Banquet

9:30 p.m.-11 p.m. International Board and Trustees Reception

THURSDAY, JULY 26

9 a.m.-12:15 p.m. Post-EFAM Workshop

9 a.m.-12:30 p.m. Leadership Workshop

# DON'T MISS



## KEYNOTE SPEAKERS

**COLLEEN BARRETT**

MONDAY, JULY 23<sup>RD</sup>

**KERRI STRUG**

TUESDAY, JULY 24<sup>TH</sup>

**ROSS SHAFER**

WEDNESDAY, JULY 25<sup>TH</sup>

## COMING

**TRIP**

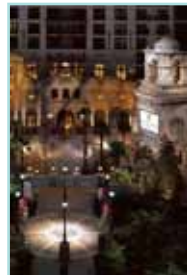
**TOURS**

SOON

**OFFICE EXPO**



Save \$150 on your EFAM registration by staying in the EFAM room block (see below). Make sure the hotel knows all the people sharing your room. The confirmation number will be needed to receive the discount.



**RESERVE YOUR ROOM NOW FOR THE 2012 EDUCATION FORUM AND ANNUAL MEETING JULY 21 THRU 25 AT THE GAYLORD TEXAN HOTEL AND CONVENTION CENTER IN GRAPEVINE, TEXAS**

About 10 minutes from Dallas/Fort Worth International Airport, the Gaylord Texan will be the perfect place to relax, shop and enjoy yourself during EFAM. The resort includes more than 1,500 luxurious guest rooms with wireless internet access, safes and complimentary bottled water. Guests will have access to a 25,000-square-foot day spa and fitness center. Plus, you will get four complimentary passes to Paradise Springs, the Gaylord Texan's 10-acre pool complex with a 600-foot "lazy river," beach, bar and grille and game pavilion. There are casual and formal restaurants, plenty of shops and a night club. When it's time to attend the conference, you'll be easy walking distance from the attached resort's convention center. The entire resort is indoors and climate controlled, with lush landscaping and majestic glass atriums.

**Get on the trail for the 2012 EFAM and make your reservation today!**



## WORKSHOPS



### SATURDAY, JULY 21

8:30 a.m.-11:30 a.m.

**MT #100 InfoPath Forms For E-mail, SharePoint Or The Web** 3R  
**Gini Courter**

With InfoPath you can create beautiful, efficient forms. Learn how to customize an InfoPath form template. Use layout tables and controls and distribute a form using Outlook.

**NOTE: We recommend attending the SharePoint session. We'll use SharePoint to publish and display results from the form created in this session.**

**EC RB #101 Trust And Respect: The Basis For All Successful Relationships** 3R

**Dan DeSalvo**

Business today is based on trust and respect. With fewer resources and more demands, we have to join forces and work as part of a team. However, trust doesn't come with a title or a signed agreement. It's forged by keeping your word, turning out quality work and being supportive of your allies. Build trust with someone you doubt or with whom you've have had a bad experience. Learn how to recover from mishaps.

**AMS EC RB #102 Creating, Sustaining And Managing Partnerships And Alliances** 3R

**J.J. Childers**

The name of the game today is collaboration. Admins are finding themselves looking for suitable partners, coordinating project teams which can be virtual, global and diverse. Learn to develop and grow strong virtual relationships. Hone your skills to make off-site co-workers feel welcome and part of the team. Get tips for dealing with demanding, procrastinating or non-cooperating co-workers.

1:30 p.m.-4:30 p.m.

**MT #150 SharePoint For Power Users** 3R  
**Gini Courter**

Starting from scratch, learn to use Windows SharePoint Services to create and provision a SharePoint site for a team. Also, you'll publish the InfoPath forms created in today's first session and use a Word form as a library template.

**AMS #151 Mastering Ambiguity And Change** 3R  
**Dan DeSalvo**

We're living and working in an era of constant change. Employers expect that we'll cope with uncertainty while increasing productivity and managing our emotions. Get comfortable with ambiguity and make innovation work for you. Learn to operate in the presence of fear and understand the competencies required for mastering ambiguity. Discover your strengths while minimizing your weaknesses. Rely on teamwork, collaboration and cooperation to get ahead of the change curve.

**EC MT RB #152 Social Media: Getting Connected And Creating A Brand** 3R  
**J.J. Childers**

Organizations large and small, local and global, not-for-profit and for profit are using social media to communicate. It's an effective way to reach your audience and an avenue for building strong networks. Get the inside scoop on Facebook, Twitter and LinkedIn. Learn the pitfalls involved and the role employers might expect admins to play.

**For more information about the sessions and schedule, click [HERE](#)**

### SUNDAY, JULY 22

9:30 a.m.-12:30 p.m.

**MT #200 Word 2007/2010 For Power Users** 3R  
**Gini Courter**

Don't settle for learning the "new" locations of the old commands in Word 2007 and 2010. Learn features designed especially for administrative professionals to make you more efficient. Learn SmartArt, QuickParts, Equation Editor, Document Inspector and QuickStyles, along with reformatting tips and more.

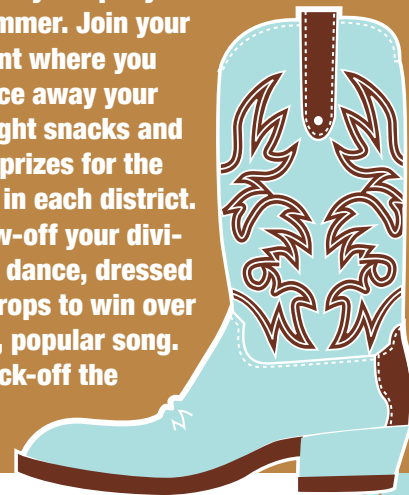
3:00 p.m.-6:00 p.m.

**MT #250 Building Powerful Forms In Word 2010/2007** 3R  
**Gini Courter**

If you've been creating forms for Word 2003 or earlier, you won't believe what's possible in Word forms today. Learn to combine the new Word XML controls with building blocks and form logic to create forms that provide multiple-choice options and pre-formatted boilerplate text.

# EVENING OF WELCOME

**Kick up your boots and get ready to spin your spurs for THE party of the summer. Join your friends for a high-energy event where you can kick up the dust and dance away your troubles. We'll have drinks, light snacks and great music to dance to. Win prizes for the best-of-show by one division in each district. This is an opportunity to show-off your division's and district's c-r-a-z-y dance, dressed with special apparel or use props to win over the judges. Choose a familiar, popular song. It will be a perfect night to kick-off the 2012 EFAM—Texas style.**



## KEY

To make it easier to spot the info you need, we've tagged the sessions with icons to represent the topics they cover (see key below).

**R** Counts for recertification points.

**AMS** ADMIN MANAGEMENT SKILLS

**EC** EFFECTIVE COMMUNICATION

**LD** LEADERSHIP DEVELOPMENT

**MT** MASTERING TECHNOLOGY

**RB** RELATIONSHIP BUILDING

## WORKSHOPS

MONDAY, JULY 23

8:00 a.m.-9:45 a.m.

### Morning Keynote Speaker

#### Lead With LUV: A Different Way To Create Real Success

Colleen Barrett

This admin turned executive will explain that Southwest is in the customer service business but it happens to provide transportation. She will give a quick overview of how SWA's culture came about; what five leadership expectations the company sets for its people; and who SWA's customers are in terms of importance. She will also share her thoughts about why she believes that servant leadership, LUV and freedom are the key ingredients to Southwest's success.

1R



Colleen Barrett began working as an executive assistant with Herb Kelleher at his law firm in 1967. Later, he bought a small interest in a commuter airline that ran between three cities in Texas. He became its legal counsel and director and took Colleen with him. This small airline later became Southwest Airlines, one of the most talked about and profitable of all carriers. When he retired in 2001 as President and CEO, he turned to two old friends: James Parker, the

company's longtime general counsel to succeed him as CEO, and Colleen Barrett to become president, having moved up through the ranks and served on the management team for several years.

10:30 a.m.-12:30 p.m.

### MT #300 All About Outlook 2010

Gini Courter

Start with our Top 12 tips and tricks for Outlook e-mail, calendar and tasks to increase your efficiency. In addition, review other applications that extend the power of Outlook for individual users and for the enterprise.

2R

### MT #301 iPad vs Laptop: What Works And What Doesn't?

Annette Marquis

Can you leave your laptop at home and get by with only your iPad? Can you get rid of your laptop all together and just use an iPad? Find out the capabilities of an iPad as it compares to a laptop and learn about valuable productivity apps. Feel confident using your iPad on the road.

2R

### AMS #302 Get Organized! With Avery

Sharon Werner, Avery Dennison

Sponsored by: Avery Dennison

Find a few extra minutes in your day, reduce stress and achieve greater productivity by organizing your workspace, your documents and your projects using Avery products. Take the Avery "Are You Organized" quiz and gauge your organizational skills, then discover timesaving tips to organize your workspace and yourself.

2R

For more information about the sessions and schedule, click [HERE](#)

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### AMS #303 Going With Your Gut: Honing Your Intuition Skills For Career Success

Robert Hosking, Executive Director, OfficeTeam, Menlo Park, Calif., Moderator

Sponsored by: OfficeTeam

Does intuition play a role in today's workplace? According to research from OfficeTeam and IAAP, it does. Learn key research findings and hear from senior corporate executives and IAAP members about how intuition can be used effectively to anticipate the needs of others and advance your career. Recognize co-workers' body language and draw upon past lessons to help yourself and others hone intuitive skills.

1R

### AMS LD #304 Coaching and Mentoring: Essential Skills For Today's Rising Stars

Jim Finkelstein

The workplace is changing due to economic times. As workers come and go, someone needs to orient, train, support, advise and help them get on board. Be that person. Learn how to motivate others, match talents to tasks and provide timely and constructive feedback. Coaching and mentoring includes active listening, assisting others in solving their own problems and preparing a replacement for when you get promoted.

2R

1:00 p.m.-2:30 p.m.

### Leadership Luncheon

#### EC LD #325 The Inspirational Leader:

#### Be A Leader People Choose To Follow

Coach Micheal Burt

Sponsored by: Avery Dennison

We need leaders who inspire, motivate, validate and affirm the worth and potential in their people. In this powerful and dynamic session, Micheal Burt, a coach and leader to some of the top performers in the world, will help you focus on these three things:

- How to get you and your people to come alive: Engagement
- How to build and sustain momentum: Belief and Confidence
- How to attract engaged followers who believe in you and the system: Attraction

1R

Go on this journey of self-discovery with Coach Burt to truly become "The Inspirational Leader." You'll never be the same.



Through a unique storytelling method, passion and real life examples of his coaching, Coach Burt will motivate you to get intentional about chasing dreams and never letting limited mindsets shackle you. Described as having the energy of a Zig Ziglar and the breadth and depth of a Stephen Covey, you will be entertained and educated. Go on this journey with Coach and you'll learn why he believes, "Everybody Needs a Coach in Life."

## WORKSHOPS

**TUESDAY, JULY 24**  
**8:00 a.m.-9:45 a.m.**

**Keynote Speaker:**  
**Making The Leap To Remarkable**  
**Kerri Strug**  
**Sponsored by: OfficeTeam**



Olympic Gold medalist Kerri Strug sprang into Olympic history with her courageous performance during the 1996 Olympic Games in Atlanta. She is in a unique position to discuss "Making the Leap to Remarkable," the 2011-2012 IAAP International Theme. Sharing her personal story, she will teach us the need for focused goal setting, an individual commitment to excellence and how outstanding team dynamics can create the remarkable.

**WEDNESDAY, JULY 25**  
**8:00 a.m.-9:45 a.m.**

**Keynote Speaker:**  
**Nobody Moved Your Cheese**  
**Ross Shafer**

1R



Ross Shafer went from a job as a small town pet shop manager to Emmy award winning TV host to renowned business author and speaker. He'll share how to shed blame and focus on yourself and your career as you learn how to create a personal brand to promote yourself while understanding the difference between making a living and making a life. Walk away curious, hungry and excited about your profession, as well as your place in the world.

**10:30 a.m.-12:30 p.m.**

**MT #500 Upgrade To Free:**  
**Free And Bargain Technology For Admins**  
**Beth Ziesenis**

2R

As a busy admin, you don't have a moment to spare. Today's technology can help, but how do you know what tech tools to choose? Find personal productivity tools to keep you on track; Web-based solutions that you can access on the go; and time-saving, budget-conscious tools that don't require an IT degree to figure out. Bonus! Leave the session with a handy quick reference guide to 70+ of the best tech tools.

**EC #501 Technical Writing For**  
**The Administrative Professional**  
**Kristen Johnson**

2R

Some writing assignments are just plain tough. And writing technical reports is one of them. Learn how to implement best practices, proven approaches and the latest techniques to produce highly effective, user-friendly documents that get read and understood. You'll get guidelines, formats and structures for all types of technical projects, from abstracts to proposals to specifications and more.

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**3:00 p.m.-6:00 p.m.**

**MT #350 Power Charts, Graphics And Presentations:**  
**Excel And PowerPoint 2010/2007**  
**Gini Courter**

3R

Create compelling presentations to showcase organizational data. Begin with an Excel workbook filled with the types of data you find in any organization. Switch to a PowerPoint presentation and use the Excel charts and tables, Office SmartArt Graphics, photos and video to illustrate key concepts in your presentation.

**MT #351 The Google Experience: From Apps To YouTube**  
**Annette Marquis**

3R

Google offers a plethora of tools. Learn how to navigate the world of Google using functionality apps including: Mail, Docs, Forms, Calendar, Groups, Sites and much more. Compare Google productivity to Microsoft Office.

**AMS EC LD RB #352 Follow Me: I'm Right Behind You**  
**Coach Michael Burt**

3R

Cultures can be uplifting or cancerous; cooperative or competitive. We've all been in cultures that hinder the development of talented people. Learn how to lead by attracting the right people and develop them by coaching with immediate feedback. "Lead up" to your boss to influence and leverage with your unique gifts.

**AMS #353 Becoming A Renaissance Admin**  
**Marie Herman**

3R

Employers may pigeonhole admins into certain roles and skill sets. Learn new ways of encouraging your employer to consider your skills differently. Use critical thinking to expand your role into new areas and develop new skills, such as relationship building, coordinating projects and applying technology.

**AMS EC RB #354 Making Sense Of The**  
**New Cogenerational Workplace: A New Reality Show**  
**Jim Finkelstein**

3R

Learn how you can become more aware of others around you as an administrative professional and "mash up" the best of all the generations in the workplace. Gain insights to create, connect and survive in the new Cogenerational Workplace™. Learn the common components that exist in all of us, no matter what our age.

**For more information about the sessions and schedule, click [HERE](#).**



## WORKSHOPS

### **AMS #502 Business Finance & Accounting Demystified** **Ty Beaver**

2R

Today, the bottom line is the bottom line. No matter your role in the organization, you are expected to be financially savvy. Clear the fuzziness and take away the fear of dealing with numbers. It will put the terms into perspective and allow you to talk, think, and read complicated reports. Learn to track, organize, and interpret the data and become the most valued admin in your department.

### **AMS #503 Project Management: Keeping It On Track, On Time And On Budget** **Laura Simms**

2R

Managing a project? Learn how to analyze, schedule and control the myriad factors that determine your success. Get a greater grasp of the scope of your projects, create better project plans and juggle multiple projects easier. You'll be able to assess risk and identify potential problems sooner, avoiding the downfalls that can doom a project. Learn proven methods for staying focused on project priorities and handle project setbacks and changes without breaking a sweat.

**1:30 p.m.-3:30 p.m.**

### **MT #550 Upgrade To Free:**

2R

#### **Free And Bargain Technology For Admins (Repeat of Session #500)** **Beth Ziesenis**

As a busy admin, you don't have a moment to spare. Today's technology can help, but how do you know what tech tools to choose? Find personal productivity tools to keep you on track; Web-based solutions that you can access on the go; and time-saving, budget-conscious tools that don't require an IT degree to figure out. Bonus! Leave the session with a handy quick reference guide to 70+ of the best tech tools.

### **EC #551 Creative Business Writing For The Administrative Professional** **Kristen Johnson**

2R

Admins are expected to write pieces that grab the readers' attention, command involvement, enhance understanding and inspire action. Good business writing gets results. Sounds easy, yet many flounder trying to put words to paper. Take out the dread and drudgery of creative writing. Gain tips the pros use to make readers want to read more and then give them sharp images that make your message memorable and move them to action.

### **AMS EC #552 Illustrating The Numbers: Getting The Point Across** **Ty Beaver**

2R

Knowing the ins and outs of accounting and finance will make you more comfortable discussing the particulars of money and how it affects your business. Teaching others what you know is another big part of your job. Whether you're presenting to your boss or creating his presentation to the board, you need to illustrate the results with clarity and impact. Learn how to portray the numbers in a meaningful way so no one gets lost in the details.

**For more information about the  
sessions and schedule, click [HERE](#)**

### **AMS EC LD RB #553 The People Side Of Project Management** **Laura Simms**

2R

Projects can look good on paper, but miss the mark when people fall short. Learn how to create new and dynamic team paradigms that bring better productivity—and higher success—to every project you manage. You'll learn fresh strategies on how to encourage feedback between team members, ways to keep each other energized throughout the life cycle of your project and how to manage and control difficult people.

**THURSDAY, JULY 26**  
**9:00 a.m.-12:15 p.m.**

### **EC RB #600 Teamwork: Do You Have The Skills Needed To Survive?** **Larry Midgett, PhD**

3R

Participate in a highly interactive simulation game where your airplane crash-lands in the Sonoran Desert and you and the other survivors have 15 items salvaged from the plane that will play a vital role in your group's survival—or not. Find out if you are a leader or a follower. Through this session, you'll be able to gauge your: ability to problem solve; make good decisions; function as part of a team; trust others and more. This is one experience you don't want to miss! It could change how you see yourself and your career future!

**9:00 a.m.-12:30 p.m.**

### **2012 Leadership Workshop LD #601 Be The Change** **Lisa Prosser-Dodds**

2R

It's no longer enough to chair meetings and work on projects. Leaders must be accountable and responsible and must step up to "be the change" and inspire everyone in the group. For associations, that means having an active role in recruiting, maintaining and retaining members. In the workplace that means finding the best and working to keep the group moving in a common direction. Learn the skills you need to be the one who makes the difference and brings about change. Discover techniques for being the model leader and find a network of people to support you in this pursuit.

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# OFFICE EXPO

10<sup>AM</sup> TO 6<sup>PM</sup>

TUESDAY, JULY 24

## GENERATION EXPLORATION

A new feature to Expo 2012 is Generation Exploration. Engage in facilitated discussions about multi-generations in the workplace with generational expert Jim Finkelstein. We'll have three areas, Millennial, GenX and Boomer, where you can learn and discuss what makes different generations alike and offer suggestions to perform better as a well-functioning team.

You won't want to miss Expo 2012 on Tuesday, July 24. It opens at 10 a.m. following the morning keynote session. At this year's Expo you can interact with vendors, sample products and see the latest and greatest in office products, event planning, travel and more. We're taking this interaction one step further by introducing something new in Expo 2012—Product Productivity Workshops. These are hour-long sessions where vendors will explain how to use their products and services to make you more productive at work. Sign up now! This year learn about being a virtual assistant, organizing your workspace, how to give a world class presentation and more.

## AUTHORS SHOWCASE

Coming back again this year is the Showcase—where speakers and authors interact with you on subjects you're facing in your workplace today, giving practical solutions for real-life problems.

**DON'T MISS THIS YEAR'S EXPO!  
THERE'S SOMETHING FOR EVERYONE.**



# EARLY BIRD REGISTRATION DEADLINE IS MAY 23, 2012.

- Register **online** 

OR please complete registration form.

- Only one registration per form.

## REGISTRATION IS LIMITED. REGISTER EARLY!

### Workshop Tickets

Individual workshop tickets will be collected at the door. Anyone not presenting a ticket will be asked to wait outside until all ticket holders have taken a seat.

### Recertification Points

To receive recertification points, CAP holders will need to complete the form included in the registration packet you will receive on-site. One recertification point per full contact hour of instruction will be provided for approved sessions as indicated by the "R" following each eligible workshop title. The recertification form is submitted when you recertify.

### IAAP Book Nook

The Book Nook sells materials by speakers or on topics that supplement the workshops.

### Hospitality Room

Visit the Hospitality Room to renew old acquaintances, make new friends or find a shopping, dining or sightseeing companion. The Hospitality Room is "information central" for both first-time attendees and education forum veterans.

### Banquet Seating

Get a table assignment for the Banquet at the seating booth in the registration area. Seating is assigned on a first-come, first-served basis. Those wishing to sit together should have one person collect tickets from the group once they have registered and bring tickets to the seating booth for seat assignment or pre-reserve a table using the form and give a donation to this year's local charities.


### What to Wear

**Business Sessions:** Business Attire

**Evening of Welcome:** Casual

**Educational Workshops:** Business Attire or Business Casual

**Banquet:** Business attire, cocktail or after-five wear.

*Connect to others going to EFAM in the IAAP Web Community. Once you've registered you'll be able to join the EFAM 2012 eGroup. Go to the **web community** then to eGroups to subscribe.* 



### Bounceback Promotion

If you attended Spring Conference 2012, you're eligible for a 10 percent discount on your full EFAM conference registration fee. The discount will be automatically applied when you register.

### Corporate Discount

A company may receive a \$250 discount off the total registration price with five or more full event registrants from the same company. To qualify, registrations must be received at one time accompanied by **IAAP's Event Corporate Discount Form** and one payment for all registrants. (An example of one payment is a check with total payment for all registrants minus \$250.)

Corporate discount is subject to approval, one discount per company. Offer not available with online registration. No refunds available for canceled registrants who received the corporate discount. Available for full member and full nonmember registrants only. Chapters and any other "group" do not qualify as a company.

### Conference Cancellation Policy

Cancellations and refund requests received in writing by the early bird deadline will qualify for a refund less a \$100 fee per registration. Refunds are not available for registrants who received the corporate discount. For nonmembers who received one year of membership with registration, an additional \$100 is nonrefundable per registration.

### Emergency Cancellations

If a registrant has a death in his/her immediate family a refund less a \$100 fee may be requested before the start of the event. IAAP reserves the right to request documentation.

### How to Cancel

To cancel your registration, e-mail: [membership@iaap-hq.org](mailto:membership@iaap-hq.org), with "Event Cancellation" in the subject line; or mail notification to: IAAP, PO Box 20404, Kansas City, MO 64195-0404. Include your full name, member number (if an IAAP member), event title, and city of residence. All cancellations must be made in writing; no requests will be accepted over the phone.

### Cancellation Notes

IAAP reserves the right to process refunds after the conference concludes. Registrants who fail to cancel and do not attend are responsible for the full registration fee.

### Event Payment

IAAP accepts check, money order or credit card payment (Visa, Master Card, American Express or Discover) in U.S. dollars. IAAP cannot process event registration without full payment and complete registration form. Form of payment cannot be changed once submitted to IAAP.

### ADA

IAAP complies with the Americans with Disabilities Act. If special arrangements are necessary for an individual with a disability to attend this program, contact [sfenner@iaap-hq.org](mailto:sfenner@iaap-hq.org). Notice of special needs must be received one month prior to event start date.

### Smoke and Scent-Free Environment

To ensure the comfort of everyone attending the meeting, please do not wear scented products. All smoking is prohibited. Thank you for understanding.

# REGISTRATION FORM

# EFAM 2012

Complete one form per registrant. Registration will not be processed without full payment in U.S. dollars.

IAAP Member/ID Number \_\_\_\_\_  Nonmember  
 Member of an IAAP Affiliate Association \_\_\_\_\_

Send all mail to:  Home  Office  
 Send all e-mail to:  Home  Office

Check here if you do **not** wish to receive nonassociation mail.

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ M.I. \_\_\_\_\_

Home Address \_\_\_\_\_

Job Title \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/PC \_\_\_\_\_

Company Name \_\_\_\_\_

Country if not U.S. \_\_\_\_\_

Work Address/PO Box \_\_\_\_\_

Home E-mail \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/PC \_\_\_\_\_

Business E-mail \_\_\_\_\_

Business Phone \_\_\_\_\_ Country if not U.S. \_\_\_\_\_

Gender optional \_\_\_\_\_ Birth Date (mm/dd/yy) optional \_\_\_\_\_

Home Phone \_\_\_\_\_ Fax \_\_\_\_\_

- Don't include my e-mail address in the conference registrant listing.
- I prefer vegetarian meals. Note: may take longer to serve.
- I have the following dietary restrictions: \_\_\_\_\_
- I have a disability and may require accommodations to fully participate (IAAP will contact you).
  - Audio
  - Mobile
  - Visual
  - Other \_\_\_\_\_

## A. Full Meeting Package

Includes Business Sessions, Keynote Speakers, Evening of Welcome, Sunday/Monday/Wednesday Educational Workshops, Office Expo and Banquet (per person rate)

### Room Block

**Registration Discount:**  
**Save \$150 USD (full meeting package only)**

- ⚡ Office Expo open to IAAP single event members and full meeting registration attendees only.
- ◆ IAAP Student Chapter Advisor registrations must be accompanied by two student registrations to receive this rate.
- ⚡ Includes one year nonrefundable membership to IAAP. To decline this membership, please check here:

	Early Bird Registration Received May 23, 2012 and earlier		Regular Rate Registration Received May 24-June 27, 2012		Last Minute Rate Registration Received June 28, 2012 and after	
	Inside IAAP Room Block	Outside IAAP Room Block	Inside IAAP Room Block	Outside IAAP Room Block	Inside IAAP Room Block	Outside IAAP Room Block
Member	\$530	\$680	\$580	\$730	\$630	\$780
Student/Advisor◆	\$190	\$340	\$240	\$390	\$265	\$440
Nonmember⚡	\$630	\$780	\$680	\$830	\$730	\$880

Gaylord Texan Hotel and Convention Center Confirmation Number \_\_\_\_\_

**Make sure the hotel knows all the people in your room to get your discount.**

## Certified Discount

Members who passed the CAP exam Nov. 2011 or May 2012 get a free three hour pre or post EFAM education session.  
 Check one: Certified Nov. 2011  May 2012

## Corporate Discount

A company may receive a \$250 discount off the total registration price with five or more full event registrants from the same company. To qualify, registrations must be received at one time accompanied by IAAP's **Event Corporate Discount Form** and one payment for all registrants. (An example of one payment is a check with total payment for all registrants minus \$250.)

Corporate discount is subject to approval, one discount per company. Offer not available with online registration. No refunds available for canceled registrants who received the corporate discount. Available for full member and full nonmember registrants only. Chapters and any other "group" do not qualify as a company.

## Credentials Form

Credentials form available online after April 15 in the IAAP Web Community, <http://community.iaap-hq.org>. Deadline for submitting credentials: July 2, 2012.

## Banquet Table Reservations

Once again you will have the opportunity to reserve a table for the Banquet in Grapevine. The money from the reserved tables will benefit a charity. We will let you know complete details when they are available.

**B. Optional IAAP Events not included in Full Meeting Package**

- Saturday**
- AM Educational Workshop      Session # \_\_\_\_\_      \$90 \_\_\_\_\_
  - PM Educational Workshop      Session # \_\_\_\_\_      \$90 \_\_\_\_\_
  - First-Timers' Orientation      N/C

- Monday**
- Leadership Luncheon      \$50 \_\_\_\_\_

- Thursday Concurrent Sessions**
- Educational Workshop      \$100 \_\_\_\_\_
  - IAAP Leadership Workshop <sup>⊕</sup>      Representing Chapter/ Division # \_\_\_\_\_      N/C

⊕ Available for one representative per division and one representative per chapter.

(copy total to following page) Total Section B      \$ \_\_\_\_\_

**Optional IAAP Events Hosted by IAAP Sponsors**

Full Meeting Registrants are eligible to register for the Product Productivity Workshops. Check your registration confirmation to see if you are registered to attend (100 max).

- Tuesday**
- 10:30 a.m.-11:30 a.m.  
Fairmont Raffles Hotels: "ResPlus....Our Corporate Booker Loyalty Program"
  - 11:45 a.m.-12:45 p.m.  
Madison Area Technical College: "Put Yourself In The Driver's Seat As A VA"
  - 1 p.m.-2 p.m.  
Newell Rubbermaid Office Products: "Sanford Focus Group Session"
  - 2:15 p.m.-3:15 p.m.  
Avery Dennison: "World Class Meetings & Presentations"
  - 3:30 p.m.-4:30 p.m.  
Esselte: "Product Solutions for Organizing Your Workspace"
  - 4:45 p.m.-5:45 p.m.  
Hammermill: "Look Your Best With Hammermill Paper"

**C. Guest or Single Event Registration**

- Saturday**
- AM Educational Workshop (#100-102)      Session # \_\_\_\_\_      \$90 x quantity \_\_\_\_\_      \$ \_\_\_\_\_
  - PM Educational Workshop (#150-152)      Session # \_\_\_\_\_      \$90 x quantity \_\_\_\_\_      \$ \_\_\_\_\_
  - First-Timers' Orientation      N/C

- Sunday**
- Opening and Business Session      N/C
  - AM Tech Workshop (#200)      \$75 x quantity \_\_\_\_\_      \$ \_\_\_\_\_
  - PM Tech Workshop (#250)      \$75 x quantity \_\_\_\_\_      \$ \_\_\_\_\_
  - Evening of Welcome      \$45 x quantity \_\_\_\_\_      \$ \_\_\_\_\_

- Monday**
- Monday Morning Keynote      \$60 x quantity \_\_\_\_\_      \$ \_\_\_\_\_
  - 2 Hour Educational Workshop (#300-304), indicate workshop choices on following page      \$75 x number of sessions \_\_\_\_\_      \$ \_\_\_\_\_
  - 3 Hour Educational Workshop (#350-354), indicate workshop choices on following page      \$90 x number of sessions \_\_\_\_\_      \$ \_\_\_\_\_
  - Leadership Luncheon      \$50 x quantity \_\_\_\_\_      \$ \_\_\_\_\_

- Tuesday**
- Tuesday Morning Keynote      \$60 x quantity \_\_\_\_\_      \$ \_\_\_\_\_
  - Office Expo      \$30 x quantity \_\_\_\_\_      \$ \_\_\_\_\_

- Wednesday**
- Wednesday Morning Keynote      \$60 x quantity \_\_\_\_\_      \$ \_\_\_\_\_
  - AM 2 Hour Educational Workshop (#500-503), indicate workshop choices on following page      \$75 x number of sessions \_\_\_\_\_      \$ \_\_\_\_\_
  - PM 2 Hour Educational Workshop (#550-553), indicate workshop choices on following page      \$75 x number of sessions \_\_\_\_\_      \$ \_\_\_\_\_
  - Banquet      \$65 x quantity \_\_\_\_\_      \$ \_\_\_\_\_

- Thursday**
- Educational Workshop (#600)      \$100 x quantity \_\_\_\_\_      \$ \_\_\_\_\_

(copy total to following page) Total Section C      \$ \_\_\_\_\_

REGISTRANT NAME \_\_\_\_\_ ID NUMBER \_\_\_\_\_

**D. Keynoter Books**

Preorder your copies of books by our keynoters at special EFAM prices. You will have a ticket in your registration packet to exchange at the Book Nook for the books you have ordered.

**Colleen Barrett**  
 *Lead With LUV* \$15 x quantity \_\_\_\_\_ \$ \_\_\_\_\_

**Ross Shafer**  
 *Nobody Moved Your Cheese* \$15 x quantity \_\_\_\_\_ \$ \_\_\_\_\_

**Micheal J. Burt**  
 *This Ain't No Practice Life* \$15 x quantity \_\_\_\_\_ \$ \_\_\_\_\_

Note: Book prices include tax.  
 (copy total to area below) Total Section D (copy total to area below) \$ \_\_\_\_\_

**Workshop Choices**

**No onsite changes for workshops—please review carefully!**

**Sunday, July 22, Technology Workshop**  
 (included in Full Meeting package—concurrent with business session, not available for delegates or alternates)  
 9:30 a.m.-12:30 p.m. (workshop #200)

**Monday, July 23, Educational Workshops**  
 (included in Full Meeting package)  
 10:30 a.m.-12:30 p.m. (workshops #300-304)  
 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

**Wednesday, July 25, Educational Workshops**  
 (included in Full Meeting package)  
 10:30 a.m.-12:30 p.m. (workshops #500-503)  
 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

**Sunday, July 22, Technology Workshop**  
 (included in Full Meeting package—concurrent with business session, not available for delegates or alternates)  
 3:00 p.m.-6:00 p.m. (workshop #250)

**Monday, July 23, Educational Workshops**  
 (included in Full Meeting package)  
 3:00 p.m.-6:00 p.m. (workshops #350-354)  
 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

**Wednesday, July 25, Educational Workshops**  
 (included in Full Meeting package)  
 1:30 p.m.-3:30 p.m. (workshops #550-553)  
 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

**Proximity Discount**

Local discount available. Please see [www.iaap-hq.org/events/events-policy](http://www.iaap-hq.org/events/events-policy) for details.

**Meeting Subtotals**

My full meeting package rate from section A \$ \_\_\_\_\_

My optional events total from section B \$ \_\_\_\_\_

My guest or single event total from section C \$ \_\_\_\_\_

My keynoter books total from section D \$ \_\_\_\_\_

Grand Total \$ \_\_\_\_\_

(this amount goes at right for total enclosed in U.S. dollars)

Online registration will provide an immediate confirmation by e-mail. If you register by mail or fax, you should receive a confirmation within three weeks of IAAP receiving your form.

**Payment Information**

\$ \_\_\_\_\_  
 Total Enclosed in U.S. dollars (should match Grand Total from left)

Check or Money Order  
 Number \_\_\_\_\_

Credit Card:  Visa  MasterCard  
 Discover  American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Authorization Signature (required for processing) \_\_\_\_\_

**Mail To: IAAP EFAM, PO Box 20404, Kansas City, Mo. 64195-0404  
 Ph: 816-891-6600; Fax: 816-891-9188; E-mail: EFAM2012@iaap-hq.org**