

# Professional Impressions



## President's Message

Welcome to this year's first edition of *Professional Impressions*, Florida Division's newsletter. The year is flying by already. The Leadership & Education Conference (LEC) is fast approaching on September 10 & 11, 2010. This year's LEC is going to be all about educating our members to be (and become) leaders of our chapters. All Florida Division members are welcome to attend – you do not have to be a current chapter officer or chair! Encourage as many people as possible from your chapters to attend. Chapter members can sign up for different classes, then exchange the information each of you learned. Handouts from all classes will be available on the website after LEC.

Two sessions on the web community will be offered at LEC. The sessions are the same, but we think this class will be so popular that we wanted to make sure that there is room for everyone to attend who wants to attend. Our Division webmaster, Susan Dame, CPS, will give a live demonstration on how to create your profile on and participate in the web community. If you want to bring your own laptop and participate, the Courtyard by Marriott offers free Wi-Fi. If you haven't set up your profile, now's the time to learn how to do it!

Friday night's event is being billed as C.U.S.T.A.R.D. Now what does it mean? As you know, each year Florida Division has several F.L.A.N. meetings – F.L.A.N. stands for Florida Local Area Network. A F.L.A.N. meeting is where members of various chapters – usually nearby chapters (thus the "local" designation) get together to discuss the things that work – and don't work – in their chapters. A lot of great information is exchanged. Basically the Friday night event is a big F.L.A.N. meeting – but since it's not local...we're renaming it a C.U.S.T.A.R.D. meeting – **Chapters United & Solving Troubles and Real Dilemmas**. OK...it's a really silly name...but you get the point. It's going to be sort of a big town hall meeting where chapters can exchange ideas. We'll talk about what our chapters are doing to recruit members, to raise money, and to solve the problems all our chapters are facing. In these economic times our chapters are facing tough times, but we can lean on each other and learn what's working and what's not.

Prior to dinner on Friday evening, at 5:00 PM the Courtyard by Marriott is giving us a FREE Manager's Reception! On Saturday, there is plenty of time scheduled for Ways & Means tables. If your chapter has not signed up yet, please send an email ASAP to Janet Baker, CAP, ([janet21364@hotmail.com](mailto:janet21364@hotmail.com)), our LEC Coordinator, to reserve a free table. Plan to bring some cash to support our chapters and the division.

I hope to see as many of you as possible at LEC this year. We need to spend a little time getting our chapters BACK TO BASICS and I hope you can join us.

Linda Freese, CAP  
2010-2011 Florida Division President

### Refer to IAAP Website for the following items:

- Leadership & Education Conference (LEC) information (Florida Division home page)
- EFAM Alternate Report (Document #5266)
- Certification Program Changes Q&A Sheet (Document #5167)
- 2011 EFAM Information is listed in "Events" - Hotel Registration opens September 1st

### Inside this issue:

Division Board Articles	2-4
Division Committee Articles	4-8
Chapter Articles	8-13
Member Articles	14
Division Board & Newsletter Chair Contact Information	15

## Board Articles

### 2010 EFAM - Boston, Massachusetts



Candy Puls, CAP, Amy Swindell, CPS/CAP, and Debbie Carter, CAP at the 2010 EFAM banquet.

I had a lot of fun going to and reporting on the 2010 EFAM held in Boston this past July, as the Florida Division Alternate.

Every year that I go, I look so forward to seeing people that I only get to see once a year and in making new friends each time. The events, the business meetings, the Keynote Speakers and the educational classes are what keep me coming back every year and I think everyone should experience at least one EFAM in their IAAP careers. You learn so much about how the organization is run, plans for their future and serious motivational speakers that can really be contagious and should be taken back to your chapters with the enthusiasm you feel when you are actually there!

Please go to the IAAP web site. Log on and go to Resources, Search Library for document #5266 and read my Alternate's Report all about the "fun" portion of the 2010 EFAM and then start making plans to attend the next one you can!

*Candace Puls, CAP*

2010-2011 Florida Division President-Elect

### Passion & Purpose - Educational Opportunities

You are **Passionate** about something if you have a strong or extravagant fondness, enthusiasm, or desire for anything. One of the definitions of **Purpose** is to set an aim, intention, or goal for oneself. I hope your **Purpose** is to be **Passionate** about IAAP.

As we emphasize getting back to basics, we can Spruce Up Our Careers by taking advantage of the following free educational websites:

- HP Learning Center (<http://h30187.www3.hp.com/>) – A wealth of courses in things like Microsoft Windows 7, Microsoft Word 2007, Building Your First Web Page, or Improving your Personal Networking Skills.
- Free Ed.net (<http://www.free-ed.net/free-ed/>) – Offers many courses, not just in business: Accounting, Introduction to Business Management, Operations Management.
- GCFLearnFree.org (<http://www.gcflearnfree.org/>) – Courses on Career Planning, Resume Writing, Interviewing Skills, and Word 2010.
- How to Study.com (<http://www.how-to-study.com/>) – Great tips on test taking, motivation, and study habits.

#### On my bookshelf...

If you attended the Tampa Convention in 2007, you may have heard a guest speaker, Laura Stack. Laura is the president of the Productivity Pro and her website offers some wonderful time management tips. She recently published a new book, *Supercompetent*, which is a great resource for helping you stand out among your peers. You can sign up for an enewsletter from her website <http://www.theproductivitypro.com/>

I wish you all a great year and am looking forward to seeing you at the Leadership Education Conference.

*Kathy Sorrell, CPS/CAP*

2010-2011 Florida Division Secretary

*"I hope your  
Purpose is to be  
Passionate  
about IAAP."*

**PASSION &  
PURPOSE**  
FLORIDA DIVISION

## Board Articles

### Awards

Welcome to a new year with a new **Purpose**. As long as we have the **Passion**, we'll be able to accomplish these criteria and **Spruce Up Your Career** along the way.

IAAP-HQ has made changes to the **Pathways to Excellence**. Each category (Member, Chapter, Division) now has mandatory criteria to achieve. Failure to achieve these criteria, regardless of how many other criteria are met, will prevent you from achieving the Excellence Award. For complete criteria please visit the site using the following link:

<http://pathways.iaap-hq.org/IAAPHQ/Pathways/Home/>

**Member of Excellence:** #6 – Pay membership dues on or before anniversary date.

**Chapter of Excellence:** #7 – Create and maintain an annual budget; provide a monthly financial statement to the membership and submit annual audit report to the division treasurer. #15 – Conduct at least one Member Recruitment Meeting (IMPACT).

**\*NOTE – Important Deadline:** Criteria #6 – Publish annual meeting calendar with education and/or training topics by **October 1** and establish marketing plan to encourage members to attend events.

**Division of Excellence:** #7 – Create and maintain an annual budget; provide a quarterly financial statement to the chapter presidents; and submit the annual audit report to the International Treasurer. #12 – Send a delegate or submit a proxy to the annual International Education Forum and Annual Meeting (EFAM).

Each category has a worksheet for you to keep track of everything you do that qualifies you, your chapter, and your division on the above website link. How gratifying to ALL would it be to achieve these awards for yourself, your chapter, and your division! With everyone's help I know we can accomplish this – that is my **purpose & passion** for the 2010-2011 year as your Awards Chair. Begin now by downloading, signing and dating Excellence Commitment Forms.

<http://pathways.iaap-hq.org/IAAPHQ/Pathways/MemberofExcellence/Default.aspx>  
<http://pathways.iaap-hq.org/IAAPHQ/Pathways/ChapterofExcellence/Default.aspx>

**Silver Certificate Awards:** The Florida Division Board will be discussing these criteria at the next board meeting on August 20-22. Once changes have been made, an e-mail will go out to the Presidents and Awards Chairs. Please send the name and e-mail address of the Awards Chair to me by August 27. The Board will also discuss who will be audited – make sure you have all the back-up to what you submitted. The Board will be asking for the information soon after this meeting.

Remember: Your **purpose** will become your **passion**, and we are all here to help you achieve it in order to **spruce up your career**.

*Patti Clark, CPS/CAP*

2010-2011 Florida Division Vice President  
 2010-2011 Awards Chair




---

*“Your purpose will become your passion, and we are here to help you achieve it in order to spruce up your career.”*

## Board Articles

### The Treasurer's Trove



Congratulations to everyone in your new leadership positions! Yes chapter treasurers, you are considered leaders too and I am sure you are as passionate about your position as I am about mine.

In case you haven't joined the IAAP Web Community, I would like you to at least try the Treasurer's E-Group. This year it has been wonderful. The new International Treasurer Judith Yannarelli, CPS/CAP will be posting questions for her information as well as other treasurers throughout the country. There has been a treasure trove of information for new treasurers. In case you didn't make the Florida Division Annual Meeting (FDAM) or International Education Forum Annual Meeting (EFAM) this year, I hope you can at least come to the Leadership Education Conference (LEC) at Cocoa Beach this September 10-11. I will be giving a class for Treasurers and anyone who wishes they could be one. I will be explaining all you need to know about your obligations as Treasurer, what you need to start, your audit, filing with the IRS, important forms you might need to fill out and due dates you should know about.

We will also be talking about Treasurer Mentors. Does your chapter have one? This class won't be for just treasurers, although I hope many of you come, but will be open to anyone who wants to learn more about the responsibilities that treasurers and presidents have. Hope to see you all there. If you can't make it I will be happy to send you a copy of the information after the LEC. Just drop me a line at [treasurer@iaap-floridadivision.org](mailto:treasurer@iaap-floridadivision.org).

*Carol Robb, CPS/CAP*

2010-2011 Florida Division Treasurer

## Division Committee Articles

### Certification Updates/Highlights

By now you may be aware of the changes to the Certification and the Recertification processes. If not (and you want to know what HQ is telling us about the changes, go to the International Web Community to the Community Home Page for a link to the new guidelines). As you will notice the Certification changes will take place for the November 11<sup>th</sup> testing. Review materials for any testing changes will be available by November 2010.

But the changes for the Recertification take place **NOW!** I especially want everyone to be aware that effective immediately, you will only need 60 points to recertify. Great news! Right? But the Elective category for points is no longer valid. Your recertification points will come from Continuing Education (60 points allowed with a minimum of 30 points), Other Certifications (20 points possible) and Leadership (20 points). I hope everyone will find these changes a positive one.

This past May, the Florida Division had 23 members receive their CPS rating and 15 members obtained their CAP rating. Not only that, but 32 Division members recertified between January 1<sup>st</sup> and June 30<sup>th</sup>. **Congratulations to all of you!** I will be sending out congratulatory notes to all of you accomplishing one of these.

*Viena Melton, CPS/CAP*

2010-2011 Certification Chair

---

*Good News!  
You only need  
60 points to  
recertify now*

## Division Committee Articles

### The Leadership and Education Conference (LEC)

Preparations for the Leadership & Education Conference (LEC) at the [Courtyard by Marriott Cocoa Beach/Cape Canaveral](#) on September 10 – 11 are well under way. Leslie Carlson, CPS/CAP and the Central Brevard Chapter are taking charge of goodie bags and door prize items (thank you Central Brevard!); the food has been ordered and hotel rooms are filling up. For Friday night's dinner, there is a choice being offered between Baked Salmon and Chicken Marsala, so if you haven't already registered yet, include it in your email. For those who have already registered, please send me an email with your preference.

There are 11 "Back to Basics" classes being offered which range from holding Chapter Offices to Strategic Planning, but you can only choose four, so get your seats reserved before they're all filled.

Cost for the conference is \$89.00 and room rates (available until August 27) are \$109. A small block of rooms has been opened up for the same rate in the event you want to stay over the night of the 11<sup>th</sup>. The reservation code with the hotel is **iapiapb**.

If you would like a free Ways & Means table, please contact me at [janet21364@hotmail.com](mailto:janet21364@hotmail.com) before August 31.

*Janet Baker, CPS/CAP*  
2010-2011 LEC Chair

### The Retirement Trust Foundation (RTF)

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 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.

The Trust has a new mission statement: "to provide housing assistance for administrative professionals, age 55 and older, who are in need." It stresses "helping our own," something that is near and dear to many of our hearts, especially in these tough economic times.

Are you aware of our Family of Givers program? Donations can be sent in or done directly on line. Use your IAAP membership number and you, your chapter, your division and district get credit for your donation. It's a win-win situation!

The benefits of the RTF begin from the time you become a member of IAAP. For information about the Trust, visit the website at [www.iaap-rtf.org](http://www.iaap-rtf.org).

Please stop by the Ways & Means table at the Florida Division Leadership Education Conference in September and try your luck on some items that "you just can't live without."

*Joanne Burch*  
2010-2011 RTF Chair

---

*You must  
make your  
choice for the  
Friday night  
meal, so email  
Janet with your  
preference.*

---

*"Are you aware  
of the Family  
of Givers  
Program?"*

## Division Committee Articles

### The Research and Education Foundation (R&E)

Are you ready for this year's challenge? Let's get this party started!

What do you know about the **Research & Education Foundation**?

Did you know the R&E Foundation was established in 1966 by Declaration of Trust?

Did you know the R&E Foundation has a board of Trustees just like the Retirement Trust Foundation?

Did you know how this foundation gets funding?

Do you know all of IAAP's educational opportunities? These are funded through the R&E Foundation.

Did you know what IAAP OPTIONS is? Many do not!

Did you know you can earn an Associates Degree online through IAAP? Many do not!

Did you know about the Complete Office Handbook provided by IAAP?

Did you know it's on its THIRD EDITION?

Many of the Florida Division members hear the acronym or hear discussion about the Research and Education Foundation but many really do not know what it is, what the Foundation does and the opportunities the foundation provides to our organization. Continuous changes in the workplace require ongoing education in skill development, business trends, and awareness of expanded roles of the administrative professional. The R&E Foundation, an independent, non-profit foundation is administered by a board of five trustees who oversee the research and educational projects designed to further public knowledge of the administrative careers. They provide research on our profession and also educational opportunities to make a difference in the profession. The foundation provides marketing research on your brands and/or products used in our profession. The foundation brings more value to our organization and your membership. Look for more information about the foundation at each of our events.

**The R&E is also in need of our support.** The Florida Division would like to challenge each chapter this year to promote at least one fundraiser to support the R&E Foundation. The chapter with the largest contribution to the R&E Foundation prior to the Florida Division Annual Meeting will win a \$50 gift certification towards IAAP products. (Deadline will be announced later.)

If you have any questions or would like to know more about the R&E Foundation please feel free to contact me at (321) 426-3003 office or (321) 480-0024 cell.

*Debbie Carter, CAP*

2010-2011 R&E Foundation Chair

### The 2011 Florida Division Annual Meeting (FDAM)

**Ready...Set...GO!**

The 2011 Florida Division Annual Meeting is taking off in full gear!

Hosted by the Gainesville Chapter on June 24-25, 2011

at the Best Western Gateway Grand in the heart of Gator Country.

We invite you to join us as we come together and have a Gator-ific time!"

*Jodie McGregor, CPS/CAP*

2011 FDAM Chair



*“Continuous changes in the workplace require ongoing education in...”*

## Division Committee Articles

### Member-At-Large (MAL)

On July 25, 2010, I was asked to chair the newly formed Member-At-Large (MAL) committee for the Florida Division. A short summary of accomplishments so far include:



1. Setting up an email distribution list for Florida MAL's.
2. Submitting the 2010-2011 goals for the MAL committee to the Florida Division secretary and president.
3. Sending an email message to Florida MAL's introducing myself and forwarding the Florida Division calendar, the board contact information and the listing of important documents on the website.
4. Sending MAL's a copy of the Florida Division President's eNewsletter and information on the LEC. Encouraged MAL's to try and attend the LEC even though it would be chapter focused.
5. Updating the MAL roster as new members are added.

*Linda Saville, CPS/CAP*

2010-2011 Member-At-Large Chair

### The Newsletter - Things To Keep In Mind When Submitting Articles

As editor of the newsletter this year, I want to welcome all the new (and returning) Chapter Presidents and Florida Division Committee Chairs. Every quarter I will ask for articles from each of you. Deadlines are as follows: November 15, February 15, and **May 1**. Please note the deadline for May has changed from what was previously issued. We are asking for the articles early for the last publication so that we can publish the newsletter by May 15th. By publishing earlier, we'll be able to update you about FDAM, remind you about submitting your Silver Certificate information by June 1st, and hopefully help you with all the yearend requirements.

Chapter presidents can prepare the chapter article yourselves or have a member prepare the article. Let your members know they receive a point for contributing to the newsletter towards their Member of Excellence (Item #3). By having two different chapter members submit articles to the Division newsletter during the year, the chapter earns a point towards the Silver Certificate awards (Item #7).

Division Committee Chairs should prepare the article themselves or ask a team member to submit the article. Include any notable event, what the committee is doing, or your expectations of the members. By submitting an article, you or your team member can also earn a point towards the Member of Excellence (Item #3).

Please keep in mind, if you include a picture, let me know exactly who is in the picture from left to right and include designations (CPS and/or CAP).

All articles should be kept to 250 words or less so that we can include everyone's contribution and keep the size of the newsletter manageable.

If you have any comments or suggestions on the newsletter, please send me an email message (contact info is on the last page). I look forward to publishing the Florida Division "Professional Impressions" newsletter this year.

*Joanne MacKenzie, CPS/CAP*

2010-2011 Florida Division Newsletter Chair

---

#### *A Quote on Passion*

*"Passion is contagious and when you have the courage to share your passion for life with those around you it can inspire others to find the path to their dreams!"*

*~Michele DeVille*

## Division Committee Articles

### Education and Speakers' Bureau



Betty Green, CPS/CAP, Ocala Chapter - member of the Speakers' Bureau.

As you plan your chapter meetings this year, keep in mind the Division's Speakers' Bureau. The list of speakers and the topics on which they speak are on the Division's website. This information will be updated as needed (which means "I hope there are still some of you out there that would like to join us.") Many of the programs have previously qualified for recertification points and all are informative! If your chapter is interested in a topic not listed, let me know. Maybe we'll have someone who will create a program just for you!

This is an excellent tool for chapters to provide quality programs, allow members to earn recertification points, and meet others in the division. We hope each chapter is able to utilize the Bureau throughout the year. I know that several of the chapters have already scheduled some of the Bureau's speakers!

If you have any questions or would like to join the Speaker's Bureau, please feel free to contact me at [hadams@gooa.org](mailto:hadams@gooa.org) or at 407-825-2108.

*Helen Adams, CAP*

2010-2011 Education & Speakers' Bureau Chair

## Chapter Articles

### The Lakeland Chapter

The Lakeland chapter is off to a great start. Our chapter grew by three members at the start of the new year; the members of the Bartow chapter have joined us. Both chapters decided to become united as one to form a bigger and better chapter. Our 2010-2011 officers are: President – MJ Montgomery, CPS, President-Elect – Tiffany Bell, CPS, Vice President – Caroline Bonds, Secretary – Donna Whatley, Treasurer – Kim White CPS/CAP.

The 2010-2011 Committee Chairs: Membership – Caroline Bonds, Student Chapter – Kim Simpson, Certification – Kim White, CPS/CAP, APW/Education and Programs – Susan Goeltzenleuchter, Bylaws and Standing Rules – Jacquie Lovett, CPS, RTF – MJ Montgomery, CPS, Web Master – Kathy Wainer, Newsletter Editor – Caterina Green, CPS/CAP, Ways and Means – Robbie Downs, CPS.

We are proud that Caroline Bonds is serving as the Ways and Means Chair for the Florida Division.

We have two great community service projects coming up; in September we will be collecting donations for the Polk County Animal Control and on October 16 our chapter will be participating in the American Cancer Society Making Strides Against Breast Cancer Walk, our goal is to raise \$250. If you would like to make a donation to our Team you can visit our team page at: [http://main.acsevents.org/site/TR/MakingStridesAgainstBreastCancer/MSABCFY11Florida?team\\_id=763187&pg=team&fr\\_id=28035](http://main.acsevents.org/site/TR/MakingStridesAgainstBreastCancer/MSABCFY11Florida?team_id=763187&pg=team&fr_id=28035).

Congratulations to Robbie Downs for achieving her CPS rating and Caterina Green, CPS/CAP for achieving her CAP rating. Good luck to everyone taking the CPS/CAP exams in November.

*Mary Jane Montgomery, CPS*

2010-2011 Lakeland Chapter President

*"We are proud that Caroline Bonds is serving as the Ways and Means Chair for the Florida Division."*

## Chapter Articles

*“The Treasure Coast Chapter did something a little different...”*

### The Treasure Coast Chapter

This summer has had swift feet! It does not seem that long ago that we were all in Lakeland for the Florida Division Annual Meeting and now EFAM is over and school is getting ready to start once more.

We are so excited to have six of our members achieve the “Member of Excellence” designation. The Treasure Coast Chapter did something a little different for the month of July; instead of having our regular meeting, we had a “July Adventure.” We visited the Norton Museum and Art Gallery in West Palm Beach where we had a guided tour of the museum and learned some art history along the way. Following the tour, we went to lunch at the Cheesecake Factory in City Place. It is always nice to visit outside of our regular meeting setting.

On August 7 we had our Strategic Planning Meeting and planned our year and our Marketing Plan. Now we are ready to kick off the 2010-2011 IAAP year with Passion & Purpose!

*Bonnie McMullen, CPS/CAP*

Immediate Past President

### The Sunny Isles Chapter

Sunny Isles Chapter (SIC) is again making strides having recently installed its newest President, Marsha Saunders. She has chosen as our theme for the year “Building Up, From Within.”

Madam President along with the officers and members would like to congratulate Kay Francis-Kerr, Teresa Briggs, Joyann Edgcombe, CPS, and Shanta Kerr for receiving the Member of Excellence Award. Way to go!

SIC is once again proud to recognize and congratulate our member **Demonia Bianca Butler** who on 30<sup>th</sup> April, 2010, after only being employed with the Public Hospitals Authority for one year and a half, was dubbed at the Administrative Professional’s Luncheon as the new Administrative Professional of the Year (APOTY) under the theme “Getting It Done Through Teamwork.” Keep it up Mrs. Butler!

SIC installed a new member, Mrs. Cristian Palacios-Rolle, on the 10<sup>th</sup> August, 2010. Welcome to the Chapter as we begin to “Build Up, From Within.”

This year promises to be filled with education, excitement and team building. We are preparing to give back to our nation as we begin this new fiscal year by donating grocery items to the Bilney Lane Children’s Home on 27<sup>th</sup> August, 2010. The Sunday following, we will gather for a church service on the 29<sup>th</sup> August, 2010 and then our Tootsie Wootsie Night on the 4<sup>th</sup> September, 2010.

SIC has begun clearing down the bushes and trees for the foundation already, so.....STAY TUNED!

*Shornell Ellis, CPS*

Sunny Isles Chapter President



Demonia Bianca Butler, 2010 APOTY - “Getting It Done Through Teamwork.”

## Chapter Articles

### The Cape Coral Chapter

Cape Coral had a tremendous first year and is proud to be one of the numerous chapters to win a Silver Certificate at FDAM in June and Chapter of Excellence at EFAM in July.

---

*“Cape Coral  
had a  
tremendous  
first year...”*

Florida Division Treasurer, Carol Robb, CPS/CAP installed our new officers and it is my pleasure to introduce our 2010-2011 Board who will lead us through year two with *Passion & Purpose*: President: Jayne Parker, CPS/CAP; Vice President: Carol Reilly; Recording Secretary: Kim Coombs; Corresponding Secretary: Jan Hughes, CPS; Treasurer: Jeanelle Havlin, CPS; and Directors: Janet Baxter and Rosemary Butcher.

We have an exciting year ahead of us; we are busy planning our Fall Seminar to be held Saturday, October 16. Look for more details coming soon. We are also pleased to be co-hosting a Spring FLAN with Fort Myers, our sister chapter.

On the horizon civic-wise we will be volunteering our time at the Kelly Abrams Fundraiser on August 28. Kelly was a victim of domestic violence and the event is to raise funds to support her children. We will also be participating in the Making Strides Against Breast Cancer Walk in October.

We are looking forward to Sprucing Up Our Careers with Florida Division during the coming year.

*Jayne Parker, CPS/CAP*

2010-2011 Cape Coral Chapter President

### The Ocala Chapter

The Ocala Chapter has been struggling for the past several months with attendance. We have speakers that have interesting topics, have moved our location to be more centrally located for the members but there still seems to be apathy by most of the members as far as attending chapter meetings. It would seem that most are more interested in being “resume” members.

---

*“It would seem  
that most are  
more interested  
in being  
'resume'  
members.”*

From what I have heard from several other chapters this is not an uncommon problem. As we all know the chapter meeting each month is geared toward its members being able to network, perhaps learn something that they can take back to their jobs that will enhance their importance to their employer and to learn of new opportunities for advancement, either in their companies or somewhere else.

The Ocala Chapter has a new member who took our certification review course and went on to attain her CAP. She has taken it upon herself to make phone calls to the membership, reminding them of the upcoming meetings – something that she volunteered for! If we could get some of our existing members to be this proactive it would be fantastic.

I do not mean for this article to be “doom and gloom” just to let you know that we are struggling, as some of the rest of you are. It is wonderful to report all the good things that each chapter is doing, but I feel that we could work together to bring ideas to the table that would help the chapters retain the members they have, get them to meetings and take part in the activities necessary to make the chapter succeed. Perhaps the **PASSION** needs to be rekindled with a **PROMISE** that they will be better professionals by being more committed to their chapter. With today's economy, we need to do all we can to show our employers that we are going the one step beyond what is expected to be the best that we can be.

*Betty Green, CPS/CAP*

2010-2011 Ocala Chapter President

## Chapter Articles

### The City Center Chapter

*"We started  
our new year  
with Passion  
& Purpose..."*

We started our new year with Passion & Purpose July 17<sup>th</sup> with a five-hour Strategy Session. The agenda was built around the results of our July Member Survey and committee responsibilities. At the end of the day, we had a good idea of how to help our members travel their professional paths with Passion & Purpose.

The direction of the City Center Chapter this year is member satisfaction. With our meetings held during the lunch hour, networking and education opportunities are limited; therefore we have several plans to encourage member involvement. We will be hosting quarterly networking receptions to allow members the opportunity to get to know each other in a relaxed environment. We will also be participating in several community service events as teams.

The program during our August 19<sup>th</sup> General Business Meeting was "It's All About Us". We used this time to share the results of the Member Survey with each officer and committee chair discussing their plans for achieving member satisfaction.

We had six people begin review classes August 9<sup>th</sup> for the November certification examination.

*Diana Strickland, CPS/CAP*

2010-2011 City Center Chapter President

### The Central Brevard Chapter

The Central Brevard Chapter has been off and running with Passion & Purpose since the beginning of July! Beginning with our "State of the Chapter" address by President Leslie Carlson, CPS/CAP, straight to implementing our new chapter Mentoring Program and P&P Social Committee. At our August Chapter Meeting we also learned all about "Presentation Prowess" with speaker Ellen Little, who shared some great tips and shared her little secrets to help you succeed. We look forward to even more great educational programs during the year to come!



From left: Debbie Carter, CAP, Jay Phillips, Brenda McGovern, CAP, Tracy Fydenkevez, CPS/CAP, Leslie Carlson, CPS/CAP, and Stephanie Horning, CAP.

Several Central Brevard Members volunteered to work at the A+ Thrift Store, which benefits the Merritt Island Public Schools. From tagging clothes to organizing store stock and cleaning the warehouse, fun was had by all as we helped our community "Get Back to School". Our next event is the Pink Ribbon Port Fest Breast Cancer Walk on October 23<sup>rd</sup>.

A Baseball Ticket Raffle to the Brevard County Manatees raised over \$50 towards Research and Education Foundation and Retirement Trust Foundation. What a great way to support our local baseball team, promoting a family night and helping IAAP in the process... A grand slam!!

The Central Brevard Chapter can be found on Facebook, Twitter, and LinkedIn to keep the online connections flowing as we meet new people, attend workshops, and reach out to local area administrative professionals. By connecting these many resources we are better able to share what IAAP is all about to even more people!

*Stephanie Horning, CPS/CAP*

2010-2011 Central Brevard Chapter President-Elect

## Chapter Articles

### The Miami-Dade Chapter

Congratulations to the new IAAP Miami-Dade Chapter Board Members! The 2010-2011 Board installation ceremony took place on June 30, 2010. Here are the new Board Members:

*“Congratulations  
to the new  
IAAP Miami-  
Dade Chapter  
Board ...”*



**President** - Gail Wright, CPS; **Vice President** - Corina Velasquez, CPS; **Chapter Secretary** - Sarah Poke; **Board Secretary** - Geri Cordell; **Treasurer** - Carolyn Puittinen, CPS; **Membership Chair** - Christine Shipman, CPS; **Webmaster** - Shelly Colon-Morgan; (not pictured) **Board Advisors**: Nancy Tobin, Vivian Turner, Dedee Van Horn, CPS (past president)

*Corina Velasquez, CPS*

2010-2011 Miami Dade Chapter Vice President

### The Orlando Chapter

*“We are glad you  
joined the  
Orlando Chapter  
and continue  
writing the  
history of our  
chapter.”*

On June 21, 2010 President Pat Oles and Past Immediate President Andi Sutton conducted the installation Ceremony of the chapter officers for 2010-2011, President Joanne Bunch and Treasurer Anita Spry CPS/CAP. Joanne Bunch addressed the attendees by presenting her plans for her 2010-2011 theme *“Friendships Grow with IAAP.”* She encouraged members to continue to support the chapter during these difficult times and asked them to invite friends and co-workers to visit us and join the chapter.

We are happy to congratulate Pat Oles, Immediate Past President, in achieving the Caroline N. Moscrip Achievement Award for 2009-2010. This Award was created in Caroline’s honor to encourage member participation at all levels and in a variety of chapter activities. Our congratulations also go to Andi Sutton in achieving the Pamela J. Davis CPS Community Service Spirit Award for 2009-2010. This award is based on a member’s participate in community service activities that are sponsored by the chapter, and also participate in service to our community in general.

In June we celebrated the following membership anniversaries: Norma Mercado, CAP – 6 yrs, Sonia Caetano – 15 yrs, Magda E. Morales Rosaio – 16 yrs, and Evelyn Callaway, CPS – 41 years. August we are celebrating the membership anniversaries of Janett Fauley – 32 yrs, Monna Perry, CPS – 24 yrs, and Annie Hardy – 1 yr. We are glad you joined the Orlando Chapter and continue writing the history of our chapter.

New member Jessaira Charleus joined our chapter in May and already started working for our chapter as the new 2010-2011 Newsletter Editor.

*Norma Mercado, CAP*

2010-2011 Orlando Chapter Webmaster

## Chapter Articles

### The Fort Myers Chapter

*"I urge all members to pursue their designations..."*

The new year cannot begin without expressing sincere appreciation and congratulations to our chapter leaders for the 2009-2010 year. The Fort Myers Chapter was a proud recipient of Florida Division's *Silver Certificate* award and International's *Chapter of Excellence* award. We also had eight members achieve International's *Member of Excellence* award. Achieving these awards takes diligence throughout the year and truly reflects the commitment of **Past President Dianne Reed, CPS**, our Board, our committee chairs, and our chapter members to the pursuit of excellence. In June, we celebrated the success of our members that passed the CPS exam in May! I wish to also commend all members in the Florida Division who sat for the exam, which in itself is a courageous journey. I urge all members to pursue their designations, and stick with it until you reach your goal!

Several members attended FDAM and had so much fun! There were some terrific Ways & Means tables, and so much to learn from our presenters. How wonderful to have our incoming International President in attendance, **Mary Ramsay-Drow, CPS/CAP**. The Division Board, Bartow and Lakeland, deserve applause and kudos for an outstanding event. Also, two members attended EFAM and excitedly returned to the chapter with the news of upcoming changes to the IAAP certification program. It is a privilege to belong to an innovative organization that encourages professional growth and provides us with the tools to keep reaching for excellence.

Themes are such a great motivator and International's "*Passion & Purpose*" says it elegantly! It is time to "*Spruce Up Your Career*" with Division's guidance and tie it all together as our chapter encourages members to "*Find Your Rhythm ~ Tune In To Your Talent.*" Are you feeling energized already?

*Aux Kirby, CPS/CAP*

2010-2011 Fort Myers Chapter President

### The St. Petersburg Chapter

Viena Melton, CPS/CAP, Janet Baker, CAP, and I attended the 58<sup>th</sup> Florida Division Annual Meeting (FDAM) and a good time was had by all. One thing I really enjoyed was that we did not have to walk a mile from the hotel rooms to the conference room. All meals and meetings were held in the same room and the vendors and chapters had their displays and exhibits right outside the door. I believe everyone won a door prize this time. The speakers were wonderful and we received three recertification points. Incidentally, the 2011 FDAM will be held in Jacksonville and the 2012 FDAM will be held in Gainesville. That's a little farther trek, so we will plan to car pool and maybe I won't lose my keys! Also, there is a payment plan over the course of three months, for those of you who wish to attend FDAM next year. Keep your eyes open for deadlines (you don't want to miss them like I did this year).

Congratulations to our 2010-2011 chapter officers: President: Darla Goosen, CPS/CAP; Vice President: Maureen Bryarly, CPS; Secretary: Celine Kidwell, CPS/CAP; and Treasurer: Viena Melton, CPS/CAP. We have set our objectives for 2010-2011 and are starting to work toward our goals for the year. On Thursday, August 12, we were excited to have Sandra Chandler, CPS speak on "*Finding the Leader within You.*" All local area chapters were invited to attend.

I am looking forward to learning how to become a successful leader and leading our group in a fabulous year of education, leadership, and networking

*Darla Goosen, CPS/CAP*

2010-2011 St. Petersburg Chapter President



(From Left:) Janet Baker, CAP, Darla Goosen, CPS/CAP and Viena Melton, CPS/CAP at 2010 FDAM.

## Member Articles

### FDAM - A Great First Time Experience



*Becki with her winnings  
at FDAM 2010*

On Friday, June 25th, John Munns, CPS/CAP; Chandra Powell, CPS/CAP; and I left Melbourne around 9:30 a.m. for my first Florida Division Annual Meeting (FDAM) experience. I was going to FDAM as a newly crowned Certified Professional Secretary (CPS)!

The three speakers over the weekend were terrific and I got some great tips. The Friday evening social was good food and dancing for all with a country hoedown.

Saturday was devoted mainly to business with the various reports, election of the 2010-2011 officers, a presentation for the 2011 FDAM in Gainesville, and the bid for the 2012 FDAM in Jacksonville. Everyone was dressed in black and white for evening event with the installation of our new division board and saying goodbye to the outgoing board members—at times there was not a dry eye in the house.

I had a great experience meeting the members of other chapters, our division board, the International President, and with the opportunity to learn great tips from our speakers. It helped me to see the “big picture” and how our chapter fits in that picture. I am looking forward to attending the 2010-2011 Annual Meeting next year in Gainesville, and I hope that you will all be joining me there as well!

*Becki Inman, CPS*

Melbourne Chapter

### What Does It Mean To Be A Mentor?

The First Coast Chapter has a mentoring program to assist new members of our organization regarding what IAAP offers, when we meet, events taking place, job search information via our website and other means available. A mentor is:

1. **experienced adviser and supporter:** somebody, usually older and more experienced, who advises and guides a younger, less experienced person
2. **trainer:** a senior or experienced person in a company or organization who gives guidance and training to a junior colleague
3. **be mentor to somebody:** to act as a mentor to somebody, especially a junior colleague

**Synonyms:** [counselor](#), [guide](#), [tutor](#), [teacher](#), [guru](#), [supporter](#), [adviser](#)

Each new member is assigned a mentor based on an alpha segment, but are given the entire mentor list so they may contact any mentor at any time! Our First Coast Chapter mentor invites a new member to contact them with questions, to share ideas, ask or make recommendations or just to talk – we are here to support them. We, in turn, stay in touch with members in our group assignment, check on them if they miss a meeting to keep them up-to-date and informed on opportunities within our local, division and international organization, and celebrate their life ‘events’ as we hear of them throughout the year!

If you have any questions or would like more information please contact me. I'll be glad to help! I can be reached via email at: [J-j71@comcast.net](mailto:J-j71@comcast.net) or [Julie.Smith@Brookshealth.org](mailto:Julie.Smith@Brookshealth.org)

*Julie Smith*

First Coast Chapter

---

*“Each new member is assigned a mentor based on alpha segment...”*

## ***Florida Division Board Contact Information***

**President:** Linda Freese, CAP  
3601 SW 31st Drive, Apt. 6C  
Gainesville, FL 32608  
[president@iaap-floridadivision.org](mailto:president@iaap-floridadivision.org)  
Bus: 352-275-0203  
Fax: 352-377-3166  
Cell: 352-316-3171

**President-Elect:** Candy Puls, CAP  
The Aerospace Corp.  
PO Box 21205  
KSC, FL 32815  
[president-elect@iaap-floridadivision.org](mailto:president-elect@iaap-floridadivision.org)  
Bus: 321-853-6666  
Fax: 321-853-3690  
Cell: 321-536-7276

**Vice President:** Patti Clark, CPS/CAP  
SeaWorld Parks & Entertainment  
9205 Southpark Center Loop, Ste. 400  
Orlando, FL 32819  
[vice-president@iaap-floridadivision.org](mailto:vice-president@iaap-floridadivision.org)  
Bus: 407-226-5100  
Fax: 407-226-5136  
Cell: 407-748-9242

**Secretary:** Kathy Sorrell, CPS/CAP  
3460 Countryside Blvd., #1  
Clearwater, FL 33761  
[secretary@iaap-floridadivision.org](mailto:secretary@iaap-floridadivision.org)  
Bus: 727-567-3055  
Cell: 727-902-6877

**Treasurer:** Carol Robb, CPS/CAP  
913 NW 28th Place  
Cape Coral, FL 33993  
[treasurer@iaap-floridadivision.org](mailto:treasurer@iaap-floridadivision.org)  
Bus: 239-574-0790  
Fax: 239-574-0771  
Cell: 239-849-6302



### **Newsletter Chair Contact Information:**

Joanne MacKenzie, CPS/CAP  
[magnthat@atlantic.net](mailto:magnthat@atlantic.net)  
Home: 352-351-8654  
Cell: 352-812-5486

---

Florida Division is a member of the IAAP Web Community:

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

---