

Professional Impressions



President's Message

It's only February, but it's not too early to start thinking about who will move into chapter leadership positions when our terms end in June. We need to start thinking about succession planning.

Every day of our lives, in some way or another, we experience the opportunity to lead or to follow. It is through the process of succession planning that future leaders are defined. We can help these future leaders reach their fullest potential through leadership training, succession planning, and mentoring.

Succession planning allows us to move away from the reactive process of pleading with individuals to fill officer and committee chair positions to the proactive system of locating the right individuals to fill those roles.

To do this, we must lay a solid foundation for both current and future members. Succession planning ensures that members are continually being developed to step into a leadership role when the opportunity arises. So how is this accomplished? By having the right people in the right place at the right time, by creating standards for qualifications and competencies for future leaders, and by providing information to members regarding the potential leadership paths available.

Succession planning is an ongoing process. Individuals involved in the process need to understand:

- The purpose and need for succession planning, that is, is to keep the organization viable into the future
- The timeframe and commitment involved, by laying out a timeline
- The resources available, which include the support of past leaders at all levels of the association, the web community, the forum, and the other resources on the IAAP website
- The mission, strategic plan, and basic processes specific to IAAP
- How the succession plan will support the strategic goals of the chapter.

Provide development opportunities by delegating and relinquishing power to members. This increases their strengths and builds confidence and encourages them to take risks. In addition to encouraging members to seek out leadership training, experience-based learning is a valuable tool as well. Ask members to take on small leadership opportunities and build from there. IAAP offers a safe environment in which members can test themselves and develop.

But remember – don't try to put members where they fit best for us – try to find the role that fits best for them. Through coordinated, well-thought-out succession planning, we can ensure that our chapters provide a nurturing environment to grow new leaders well into the future.

Linda Freese, CAP
2010-2011 Florida Division President

Refer to IAAP Website for the following items:

- Lakeland Chapter hosting FLAN March 19th
- Fort Myers & Cape Coral Chapters hosting FLAN March 26th
- 2011 FDAM hosted by Gainesville Chapter June 24th–26th
- 2011 EFAM Information is listed in "Meetings & Events" - Hotel Registration opened September 1st

Inside this issue:

Division Board Articles	2-4
Division Committee Articles	5-7
Chapter Articles	8-12
Member Articles	13-14
2011 FDAM Presenter Intro	15
Division Board & Newsletter Chair Contact Information	16

Board Articles

Nominations

“I am always excited this time of year because it is then that I realize how many of you really want to serve...”

Everybody received the call for nominations to the division board this past week from Ms. Marian Fetchik, CPS. I am always excited this time of year because it is then that I realize how many of you really want to serve the membership and make a commitment to them all by running for a position on the board of directors of the Florida Division!

As always, this is the time that the chapters are beginning their nomination processes for their board officers also and I am here to encourage you to get involved! Go to some board meetings (most of them are open to the membership) and see what is involved. Talk to some of the chapter's mentors and get the feedback you need to make a decision. Understand the succession planning concept and how it is employed in your chapters. And then, make the commitment to further both your chapter's future and also your very own careers by gaining the *Passion & Purpose* to excel in a board position, always looking toward the future of the organization and the fulfillment you will gain by taking on this responsibility!

I can tell you from personal experience that I am about as PASSIONATE as you can get (well Mary Ramsey-Drow, CPS/CAP may be a little more passionate than me) about IAAP, its mission statement and its purpose! I have enjoyed many years learning the ropes of the IAAP organization starting with my chapter and now finishing on the Florida Division Board! Who knows what the future holds when you set your mind to a goal!

Cardace Pubs, CAP

2010-2011 Florida Division President-Elect



Passion & Purpose...Spruce Up Your Career Let Us Know How We Are Doing!

If you're like me, it's the *passion* of this organization - IAAP - that makes me want to do better in both my professional career as well as my personal life.

Once a year, usually in January, many of you make New Year's resolutions or you reassess the goals you established the year before. As a professional organization, the Division Board wants to do the same - reassess our goals and create the best Division possible. And we need your help. An e-mail with a link to Survey Monkey will be forthcoming at the beginning of March so that you can fill out the survey and give us your opinions.

What's the *purpose* of the survey? To serve you better, of course! There will be a small survey with approximately five questions to answer. We would love to have you answer them honestly. And we want you to give us your ideas on how we can better serve you. It's your time to express your concerns. It's your time to *Spruce Up Your Career* with a better Division.

Remember - this is your Division. If we don't hear from you we won't know how to strive to become better.

Look for the survey in the next couple of weeks. Everyone is encouraged to fill it out. The more feedback we get, the better our Division.

Patti Clark, CPS/CAP

2010-2011 Florida Division Vice President

2010-2011 Awards Chair



Board Articles

Administrative Professionals Week 2011

Administrative Professionals Week is April 25-29, 2011. What are your plans for this special week? Demonstrate your Passion and Purpose this year by celebrating your profession (and your professionalism) in the following ways:

- Recognize other administrative professionals in your office with a greeting card or personal note
- Commit to becoming a Member of Excellence
- Create your profile on the IAAP website
- Sign up to receive the Florida Division digest to receive division communications
- Attend your Chapter's Administrative Professionals Day event
- Attend an IAAP seminar hosted by one of the division chapters
- Attend a Florida Local Area Network (FLAN) near you
- Sign up for a free webinar on the IAAP International site
- View the podcasts on the IAAP site
- Register for the Florida Division Annual Meeting, June 24-26, 2011 in Gainesville
- Commit to taking the CAP exam
- Share the great experiences you've had in IAAP with co-workers
- Become a mentor for a new member
- Send a note to a member you haven't seen in a while, encouraging them to return
- Agree to run for a chapter office or chair a committee
- Invite a non-member to one of your chapter meetings
- Write an article for your chapter or division newsletter
- Submit an article for the "Why I Love My Job" column in *OfficePro*

"By remaining active in IAAP and participating fully in the many offerings, you keep yourself at the top of your game."

By remaining active in IAAP and participating fully in the many offerings, you keep yourself at the top of your game. Best wishes for a wonderful Administrative Professionals Day!

Kathy Sorrell, CPS/CAP

2010-2011 Florida Division Secretary

Becoming Passionate about our 501c6 Organization

I hope everyone has read the email from International President Mary Ramsey-Drow, CPS/CAP dated January 31, 2011. It contained very important information regarding how divisions and chapters expend their funds. If not I suggest you do so soon and advise your members of the contents of the letter.



IAAP is listed by the Federal Government as a 501c6 Not for Profit Organization. One of our major objectives is to educate administrative professionals in this ever-changing field by providing continuing educational programs and scholarships. Our members benefit if they attend meetings or participate in leadership roles in their chapters or divisions.

Most of us realize how much IAAP has done for us. I have grown professionally and personally from my association with IAAP through, the renewed confidence I received when I obtained my CPS rating and again a few years later when I obtained my CAP rating. I was truly surprised at how much it meant to me when I received the news. We all knew when we joined IAAP that it was our time in life to start doing something for ourselves and giving of ourselves to help others succeed. We did not join IAAP to be supported to go to events and travel to new places. I appreciated the times I was delegate and alternate and appreciated my chapter sending me but I knew I had a job to do representing my chapter and a duty to report on all that happened at the meetings.

(continued on page 4)

Board Articles

Becoming Passionate about our 501c6 Organization

(continued from Page 3)

“Obviously, the way chapters and divisions have conducted business in the past no longer applies.”

Somewhere along the way some of us have lost sight of the rules and regulations because we wanted so much for our participating members and officers to get rewards for participation. Small tokens of appreciation or certificates were replaced by chapter rules which were formed to award privileges to certain members who participated. This has to be corrected by each chapter. Surplus funds may not be used for the benefit of a single or even a few members.

Any funds that flow through a chapter’s bank account are considered chapter funds and should not be spent to benefit a member or members by paying their membership dues, giving them scholarships, paying for registration fees for members that are not representing their respective units in an official capacity (delegate or alternate) or to pay for certification exam fees for a member.

Your chapter can use funds for:

- Providing scholarships to non-members (these scholarships cannot include members or relatives of members.)
- Donating to a college scholarship fund.
- Paying registration fees for chapter or division officers that are delegates or alternates for their respective units to attend FDAM and EFAM.
- Prize competitions providing that both members and nonmembers are eligible to enter the competition.
- Officers and other volunteers to attend division leadership training events.
- Providing an incentive membership to a current non-member.
- Donating to RTF and R&E (charitable organizations are okay since individual members are not benefiting.)



Judith Yannarelli, CPS/CAP,
International Treasurer

Judith Yannarelli, CPS/CAP, International Treasurer, posted Tax Compliance Communication and Silent Auction/Raffle Guidelines in the Treasurer’s e-Group in the Web Community and has been fielding questions regarding the changes since the President’s letter came out in January.

In her article she stated, “Obviously, the way chapters and divisions have conducted business in the past no longer applies. You’ve heard often in the past three years that IAAP deciding to adapt The Seven Measures: What Remarkable Associations Do That Others Don’t in 2008, made a strategic shift to conduct business, well, in a more business-like manner. “

“A major portion of that shift centers on strong fiduciary responsibility, mindful that the IRS had changed its focus toward how 501c3s (R&E and RTF) and 501c6s carry out said responsibility. This shift motivated IAAP to conduct its due diligence by educating and keeping its divisions and chapters informed on what is and is not acceptable within IRS guidelines. “

Carol Robb, CPS/CAP

2010-2011 Florida Division Treasurer

Division Committee Articles

Certification

Congratulations to all those achieving their CPS or CAP rating in November 2010 and those recertifying between May and December 2010! The Florida Division is very proud of all of you. Congratulatory cards were sent to all those achieving these distinctions.

The CAP and Organizational Management exams that are effective November 2011 will have new review materials and study guides. Updated review materials from Metcalf Education Services for the new exams will be available later this spring. HQ will post the information on their web site when it is ready. (Prentice Hall will not be providing review materials.)

One last reminder that those wanting to use all the recertification points they have saved during the past few years (especially prior to the new guidelines) still have until April 1, 2011, to recertify using these points. After April 1st, only the recertify points that pertain to the new guidelines will be usable. The new guidelines eliminate the use of Elective points.

Have you used the 50-Minute Books to gain recertification points that are offered by HQ? This is a good way to earn two recertification points for each completed book/assignment especially if you haven't been able to accumulate enough points. I used these books when I needed to recertify and was unable to obtain points through other means. They are a great way to "**Spruce Up Your Career**" with **PASSION & PURPOSE!**

Viena Melton, CPS/CAP

2010-2011 Certification Chair

Bylaws and Standing Rules

This is to notify all Chapter Presidents that according to the Florida Division Bylaws and Standing Rules the deadline for any amendments are to be submitted to the committee by **April 1, 2011.**

Marian Fetohil, CPS

2010-2011 Bylaws and Standing Rules Chair

Nominations—2011-2012 Florida Division Office

It's that time of the year when the committee is looking for nominations for the year 2011-2012 to a Florida Division Office. If interested, please refer to Article III, Section 1-4 of the Division Bylaws and Standing Rules regarding Nomination and Election Term and Duties. Interested applicants are requested to complete the application form, which can be found on the website. Remember, presidents who are qualified are encouraged to seek nomination.

The nomination forms should be submitted to me by **April 1, 2011.** Should you have any questions, please give me a call at 561-963-6966. If there is no answer at my home you can reach me on my cell phone at 561-909-7465.

The committee is looking forward to a number of applications this year.

Marian Fetohil, CPS

2010-2011 Nominations Committee Chair

"The CAP and Organizational Management exams that are effective November 2011 will have new review materials and study guides."

"It's that time of year again for nominations for 2011-2012 Florida Division Officers."

Division Committee Articles

The Research and Education Foundation (R&E)

I hope the R&E Foundation has not slipped your minds. The Florida Division annual challenge is still on and we challenge each chapter to some fun!

As I have taken a personal fondness for the R&E Foundation and I would like to share all my knowledge with you. I think the R&E Foundation has pretty much gone unspoken in the past throughout our Division but my continued goals for this year are as follows:

Goal: *Communicate the R&E Foundation's mission and strategic goals that were recently approved by the R&E Board of Directors to the members of the Florida Division.*

Mission: The IAAP Research and Education Foundation is committed to advancing the careers of administrative professionals through research, education and publication initiatives that enhance their professional development.

Strategic Goals:

- Conduct, sponsor or promote targeted educational programs that meet the needs of the profession, align with the strategic priorities, and communicate the core values.
- Support scholarship for IAAP educational conferences and IAAP certification programs.
- Conduct content validity studies for the CPS/CAP exams
- Participate in co-branded research studies germane to the profession.
- Publish and promote educational and research materials.

Goal: *Encourage each chapter to conduct a fundraiser for the R&E Foundation for this IAAP year. The Division has challenged each chapter to one fundraiser for this foundation and the winner will be awarded a \$50 gift certificate toward IAAP products from HQ.*

Please pass this information along to your members and remember R&E Foundation is a huge part of our association and its leading Administrative Edge and watch for more information regarding our R&E Foundation.

Anyone wishing more information or has any questions, please feel free to contact me. My office number is 321-426-3003 and my home is 321-633-9366.

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 24-26, 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!"

<http://iaapgainesville.org/FDAM/index.htm>

Jodie McGregor, CPS/CAP

2011 FDAM Chair



“Encourage each chapter to conduct a fundraiser for the R&E Foundation for this IAAP year.”

Division Committee Articles

Member-At-Large (MAL)

“Get active in your local chapters recruitment and retention efforts.”

It has been an active few months since our last update. Your MAL committee has corresponded with not only the members-at-large, but the Florida members that have dropped their memberships. International headquarters, as an incentive for dropped members to reinstate, will waive the \$15 reinstatement fees if the member reinstates between January 1, 2011-March 31, 2011. **This applies only to dropped members.**

Also, as an incentive for our MAL's, the Florida Division will waive the \$8 Division dues for the first year upon transferring to a local chapter.

As you can see, the Florida Division and headquarters are actively pursuing our membership recruitment and retention. Now we all need to do our part. Get active in your local chapters recruitment and retention efforts. Set a goal not only for your chapter, but for yourself by bringing in a new member this year. If you have a chapter member that has had to drop their membership, call them up and see if there is some way to help them return to the chapter. Sometimes the personal touch can go a long way.

Linda Saville, CPS/CAP

2010-2011 Member-At-Large Chair

New Florida Division Chapter!

CONGRATULATIONS to our NEW IAAP PORT ORANGE Chapter! Not too long ago Iris Ojeda, CAP, and I, along with others from the ‘sponsoring’ Central Brevard Chapter and Florida Division Board Members attended a wonderful open house held by Roberta Lehr, CPS/CAP at Halifax Health – Hospice of Volusia/Flagler. There was a wonderful turn out and a lot of excitement and energy in the room that night and has continued now to the exciting announcement that they have their membership base to formally form the new Port Orange Chapter! Congratulations to all for the dedicated work put into forming and supporting this new chapter. The installation event is scheduled for Monday, February 28th and an exciting evening it will be for all.

Some others we’ve worked with regarding potential new chapters are Joyce Jones, First Coast Chapter member, in hopes of forming a North Jacksonville chapter; Letashia Anderson Hill regarding a potential new Tampa Bay area chapter; and Leticia McIntosh regarding a potential new Bahamas chapter.

I have continued my search in hope of forming chapters in the Clay County and St. Augustine areas. These are areas full of office professionals and energized individuals that have so much they could share with others that meet our mission, vision and values.

Our groups have so much we can share and learn from one another. I’d like to ask, not only Chapter Presidents, but members within chapters to look around them and search out people you feel would benefit from our organization! INVITE them to your chapter meetings...If you hear ‘it’s a bit far to drive’...start talking about the professional opportunity they have in forming a chapter that would be ‘more convenient travel-wise’ and work with them. Share the benefits of membership to themselves, their organization and the benefits they derive from our headquarters!! PUT THAT THINKING CAP ON NOW and start to help build your chapter and potential new chapters in your areas!! Remember – ASK – you never know who’s waiting for YOU to share information! Have a great year!

Julie Smith

2010-2011 Florida Division New Chapter Builder Chair



Julie Smith, New Chapter Builder Chair

Chapter Articles

The Palm Beaches Chapter

At the Palm Beaches in Chapter in sunny South Florida we're happy to report that attendance at our monthly meetings is improving slightly. When the scheduled speaker for our January meeting canceled, we improvised with the "Who Killed My Chapter?" skit, and the discussion that followed generated some good ideas for improvement.

Our CPS study classes are continuing with a small but dedicated group and other chapter members offer their encouragement and support.

The weather was beautiful for our area's Susan G. Komen Race for the Cure where our Chapter once again participated as a group, helping to raise funds for this worthy cause. As I write this, our annual garage sale is right around the corner; proceeds from the sale will help to fund the scholarships which we will award in the spring.

We have some terrific programs lined up for the next several monthly meetings. In February our featured speaker is Kathy Shabotynskyj, an executive recruiter and co-author of *"How to Find a GOOD Job in 90 Days - The 5 Step Guide to a Successful Job Search."* In March Doug McGuirk of Robbins Research International will speak on "Getting Ahead in a Changing Market." And in April our featured speaker will be Florida Division President Elect Candy Puls, CAP who will speak to us on "Being a Team Leader."

We're looking forward to SEC in Lake Mary; hope to see you there.

Sharon Owens, CPS/CAP

2010-2011 Palm Beaches Chapter President

The City Center Chapter

Completing three community service activities helps a chapter attain the Florida Division's Silver Certificate Award by meeting one of its 25 criteria. The goal for our chapter is to participate in five community service events this year.

The first community service activity that the City Center Chapter participated in this year was the **Ronald McDonald House (RMH) Food Preparation**. Dinner was prepared, complete with a fun Halloween theme. It was very rewarding to know the families had a home-cooked meal after a very long day. City Center will be preparing dinner at RMH again on March 12, 2011.

City Center also participated in the **2010 Start! Heart Walk**. It was a huge success this year, with over 20,000 walkers in attendance. Several survivors were recognized and given red caps to symbolize their fight against heart disease. It was a great experience!

Most recently, City Center participated in a donation drive for **Hope Children's Home**. A wish list was provided to members and items were collected at our December Business Meeting. Donations to the children's home were delivered in time for Christmas and were valued at approximately \$335.

City Center is currently participating in the **Dress for Success Suit Drive**. Every year, Dress for Success issues an SOS (Send One Suit) to women across the country to donate your nearly-new suits to help a deserving woman enter the workforce and take charge of her life.

Sarah J. Rader, CPS/CAP

2010-2011 City Center Member



"The goal for our chapter is to participate in five community service events this year."

Chapter Articles

The Cape Coral Chapter

We had 29 IAAP members attend the Cape Coral Chapter Sharing Knowledge and Wisdom Seminar held on January 22nd. Our topics included everything from the FISH! Philosophy, Unlocking your Career Toolbox, Advanced Communication, Strategic & Organizational Planning, Teamwork and Training to Managing the Work-Life Circus. It was a long day, but well worth the 7.5 recertification points offered. We are pleased to have been able to have had excellent presentations to help our members spruce up their careers.

Chapter meetings: January program was on Succession Planning. Our February program will address Time Management Barriers and How to Overcome Them and our March program will cover Leadership Skills and Effectiveness.

Upcoming events we have planned include a Spring Fashion on February 19 to benefit our scholarship fund, April Fool's Day Auction to benefit the Research and Education Foundation and APW Breakfast on April 26.

On the civic front several members will be participating in the Susan G. Komen Race for the Cure in March.

Three of our members will be attending SEC and look forward to sharing our newly acquired knowledge with our fellow members upon our return.

Jayne Parker, CPS/CAP

Cape Coral Chapter President

The St. Petersburg Chapter

In January, the St. Petersburg Chapter made a donation of pet supplies and cleaning products to the Friends of Strays animal shelter, an organization that was founded in September 1978 dedicated to the care and adoption of homeless pets. The primary goal of the shelter is to stop the reproduction of homeless cats and dogs, which are abandoned and left to roam, unable to care for themselves. The Friends of Strays is a No-Kill Animal Organization. In February, we contacted the Lealman Avenue Elementary School to find out what they would need as a donation for their students. We were informed that this school requires uniforms and due to the special needs of their students, they are in constant demand for undergarments (for occasional accidents) for both boys and girls, and spare uniforms. If anyone has any used uniforms in the sizes 4 -14 that you no longer need please feel free to contact a chapter member to arrange to donate them.

We had a record breaking five of us attend the Gulf Coast Council Spring Education Seminar in Riverside, Florida on February 5th. Mr. Mark Thompson presented Toolbox for Teams: Discover (and experience) the eight tools every team must have in order to succeed. Although the day was gloomy and overcast, with rains hitting just about the time we all had to drive home, it was an excellent way to network and spend time with friends. He is an exceptional speaker and motivated us all ... there is a lot of "I" in team. Our very own Celine Kidwell, CPS/CAP won our Super Bowl Party Basket and Janet Baker, CAP, won the "Date Night" Basket.

Our group is looking forward to meeting old and new friends at the SEC meeting in Lake Mary on February 26th. We are also excited about our trip to the Annual Meeting in Gainesville.

As are the rest of the chapters, we are constantly working on the many obligations for receiving the Chapter of Excellence and Silver Certificate Awards. We all know the constant battle with striving to achieve these very important goals, as well as the personal goals we have set for ourselves.

(continued on page 10)



Darla Goosen, CPS/CAP,
St. Petersburg Chapter
President

Chapter Articles

The St. Petersburg Chapter

(continued from page 9)



St. Petersburg members attend the Gulf Coast Council Spring Education Conference

We are at the beginning stages of planning our Member Recruitment & Retention Program which will be held on April 27, 2011. We are going to visit the St. Petersburg Museum of History to view the brand new display of the St. Petersburg Chapters old photos and newspaper articles. Ms. Ann Wycott, Archivist for the museum, mentioned the importance of organizations like ours paving the way for ourselves and others. She was extremely interested in learning more about our organization. Then we are heading down to the Pier by trolley or on foot to the famous Columbia Restaurant for dinner and an educational session with Michele Kelly from Office Team.

Darba Goosen, CPS/CAP

2010-2011 St. Petersburg Chapter President

The Fort Myers Chapter

The Fort Myers Chapter bid farewell to 2010 on an upbeat note. On December 2, we celebrated the holidays with our sister chapter, the Cape Coral Chapter, at our **Second Annual Joint Holiday Social**. Our two chapters take turns hosting the celebration and this year it was Fort Myers' turn. **Peggy Poole, CPS** and **Dianne Reed, CPS/CAP** co-chaired the event and deserve kudos! Donations of non-perishable food were collected for the Harry Chapin Food Bank. A scavenger hunt brought some much-needed laughter after a busy year. There were prizes and surprises, and promises by all to do it again next year!

The holiday festivities continued at our December 14 chapter meeting. We were entertained by **Quattro**, 2009 Sweet Adeline Region 9 medalists. Chapter member **Julie Vaughn, CAP**, is part of this very talented group. We had a visit by **Mrs. Claus** who delighted us with a reading of, "The Night Before Christmas" (*shhhh...* it was really our member **Judy West**, but don't tell anyone!). We also held our **Annual Holiday Auction**, facilitated by our Ways & Means chair, **Alejandra Paipilla, CPS**. Members generously donated handmade or newly purchased items to help raise money for our scholarship fund. It was a smashing success!

We also celebrated the news of those who passed their CAP exam from our chapter: **Christina Dorn, CPS/CAP**; **Nancy Finn, CPS/CAP**; **Deborah Owen, CPS/CAP**; **Dianne Reed, CPS/CAP**; and **Karen Royal, CPS/CAP**. CONGRATULATIONS to you all, as well as to all Florida Division members who passed! To those who are striving for this goal, I encourage you—*never give up until you achieve success!* I believe in you.

In January, we took a deep breath and welcomed Baby New Year at our January chapter meeting. The Board had a productive meeting and we are "tuning up" for a fabulous second half! We took stock of our progress towards achieving the Florida Division Silver Certificate and the International Chapter of Excellence. We also prepared our **Annual Member Satisfaction Survey** to ask our members the Big Question: "*How are we doing?*"

We plan to participate in the **Susan G. Komen Race for the Cure** on March 12. Our Civic Committee is putting our team together—*Breast Friends Forever*—chaired by **Stacy Schmitt** and assisted by **Nancy Finn, CPS/CAP**. We are also proud to co-host a Florida Division **FLAN** in Cape Coral with the Cape Coral Chapter on March 26. The event is co-chaired by **Peggy Poole, CPS** from the Fort Myers Chapter and **Janet Baxter** from the Cape Coral Chapter. With these two putting their heads together, you know it will be a productive, meaningful—and FUN—morning. We hope to see many of your smiling faces there!

Ann Kirby, CPS/CAP

2010-2011 Fort Myers Chapter President



Judy West as Mrs. Claus

Chapter Articles

The Winter Park Chapter

We are halfway through the year and the Winter Park Chapter's first half has been exciting. First we welcomed back the members of the Greater Lake Mary Chapter, which dissolved.

Second, we found a new meeting location, after moving five times over the last two years. Our new home is The Galley of Interlachen (5510 Lake Howell Road Winter Park); this facility has a nice display of art done by local artists (yes, the paintings are for sale). We are also back to using Cuisiniers, a caterer that works with us to keep our cost down for our members. The chapter members are happy to be meeting at this new location. We found a home and hope that we will not have to move again. Come visit, we would love for you to see our new location!

Third, the publicity and networking at other events have paid off; we welcomed two new members this year. Laura Clayton joined us in July and April Dickerson who has visited us a few times joined us in February. We had a few more visitors over the last year and we hope to see them back with completed applications soon.

Fourth, we are excited to say we had two members that took the CSP Certification exam in November and both passed - "Well done ladies!" They both reported at the January meeting that they will be sitting for the CAP exam in May. The Chapter wishes them good luck!

Fifth, is a recap of our educational/programs for the year:

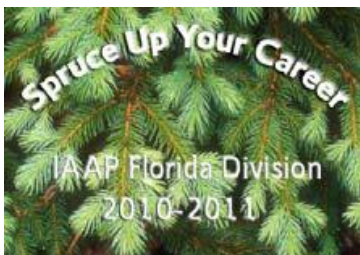
- July—"Strategic Customer Care" presented by Eric Shulman President of Sandler Training
- August—Resume Writing Tips and Tricks presented by Sherri Morgan, Professional Resume Writer
- September—"The Eight Steps to Organization" presented by Art Young, Sales Representative from Esselte Corporation
- October—"Prepared Positive, and Prosperous" presented by am Costa
- November—"Go Green" presented by Pat Pietrowski, from Avery
- December was our social Christmas party
- January—IAAP Web Community, presented by Debbie Bridge, CPS
- February—"7 Keys for Great Leadership, presented by Gloria Grehl, DTM
- March—Brand "You" being presented by Tim Lesnick, Vaco Staffing
- April—Building Trust, Melanie Campbell or a special presenter
- May—"Blogging Your Expertise" TBA
- June is our Installation of the 2011-2012 Board of Directors

We in the Winter Park Chapter would love for you to visit us or simply check us out on the web (www.iaap-winterpark.org; Facebook; or LinkedIn.)

Melanie Campbell

2010-2011 Winter Park Chapter President

*"We found
a new
meeting
location..."*



Chapter Articles

The Miami-Dade Chapter

The Empowered Woman Success Summit II was held on Thursday, November 11, 2010 at the Miami Museum of Science. Shelly Colon, Ceresier Moore, and Christine Shipman, CPS, attended this event. Summit founder, Ms. Michelle Villalobos, gave a very spirited welcome to all attendees. Her goal for the summit was to empower women with real solutions, strategies and tactics to improve her business and herself, while meeting other liked-minded, ambitious and professional women.



"Ceecee", Christine, & Shelly

The keynote speaker was Ms. Jessica Kizorek, Founder of BadassBusinessWomen.org. Her organization helps women "gracefully stride forward in the business world with a radiant strength and confident dexterity that is 'uniquely' female and freedom to be yourself." It was noted that one of the biggest mistakes women make in networking is not knowing proper protocol. The presentations were interactive and included fast paced exercises which required audience participation. The day ended with a panel discussion of women who successfully 'reinvented' themselves by making career changes from corporate business to entrepreneurship that fed their passion.

The benefits of the summit were to broaden your network, increase your business income and improve customer service. We enjoyed a full day of lively speakers and vendors.

Christine Shipman, CPS

2010-2011 Miami Dade Chapter Vice President

The Orlando Chapter

The Orlando Chapter continued a decades-long tradition of meeting in November to wrap candies for area charities. This process has evolved over the years from using old toilet paper cardboard rolls filled with candy and wrapped with bright paper and curling ribbon, to circles of netting material filled with candy and wrapped with curling ribbon, to this past November's new process of using cellophane press and seal bags (decorated with holiday scenes!) filled with candy. We take great care in trying to line up as many sugar-free candies as we can find. The end result was a donation of 235 bags of candies split between Meals on Wheels and the Russell Home for Atypical Children, both very worthy organizations.

We continued the holiday tradition of caring by using our December Chapter Meeting as a collection point for non-perishable foods for Second Harvest Food Bank. Chapter Member Andi Sutton, a past chapter president, is employed with Second Harvest Food Bank and was able to give us some insight into just how important their work is. More than 600 non-profit agencies in six Central Florida counties rely on Second Harvest every day to fill their food pantries in order to assist soup kitchens, homeless shelters, battered women shelters, low-income day care centers, etc. In 2009, Second Harvest served over 731,000 people and distributed 21.3 million pounds of food. We were happy to wrap up 2010 with even more food donations for Second Harvest, bolstered by our 12 members and 9 guests. The December Chapter Meeting is a traditional time for inviting our spouses, family, and significant others so they can get the answer to their question, "So what exactly do you do at those IAAP meetings?"

We are looking forward to the February 21, 2011 Chapter Meeting and another opportunity to invite new people to join us and our guest speaker Candy Puls, CAP at Ventura Country Club! We'll see you all at the Spring Education Conference!

Pat Oles, CAP

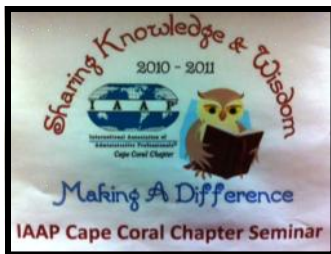
2010-2011 Orlando Chapter Webmaster

*"The end result
was a donation of
235 bags of
candies..."*

Member Articles

Who Knew It Could Be So Much Fun?

“What a great professional development day, filled with lots of positive energy and enthusiasm.”



Miami-Dade Chapter Members Shelly Colon, Corina Velasquez, CPS and I attended the Cape Coral Chapter annual seminar on Saturday, January 22, 2011. What a great professional development day, filled with lots of positive energy and enthusiasm.

- Our first encounter was the FISH Philosophy. This philosophy offered a different outlook for embracing the day to day tasks and interactions with all stakeholders. "Let's make a Day."
- Empowered by the almighty motivational speaker, Dr. Audrey Brown, CPS, Ed.D, we eagerly explored the "Keys to Unlock Your Career Toolbox." The slogan that inspired this session was "The house we build today may be ours to dwell in tomorrow."
- The seminar included a powerful presentation from Mr. Mike Jackson, MBA, APR. His catch phrase was "Can You Hear Me now?" We listened intently as Mr. Jackson shared tips on how to deliver an effective presentation.
- Have you ever wondered how our work fits into the equation? Well, Ms. Deborah Gauvreau, MPH, MS, covered "Strategic, Organizational and Project Planning" where we developed 40 acres of land into a National Preserve from start to finish. We were very busy and had lots of fun!
- Teamwork, Trust, & Training session, presented by Peggy Poole, CPS, encouraged all of us to openly communicate and trust our co-workers to deliver assignments. The activities during this session were phenomenal. We will be sure to share the Human Knot with our chapter!
- Lastly, Ms. Stephanie Peters, and her colleague from Office Team shared tips on how to organize, prioritize, and stay on task. We sailed through a great professional development session and...who knew it could be so much fun?"

Ceresier "Ceecee" Moore

Miami-Dade Chapter

Seizing The Challenge Of A Presentation Without Seizing Up

At different times in our professional lives we will have situations arise when we need to give a presentation. A presentation is not limited to the times you stand in front of a group of people. It also includes conference call presentations, conference room presentations, one-on-one presentations, webinars, and even written presentations.

One way to show confidence among your peers is to learn how to prepare and deliver effective presentations.

During my undergraduate studies, I took a class on public speaking. During the class, the key elements of effective presentations were discussed; and, honestly, at first it was an intimidating experience, but ultimately it paid off in rich rewards such as enhanced planning skills and self-efficacy. Even Princess Diana was tutored in public speaking which then helped transform her life in giving her the confidence to step out and address world issues. So you see, being an effective presenter is something everyone works at in order to succeed.

The first step is breaking through the glass pane of the fear that keeps you isolated from the potential that you have within yourself! To help you begin, answer and incorporate the 10 questions below into the preparation and delivery of your next presentation or speech.

Ten questions to answer as you prepare each presentation¹:

1. **Who's my audience?** When communicating with a new audience, identify them. Who are they? What's their profile? Why should they care about what you have to say? The more you learn about your audience, the more you can connect with them.

(continued on page 14)

Member Articles

Seizing The Challenge Of A Presentation Without Seizing Up

(continued from page 13)

“Dale Carnegie once said, “There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”

2. What’s my goal? Write ONE sentence describing the goal of your presentation. Make sure you are crystal clear on what you want the audience to take-a-way from your comments.

3. What’s my Point of View (POV) on the subject? Write ONE sentence clearly describing your point of view on the subject. This is your position on the topic.

4. What are the benefits to my audience? Make a list of all the benefits your audience will enjoy if they act upon your message. People need to understand the positive results they will experience if they do what you propose.

5. What’s the downside if people don’t act? Some points can be made more effectively if you point out the downside risks of not heeding your advice. As an example, people know the benefits of being on time, but pointing out that being late is considered as being rude, irresponsible and disrespectful, may be more effective.

6. What are my main body points? Prepare an outline of the major points of your speech or document. Drain your brain and list everything that comes to your mind. After you have everything listed, organize it.

7. Can I find appropriate quotes and supportive information? If there are sources that can be used to add credibility to your presentation, include or list them.

8. Is there a story that I can use to communicate my point(s)? If there is a relevant illustration or anecdote that can be told to make your point memorable, include it.

9. What’s my call to action? What action do you want your audience to take?

10. What would be an encouraging statement? Is there a positive and encouraging statement that would be appropriate to use in the conclusion of your presentation? It’s nice to end on a high point.

If your presentation is in a written format, have it edited. No matter how good of a writer you are, having someone you respect edit your work will likely improve it. When you are invited to make a presentation, accept the challenge. The times in your life when you grow the most are when you push yourself outside your comfort zone to do what you’ve never done before. Yes, it can be nerve racking, but you will grow as a person and gain confidence. Preparation and practice will equip you to give the best presentation!

While there are other factors that contribute to giving great presentations—such as the use of visual aids, making eye contact with your audience, a neat appearance, and speaking with confidence—these 10 points will help you structure your presentation.

One final word of advice: *do not pass out a handout until you want your audience to read it.* Placing something in their hands ahead of time will only give them an opportunity to divert their attention away from you and on to what is in front of them or in their hands.

The secret to a successful presentation is found in your preparation.

Kathy Wainer

Lakeland Chapter

[†]Todd Smith. (2010). *Little things matter*: Wheeling, IL: Success Media.

FDAM Presenter Article

Meet Todd Hunt, Our June 24th FDAM Forum Presenter

Do you eat M&Ms in color order? Alphabetize your cereal boxes? Rearrange the dishwasher because you don't like the way your significant other loaded it? If so, you'll appreciate Todd Hunt's take on business and life. (If not, you'll still laugh, and be glad you're not like him!)

He's a Recovering Anal Retentive Professional (RARP), who finally learned to lighten up, after working for two decades in the corporate world. Now he speaks to organizations that want to add fun to their events and send members back to work smiling, with tips to improve communication and success.

Todd has presented at more than 15 IAAP events, including Division Annual Meetings in California, Indiana and Michigan (who raved, "Your presentation was the perfect balance to a heavy business meeting. You'll be a tough act to follow next year!").

As a kindergartner, Todd hated finger-painting. "Those rubber gloves were so hot!" But it was good training for his future career as a business humorist. His message is simple: we all mess up communicating...and we can fix it, while laughing at ourselves.

At the June 24 Forum, we'll howl as he acts out voice mail greetings, showing how we waste 240 hours each year waiting for the beep. His demonstration of the "correct" way to order fast food will challenge you to consider where your listener is coming from. And his recollection of junior high English teacher Miss Reiser will bring back memories of your own (fond or otherwise).

Prior to his speaking business, Todd owned a marketing company and worked for Ogilvy & Mather, one of the world's largest advertising agencies. His books include "Does Anal Retentive Have a Hyphen?" (an extension of his keynote speech, with good-natured ribs at himself and A-Rs everywhere), and "Pardon Me, But That's a Really Stupid Sign!" (136 actual signs and product labels that are beyond belief, but they're all true). His newspaper column, "Communication Bleeps and Blunders in Business," appears in the United States and Canada, and he is featured on several CD and DVD programs.



Business humorist Todd Hunt will be featured at the Florida Division Annual Meeting Forum on June 24, at the Best Western Gateway Grand in Gainesville. Hear a preview at <http://toddhuntspeaker.com/media/HuntFDAMWelcome.mp3>

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