



First Coast Flash

President's Place

Chapter Officers:

- **President:**
Robin Henderson, CAP
- **Vice President:**
Shirley Durrant, CPS/CAP
- **Secretary:**
Denise Pusateri, CPS/CAP
- **Treasurer:**
Jan Maclean, CAP

Committee chairs:

- **APW**
Marilyn Benjamin / Donna Burtnett
- **APW/UNF**
Iris Ojeda, CAP
- **Awards/Recognition & Mayoral Proclamation**
Elaine Boccio / Iris Ojeda, CAP
- **By-Laws & Standing Rules**
Liz Ingraham, CAP
- **Certification & Education**
Patti Reed, CAP
- **Community Service**
Linda Montonera, CPS/CAP
- **Hallmark**
Sheila Adams
- **Historian**
Iris Ojeda, CAP
- **Membership & Assembly**
Julie Smith
- **Newsletter**
Sheila Adams
- **Nominations**
Marilyn Benjamin
- **Parliamentarian**
Brenda Minier, CAP
- **Public Relations**
Patti Reed, CAP
- **Retirement Trust Fund**
Donna Burtnett
- **Scholarship**
Linda Johnson / Liz Ingraham, CAP
- **Ways and Means**
Shirley Durrant, CPS/CAP
- **Web Master**
Brenda Minier, CAP

If you are interested in serving as a committee chair or helping on a committee, please contact Robin Henderson, CAP at robinhenderson.iaap@yahoo.com.

The final quarter of the year is upon us and with that brings more stressors to our already hectic lives. It's ironic that this time of the year causes more angst and worry than any other, especially when it is a season of celebration of family and friends.

During this time most of us find ourselves stretched thinner than ever – with more time in the kitchen, shopping and running from party to party – along with our pocketbooks feeling the pinch too. Many of us feel a loss of control over our daily lives and as a result we may see a change in our moods, psychological distress as well as physical ailments.

So how do we avoid all this stress? Expert opinions range from eliminating the stress altogether – yeah and how many of us can actually do this?! – to meditation, yoga, exercising, eating right, etc., etc. If you're like me and tired of all this rhetoric, then join me on a new way of living. I'm simply going to invest in myself.

Now, having said that, it does not mean I plan to ignore others' needs – absolutely not! I'm a mother, wife, and woman who has a lot on her plate but also recognizes she has needs too. I am going to focus on furthering my education through attending educational and leadership programs, continuing to

reach beyond my comfort zone in Toastmasters, and getting on the fitness bandwagon. I've made my commitment, why not consider yours?

November 12 in St. Petersburg is the next opportunity to network with IAAP Florida Division members to share and learn how and what is or is not working in their IAAP lives. I hope you will join me in this great way of kicking off the last quarter of the year!

Until next time...



Robin Henderson, CAP
Chapter President
robinhenderson.iaap@yahoo.com



The Vice-President Voice

Submitted by Shirley F. Durrant, CPS/CAP

“ADAPT” IS THE KEY TO MANAGING CHANGE!

Article written from my own experience and also taken from “Tips For Managing Change At Work”
By Kat DeLong, Published in February 2008, found on-line in LifeScripts

I am going through a life change, preparing for retirement, and at the same time experiencing an office metamorphosis – I have cried, been nervous, lost sleep, worried and got over it – that’s what we do, we feel the feelings and find the answers – my answer, along with Kat DeLong’s is to **ADAPT!**

Aggressively try to please
Definitely use your skills
Alter agreeably
Push yourself!
Transform

Another acronym I live by is:



Pray
Until
Something
Happens

Ms. DeLong says that managing change is one of the toughest leadership skills to acquire. People are naturally resistant to change, either from fear of upheaval or because they are sure that their traditional way of doing things is the right way. {*my sentiments exactly*}.

Along with receiving new duties recently - over the last few years, faxes, pagers and desk top printers have been replaced by email, cell phones (blackberrys) and smart copiers; today’s technology requires that all employees learn new and faster ways to meet the needs of customers. Ms. Delong states that companies have to change regularly in order to take advantage of the newest products and services and that any

workplace that doesn’t embrace these changes will soon be left in the dust.



Managing Change: All administrative professionals have most likely been with a company that has made changes in leadership or technology that makes for a stressful work environment. Ms. Delong says that there is an air of distrust, that we could be replaced, or our whole departments could be out-sourced and that sometimes these fears are true. She offers tips that can help improve the environment and manage change.

1. Keep the focus on the customer. Regardless of changes in systems, management, leadership or technology, keep the customer happy – do your part – do your best – it will help you manage change.

2. Delegate. If you don’t have a position on the organizational chart to delegate, you can: trade off work you do easily with a co-worker that does something more proficiently than you, which could help you both do a more competent job in less time! Sometimes you can delegate a question out to a fellow chapter member, get the feedback and improve your work!

3. Keep learning. Learn from co-workers, chapter members and take classes. Grab any new opportunity to learn, and make yourself more valuable. In my years, I have volunteered to maintain a Storm Water Pollution Prevention Plan. Is that my expertise? Not at all, but I read the book, followed the

directions and maintained the inspections and training it dictated. I was willing to do what was needed, which made me more valuable, and managers need that! I have headed up the all-employee wellness program, the all-employee recognition program, coordinated the annual BBQ that fed over 1,000 people. I have been at my job for 22 years – staying flexible, always learning – with a resume ready!

4. Be prepared. Ms. DeLong says that you must always be on the look out for change and try to come up with a plan. In the world of the admin, we are constantly preparing – we have things calendared, a follow-up file system, and timelines for Plans A, B or C for company business as well as our personal lives – that is what we do – organize, coordinate, plan and prepare! You have to understand your boss, offer a suggestion upfront or once a project is in action – you learn when to inject with ideas that could aide in the progress of the goals. You learn to give a lot, or just a little – you are prepared, with resources, and know how and when to present them!



5. Don’t play defense. Ms. Delong’s article about managing change states that defensive tactics will only keep you constantly on the defensive, that you must change in a positive way, be flexible and never be rooted in tradition. Recently, I was appointed to a day off-site - every week!! Not what I wanted, nor expected with being less than a year from retirement! I had planned a complete overhaul of my filing system so that it all would be

The Vice-President Voice (cont.) Submitted by Shirley F. Durrant, CPS/CAP

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in order when I left. I wanted to delete files on my computer and share important useful documents with others. Then I realized, “I” is not in the word TEAM, right? “I” am not the only person affected by change, so get flexible and get with it, do what has to be done – that is how you manage change – you work on it and you work with it, and SMILE all the while; accept the things you can not change.

6. Keep things stable says Ms. DeLong. As an admin, you can be a catalyst – set the tone, stay cheerful and accepting. It will rub off on your fellow workers, just watch!!

Take no time to regress, to mourn the changes or the new technology. Keep gossip to yourself; suggest an activity that is calming and a reason to get back into rhythm, such as a free lunch or ice cream social.

7. Know when to quit. If you have done your best at suggesting ways to tackle a job and none have been accepted, then let it go. Ultimately your supervisor will find a solution that works for them, even if it is not close to what you suggested. It is their position that dictates that they are the decision-makers, and anyway some of your ideas may have been the very thought that

headed them in the direction that founded the solution and they will always know that you make an effort – won’t they!!

8. Stay up to date. Get training as often as you can, test yourself often, so that you know you are in the know, and ready to go – whether it is with your current company or another one – stay ready – with that resume’ updated – it will empower you!! I have been in IAAP since 1991, and the group dynamics in itself is a learning process, I think I have made it 22 years at my current job partly due to chapter activities and events. I am and have been confident that I could have found another job. I just re-certified as a Certified Administrative Professional, my third time, and when I retire soon, it will be with the knowledge that I was as ready as I could be to cross another bridge.

Shirley says: **ADAPT, PUSH** and don’t be resistant – be **RESILIENT!!**



WAYS & MEANS UPDATE

Your Ways and Means Committee is working for you!

Members: Linda Montonera, CPS/CAP, Julie Smith, Debbie Latek, Donna Burtnett and Shirley Durrant, CPS/CAP are steadily working on new ideas for the Chapter and are open to any good ideas from membership as well!

LEC - Winter Park, FL: Ways & Means Table at the September 24, 2011 event brought in the following:

First Aid Kits: \$24.00	Raffle - Disaster Supplies: \$115.00
Pencil Holders: \$9.00	Miscellaneous Pins: \$1.00
Remarkable Pins: \$12.00	

This totals an income for the Chapter of \$161.00!

BELK Charity Sale tickets are on sale for the upcoming event 6-10 a.m. November 5, 2011. **Debbie Latek** is coordinating this event and has sold **\$30.00** in tickets through the last Board Meeting held on October 4, 2011.



*Shirley F. Durrant CPS/CAP
First Coast Chapter Vice President
Member of Excellence 2010-11
Re-certified CAP May 2011*

WAYS & MEANS

2011 - 12 Fundraisers



Southern Candle

THIS "ONE OF A KIND" CANDLE, with a patented formulation, made of Soy, is Southern Candle's very own revolutionary candle. It has now been trademarked, both in formulation and name as the first and currently only candle of its kind to actually ELIMINATE virtually every unwanted odor. This candle eliminates many odors, such as those from: pets, smoking, cooking, mustiness, hair perm, fingernail polish remover, cleaning products, latex/oil-based paints, fireplace smoke, diesel, gasoline, glues and certain sensitivities experienced among some cancer and medical patients.

Contact Julie Smith Juls22144@yahoo.com
Daytime phone: 904-345-7473 Cell: 904-610-2050
(Payment due with order, payable to Julie Smith.)



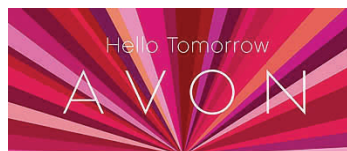
Premier Designs INC.

Help the Chapter earn 25% on retail sales of Premier Jewelry items. Browse the baubles on display at the Ways & Means Table or look at them as your fellow chapter members model their very own pieces. Each item comes with a lifetime guarantee replacement. Allow up to 3 weeks for delivery. Contact Shirley Durrant, CPS CAP at shirleymaried@gmail.com or cell 904-318-7677.

Belk's Charity Sales

Early Birds Beware! Twice a year Belk's holds semi-annual Charity sales where ticket purchasers will have special access to fabulous sales at Belk's between 6:00 am - 10:00 am. Pay \$5.00 for a ticket and save \$5.00 off your purchase, while your Chapter gets 100% of the total tickets sold! Be sure to look for the date of the next sale. Hope to see you there!

Contact Debbie Latek at home email address:
dlatek@comcast.net
cell: 904-994-1243



We've all grown up knowing about Avon products, from makeup to fragrances but did you know Avon now offers clothing and shoes too? Even better is that the Chapter earns from 10% to 25% of commissions from total sales! So click on the link to check on the latest in Avon. www.youravon.com/jsmith0205



First-Aid Kits for Home and Auto—They are compact in size but full of emergency items which can be used by everyone from yourself, your children, other family members and friends. All for a relatively inexpensive price and the Chapter benefits too! Find at chapter meetings and/or contact Donna Burtnett at donnaburtnett@att.net.

Cruise to Jamaica/Haiti



Come sail along with us on Royal Caribbean's Liberty of the Seas March 12-17, 2012, on our annual cruise to two ports of call: Labadee, Haiti and Jamaica. With only a \$200 per person deposit, you can book a cabin and make payments as you go. In return, the Chapter earns an average of \$200 per eight double-occupancy cabins that sail. Anyone can participate so invite your family, friends, and coworkers! Included in the price is also a special one-hour free cocktail party on board.

Contact: Julie Smith at Juls22144@yahoo.com
cell: 904-610-2050.

LANYARD PINS



FIRST COAST CHAPTER ATTENDS LEC IN WINTER PARK, FL

Submitted by Denise Pusateri, CPS/CAP

Members of the First Coast Chapter attended the Learning and Education Conference (LEC) in Winter Park, FL, on Saturday, September 24. The event was held at the Chamber of Commerce Welcome Center, hosted by Debbie Wilkerson, CPS/CAP.

Following registration and setting up our Ways and Means tables, we enjoyed a continental breakfast of quiche, pastries, bagels and fresh fruit, along with coffee and juice.

The conference began at 8:45 a.m. with an interesting program presented by Stephanie Horning, CAP and

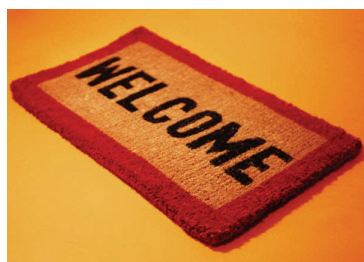
Joshua Adams of Creative Impact Solutions, Inc., titled, *Social Media and Interactive Training*. They led us through the many facets of social media available today. Facebook, Twitter and Linked In are just a few of the social sights discussed.

During an extended lunch break, attendees were provided a delicious lunch and some enjoyed a local farmers market just a couple of blocks from the meeting venue.

Our afternoon speaker was Rebecca A. Carswell, a professional communications specialist, who presented a pro-

gram based on her book, *Hey, Are You Listening To Me?* Rebecca used interactive techniques to teach how to become better listeners through staying focused and engaged when listening to others. Attendees received a copy of her book and were given the opportunity to have it autographed.

The screen shots from both the morning and afternoon sessions will be made available soon on the Florida Division website. The event provided four recertification points.



Welcome to all our New Members!!

Submitted by Julie Smith

Our Fiscal Year is July 2011 – June 2012, but below are the new members for the 'calendar' year of 2011:

January 2011
Sandi Williams

February 2011
Jennifer Stokes

March 2011
Nicole Taylor
Pamela Harris-Carlini

April 2011
Kanisha Dorset

May 2011
Sheila Adams

September 2011
Denise Brzozowski
Barbara Figueroa

Congratulations to First Coast Members who have sponsored a new member this year - Debbie Latek and Staci Magruder!

Each quarter, your name will be placed in a drawing for \$25 cash. The more members you sponsor, the more times your name is entered!!

2010 – 2011 will be a *fantastic year & it's just beginning!* Hope to see you at our monthly meetings and *bring your guests!!!*



The Parliamentarian Quest

Submitted by Brenda Minier, CAP - Parliamentarian

The bylaws of the First Coast Chapter state that the parliamentary guide to use is *Robert's Rules of Order Newly Revised (RONR)*. This book was revised this past September bringing forth the 11th edition.

The Robert's Rules of Order website describes the update as "significantly re-edited with expanded and updated treatment of many topics." There are more than 100 changes that help clarify concepts in previous editions.

You'll agree that parliamentary procedure is a must in conducting effective and productive meetings. I encourage you to visit <http://www.robertsrules.com/changes11.html> to see the list of changes.

Magic Money

(cleaning pennies)

Submitted by Jan MacLean, CAP

If you're like me, the first thing I do when I get a shiny penny is to look at the date. Surely, it must be brand new. How often do you get a shiny penny?! What about the dark pennies; the ones that are so dark and have some kind of "goo" on them. You almost want to toss it but you just can't. A penny is a penny, after all!

Here's an easy "recipe" to make those pennies shine like new! Place pennies, a small bowl, a shaker of salt, a small squeeze bottle filled with white vinegar, a box of cotton swabs, and a small paper napkin on a tray. Put a penny into the bowl, sprinkle it with salt and then cover it with a few drops of vinegar. The penny starts to shine. You can help the process by scrubbing the penny with a cotton swab, wipe it dry on the napkin.

Collecting pennies is a great way to show children how much a little saved over time can add up. Make this a family project with your children or grandchildren or for yourself! With the holidays just around the corner, consider setting a goal of saving pennies over the next 30 days. Hanging a calendar or chart in a visible place and crossing out each day as you go through the month can build excitement for children. They look forward to seeing the results. At the end of the 30 days, have a "penny date" for everyone to gather for cleaning pennies.

To take this a step further, you could even teach the value of helping others by helping a child decide on an organization to donate the newly cleaned pennies.

There's just something special about a shiny penny!



Did You Know???

- ◆ The bison on the Buffalo Nickel was from New York City. Named Black Diamond, this bison lived around the turn of the 20th century in the Central Park Zoo.
- ◆ If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins possible without being able to make change for a dollar.

By: Jan MacLean, CAP

What is Communication?

Submitted by Julie Smith

What is Communication?

Communication is the art of transmitting information, ideas and attitudes from one person to another.

Communication is the process of meaningful interaction! Good communication involves change in behavior, influencing others, expressing thoughts and emotions, helps with controlling and motivating people, and is a social and emotional process.

What types of communication are there?

Spoken, written, visual and body language are all types of communication.

Communication Networks:

Formal Network: vertical chain of command within the hierarchy;

Informal Network: free to move in any direction, may skip formal chain of command.



Barriers to good communication:

Noise, assumptions/misconceptions, emotions, language differences, poor listening skills and distractions.

Values of Listening:

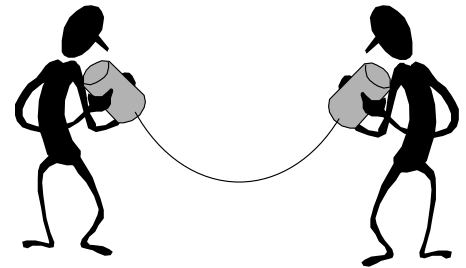
Listening is an art, reflects courtesy and good manners, improves competence and performance, can eliminate a number of imaginary grievances of employees, can improve social relations and conversation, and is a positive activity rather than a passive or negative activity.

Essentials of Communication Do's:

Think ahead. Use simple words and phrases. Speak clearly and audibly. Do a recap of what has been said. Pay attention and make notes and ask for clarification.

Essentials of Communication Don'ts:

Do not instantly react or use technical terms and terminologies. Do not speak too fast or too slow so that not



everyone understands. Don't glance here or be distracting nor interrupt the speaker, or jump to the conclusion.

Improving Body Language – Tips both for presenters and listeners:

Keep appropriate distance, touch only when appropriate, professional appearance, maintain eye contact and smile genuinely.

In Today's global and diverse workplace, excellent communication skills are required! Communicating and listening are LEARNED skills which take practice! Success is yours!

“Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it.”
~Robert Frost

GOBBLEDYGOOK: ARE YOU AN OFFENDER?

Submitted by Sheila Adams

What the heck is “Gobbledygook?” No, it’s not the name of a Halloween goblin. It actually is a form of language that is pompous, long-winded, abstract, and confusing to the normal reader. A lot of people write in Gobbledygook without even realizing it; including me.

Writers sometimes fill sentences with unfamiliar or unnecessary words and most readers are busy people who don’t have time for the wordy, hard-to-read documents. Good writing should never include gobbledygook.

Avoid using gobbledygook by doing the following:

1. Use specific and concrete words and phrases whenever possible. Our writing should be as clear as possible so the reader understands exactly what we are saying. If you have ever had to re-read a passage several times to decipher something, you know what I’m talking about. Below are a few examples of “pompous” words along with substitutes:

<u>Pompous</u>	<u>Substitute</u>
Adhere	Stick
Ameliorate	Improve
Cognizant	Aware
Concur	Agree
Demonstrate	Show
Fabricate	Make
Indubitably	Undoubtedly
Inform	Tell
Modification	Change
Paramount	Main, Chief
Phenomenal	Unusual
Ramification	Result
Succor	Help
Transmit	Send
Utilize	Use
Vacillate	Waiver
Veracious	True

2. Use strong verbs. Strong verbs shorten sentences and usually convey direct, memorable messages. Strong verbs are also less common; therefore, readers tend to pay more attention to them. They have more impact in a sentence.

Here is an example of a weak sentence: *Ms. Smith made a suggestion that we take the program under review.* We can strengthen the sentence by eliminating the wordy phrases and using strong verbs: *Ms. Smith suggested that we review the program.*

Direct and to the point!

3. Avoid redundancies. Redundant expressions needlessly repeat ideas when fewer words clearly communicate the meaning.

<u>Redundant</u>	<u>Substitute</u>
Absolutely essential	Essential
Reason why	Reason
Specific example	Example
True facts	Facts
Are now currently	Are
Final conclusion	Conclusion
Still remains	Remains

4. Make sentences short, direct, and clear. Remember the old saying “Less is more?” That applies to writing technique also. The shortest sentence in the Bible is “Jesus wept.” Two words...one powerful sentence.

Sentence length is only one sign of complexity. Even a 10-word sentence can be unclear if it is poorly structured and difficult to read.

In closing, I’m reminded of the old saying: “Dynamite comes in small packages”. Small words have the largest impact and can become the hammer to drive your point home, while big words tend to soften the blow.

Large words tend to creep in our writing because we think it sounds better or that we look smarter. Instead, our meaning gets lost in translation.

So remember, never use a grandiose word when a diminutive one will suffice!



 * “A great many people think that polysyllables are *
 * a sign of intelligence.” ~Barbara Walters *

IAAP – First Coast Chapter & Florida Division 2012 Cruise



Royal Caribbean – Liberty of the Seas

Sailing March 12 – 17, 2012

Itinerary

Mon., Mar. 12	Ft. Lauderdale, FL	Board 12:00 noon	Depart 4:00 p.m.
Tues., Mar. 13	Cruising		
Wed., Mar. 14	Labadee, Haiti	Arrive 8:00 a.m.	Depart 4:00 p.m.
Thur., Mar. 15	Falmouth, Jamaica	Arrive 8:30 a.m.	Depart 5:30 p.m.
Fri., Mar. 16	Cruising		
Sat., Mar. 17	Ft. Lauderdale, FL	Arrive 7:00 a.m.	

CONTACT: Julie Smith 904-345-7473 Julie.Smith@Brookshealth.org

Cabins & Pricing (based on double occupancy)



Interior from \$509 pp plus tax!
Ocean View from \$599 pp plus tax!

Cabins of 3 or more available but require full deposit of \$250 p/person at time of booking!

* All prices are p/person, based on double occupancy and include port charges, but not government taxes and fees or gratuities. Insurance is recommended. Contact Your Cruise Agents Repr. for more details.

** Royal Caribbean International reserves the right to re-instate the fuels supplement for all guests up to \$9 p/person p/day if the NYMEX Oil price exceeds \$70 p/barrel.

Payment Schedule

1st Payment: \$25 p/person due by June 13, 2011

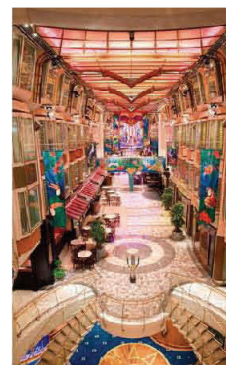
2nd Payment: \$200 p/person due by October 7, 2011

Final Payment p/person due by December 16, 2011

Additional payments may be made at any time!



To book or for more information
Connie Saunders
Your Cruise Agents
YourCruiseAgents@aol.com
(866) 499-4074 – or – (904) 322-7691



BIRTHDAYS and IAAP ANNIVERSARIES

BIRTHDAYS

<i>Oct 02</i>	<i>Margaret Hardy</i>
<i>Oct 20</i>	<i>Nicole Taylor</i>
<i>Oct 29</i>	<i>Demi J. Fobian</i>
<i>Nov 24</i>	<i>Emelyn Agulto</i>
<i>Nov 27</i>	<i>Alison Capling</i>

IAAP ANNIVERSARIES

October

<i>Jan MacLean, CAP</i>	<i>5 Years</i>
<i>Keri Kidder, CAP</i>	<i>4 Years</i>
<i>Lindsay Lynch</i>	<i>2 Years</i>

November

<i>Kathy Lynch, CPS/CAP</i>	<i>15 Years!</i>
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Upcoming Events

October 4	Board/Committee Chairs Meeting
October 9 - 12	International Fall Conference - San Diego, California
October 18	Membership Meeting Program: Educational Webinar Presented By: Chrissy Scivicque Topic - <i>Creating Your Professional Development Plan</i>
October 25	FDAM Planning Meeting
November 4 - 5	Certification Testing
November 8	Board/Committee Chairs Meeting
November 12	FLAN - St. Petersburg, FL
November 15	Membership Meeting Program: Educational Seminar Presented By: Brian Hendershot, Sr. Ops manager - JPMorgan Chase, MCAS(E) - Microsoft Certified Application Specialist Expert Topic - <i>Intermediate / Advanced Excel Tips & Tricks</i>



CERTIFICATION NEWS

Future Exam Dates and Deadlines

Following is the date for the future Certification exam administration:

Exam: November 4 - 5, 2011

Contact Patti Reed, CAP at patti.reed@chase.com for information regarding certification classes.