

# Professional Impressions



## President's Message

Hello to my IAAP friends, and that's ALL of you! I hope everything is going well in your chapters. One issue I know almost every chapter is facing is a drop in membership. The economy, members moving due to their spouses obtaining jobs elsewhere – there are a number of reasons our membership has declined. However, this fiscal year, Florida Division membership has dropped nearly 10%. I know you all are working hard to recruit members and many chapters have already held membership recruitment events. Stay diligent – keep marketing – always look for new opportunities to recruit. Is your chapter brochure up to date? Leave copies every time you visit an establishment that has administrative staff – **and that's just about everywhere** we go!

Refer to IAAP Website for the following items:

- Gift of Membership form (HQ Library Document #3318)
- Photos from the LEC
- Photos from the November FLAN
- Acceptable Certification Program Guidelines (Document #2714)
- 2011 EFAM Information is listed in "Events" - Hotel Registration opened September 1st

An idea that you could consider individually or as a group of friends is the Gift of Membership (or even a gift certificate to IAAP for books, conference registration and more). The Gift of Membership is a great way to introduce friends and co-workers to IAAP. You could use it to encourage an admin who just got laid off, or as a holiday gift for a friend or family member who is a part of the profession. You can either mail/fax in the Gift of Membership form (HQ Library Document 3318) or call headquarters with your information, including payment, and the name and contact information of the recipient. After the membership department gets the information, **they'll send an e-mail** informing the recipient of his or her Gift of Membership (and yes, your gift CAN be anonymous).

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Headquarters has established several recruitment awards programs this fiscal year. One program, the October membership drive, is now complete and I hope some of our chapters were able to participate. Here are the programs that are still available through June 2011:

**Recruit 1 Rewards Program:** A member who recruits one new member (not transferring member) in 2010-2011 will receive a letter of thank you from the International President.

**Recruit 5 Rewards Program:** A member who recruits five new professional members (not transferring members) in 2010-2011 will receive a \$10 IAAP gift certificate.

**Recruit 10 Rewards Program:** A member who recruits ten new professional members (not transferring members) in 2010-2011 will receive a \$20 IAAP gift certificate.

**Recruit 15 Rewards Program:** A member who recruits a minimum of 15 new professional members (not transferring members) in 2010-2011 will receive a \$30 IAAP gift certificate.

## Board Articles

### President's Message (continued)

2010 Administrative Professionals Week Membership Drive: The top five IAAP chapters that conduct a Membership Drive during an Administrative Professionals Week event that incorporates the International Theme and sustain the highest percentage of net growth from that will each receive an IAAP gift certificate in the amount of \$150. Chapter entry forms must be received at IAAP Headquarters by May 30, 2011. New members and transfers must join the chapter by May 15, 2011 and a minimum of 5 new members must join to be eligible for this contest. Submit only one entry for this contest period.

Build a Chapter Program: Any chapter or division that sponsors a new IAAP chapter in the 2010-2011 year will receive an IAAP gift certificate in the amount of \$150.

If your chapter hasn't scheduled a membership recruitment event yet, there is plenty of time. Please contact me or your Division Board contact if we can do anything to help with your membership recruitment efforts.

Linda Freese, CAP

2010-2011 Florida Division President

### Communication

Now that the division board is going to focus everything on our strategic plan, I'm going to talk to you about communication. In our strategic plan we are talking about our ability to communicate with you all in an efficient manner—but I'm talking to you now about your ability to communicate with your own business associates or groups.

People who are successful share the ability to speak with everyone they encounter in a friendly, self-assured manner-yet get results.

For some this is easy. For the rest of us it requires a bit of practice and the knowledge of proven approaches for conducting effective business conversations.

Learning to become a team player requires a certain amount of confidence in yourself so that you can always get your point across in a timely and constructive manner.

There are several organizations—not just IAAP— that can help you be a little more comfortable during these encounters as well as help you to learn how to put your thoughts in order and deliver them with ease. Look into them— help yourself. **You will not regret it. I know I don't have it down yet and I'm not sure I ever will but I do know that you have to keep on trying! Don't give up!**

Candace Puls, CAP

2010-2011 Florida Division President-Elect




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*“People who are successful share the ability to speak with everyone they encounter in a friendly, self-assured manner...”*

## Board Articles

## Strategic Planning—What's It All About?

Well, I can tell you...it's nothing to stress about!

Strategic Planning helps businesses define its direction and makes decisions on **resources to achieve the strategy. It's the chapter's future course. Strategic Planning** gives you clarity about what you actually want to achieve and how to go about achieving it over the next 3-5 years.

A Strategic Plan gives you parameters within which to work.

Why do you need a Strategic Plan? Several reasons: It will provide a yardstick **to measure your chapter's accomplishments. It helps your chapter grow. It helps** to ensure member satisfaction. And as a fun part - it will help you win awards!

This picture shows what should be included in a Strategic Plan – vision statement, mission statement, goals and objectives. This may sound overwhelming, **but if your chapter has a plan, now's the time to review and update that plan. Share it with your chapter members. Ya'll want to be going in the same direction. And remember – it's important to review the plan several times a year so that you stay on course. If your chapter does not have a plan in place, let's get together and create one.**

Remember: your Strategic Plan is due by December 31, 2010 to your Board contact and Vice President of Florida Division. By doing this, you achieve points for both Silver Certificates Awards program within our Division – Criteria #24 and Chapter of Excellence Awards program within the Association – Criteria #19! Check off those points!

**Patti Clark, CPS/CAP**

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

## Strengthening Leadership Skills

One of the many advantages of membership in IAAP is our ability to provide the type of training that members need at a reasonable cost. Because the Florida Division Board feels strongly that leadership development is very important, we have placed it as Goal #1 for the Strategic Plan for 2010-2011 and beyond. Because well-trained leadership helps keep our chapters strong, we are placing additional emphasis on leadership development.

- The Leadership and Education conference held September 10 and 11 in Cocoa Beach provided 11 separate sessions of peer-to-peer training for officer and committee positions. It was an innovative twist on leadership development because attendees selected sessions that were of most interest to them. The many positive comments received were encouraging and we will continue to provide you with the type of training that you need most.

(continued on Page 4)



## Board Articles

*“As our organization continues to evolve...”*

### Strengthening Leadership Skills (continued from Page 3)

- The Spring Seminar will be held February 26, 2011 and has been renamed the Spring Education Conference to better reflect what will be presented. Leadership training will again be offered. Specifics will be disclosed soon but it will certainly prove to be another great opportunity to hone our leadership abilities.
- The Division Annual Meeting is slated for June 24-25, 2011 in Gainesville. The **Officers’ Forum and Incoming Division Committee chairs session will spotlight leadership roles** for the upcoming year, but strategic planning will also be an important component of the presentations.

As our organization continues to evolve, we hope that you will take advantage of the many opportunities to strengthen your abilities as a leader.

**Kathy Sorrell, CPS/CAP**

2010-2011 Florida Division Secretary

### Sara-Keys FLAN

The weather was great on Saturday when I started out to the Sara-Keys FLAN in Sarasota. It was always a very pleasant and relaxing drive to Sarasota. When I arrived I was greeted by the Sara-Keys Chapter members in addition to most of the Florida Division Board as well as members from the USF Area, St. Petersburg and Cape Coral Chapters. In all about thirty three members were there.

The Sara-Keys members prepared a lovely breakfast and everything was decorated in a fall theme. Kim Stafford, Sara-Keys Chapter president, introduced the Florida Division Board and the chapter members. Rhonda Miller opened the topics for discussion. It was interesting to see how chapters were attracting new members but in the long run I think it was members recommending that their friends and co-workers come to a meeting with them that was the most popular. Some chapters have programs where they recruit members and for every member they get a chance to get their dues paid for the next year.

Jody McGregor, CPS/CAP talked about a Brown Bag Silent Auction. Purchase a themed item and wrap the brown bag to represent the theme. Then the silent auction begins. She said some of the items ignite real bidding wars that raise a lot of money.

Linda Freese, CAP informed us about adding a link to Amazon.com on our website. They give associations a percentage of the money spent by people who use the link and purchase items. You can have the money put into your account or get a gift certificate **which comes in handy for speakers’ gifts, etc.**

The hottest programs are financial planning, new tools or gadgets presented by the local Geek Squads (from Best Buy), resumes and marketing yourself, telephone courtesy and customer relations.

The FLAN ended at 12:30 and I would like to thank the Sara-Keys Chapter for hosting such a wonderful event. I am sure everyone enjoyed it as much as I did!

**Carol Robb, CPS/CAP**

2010-2011 Florida Division Treasurer



## Division Committee Articles

### Recertification—Points To Count

*“Programs that counted for certification last year for your chapter may not count this year.”*

For those members with 90 plus points (including Elective points) you have until April 1, 2011 to recertify using these points. Elective points cannot be earned now, but those already earned can still count. If you choose, you can recertify now even **though it’s only been 2 or 3 years and use all the points you have earned. Or you can** wait until your certification date, using the new guidelines which require only 60 points but no Elective points. You have a choice until April. GREAT NEWS!

Chapters must also be aware of the new guidelines for speaker presentations to qualify for Recertification points. The program content must fall within the outline categories of the CPS and CAP exams. Document #2714 in the International Library gives a good guideline for what counts and what does not. Check it out! Programs that counted for recertification last year for your chapter may not count this year. Some examples are programs on workplace violence using critical thinking skills to diffuse a situation (but not a self-defense class); business-related legal issues: human resources, retention of records (but not paralegal courses or legal research); or disaster contingency: establishing a plan to move personnel and steps to preparing and recovering records and equipment (sounds like a good program topic for hurricane preparedness here in Florida).

**Viena Melton, CPS/CAP**

2010-2011 Certification Chair

### The Retirement Trust Foundation (RTF)

**Help the Retirement Trust Foundation reach it’s financial goal this year and support** our mission of providing housing assistance to administrative professionals (HSAN), age 55 and older, who are in need. Through HSAN, a retired administrative professional living in a retirement community can apply for financial assistance to be used toward housing costs. In the current economic environment, finances can be tight for many of our members, but it can be even worse for our retired members. If every member can donate just \$3.25 each, plus \$100 from each division, we will reach our goal.

**Who doesn’t want to get more for their money these days? It’s easy to double your** donation to the RTF by using company match. Many companies will match a charitable contribution dollar for dollar. This is an easy way to double your donation, and you will get credit in the Family of Givers (FOG) program for your actual donation AND the match. Your chapter and division also benefit because calculations of total donations are rolled up from individual to chapter to division.

For more information about the Retirement Trust Foundation please visit the RTF website at [www.iaap-rtf.org](http://www.iaap-rtf.org).

The RTF appreciates your generosity.

**Joanne Bunch**

2010-2011 RTF Chair



## Division Committee Articles

### Purpose of an Agenda

There is no doubt that meetings will run smoother when an agenda is prepared and distributed to attendees prior to the meeting. The purpose of an agenda is to list the order of business to be conducted at the meeting.

A suggested format for an agenda would be as follows:

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*“Even for a brief and informal meeting an agenda will assist the leadership...”*

- Call to order – If a quorum is present, the presiding officer (usually referred to as “chair”) will call the meeting to order by stating, “The meeting will come to order.”
- Minutes – the minutes of the previous meeting are often distributed prior to the meeting to eliminate the need for the secretary to read the minutes at the meeting. After asking for any corrections or additions, the minutes are approved.
- **Officers’ reports** – bylaws will typically indicate the order of officer reports and **may include only the treasurer’s report. Again, the report is often distributed** prior to the meeting eliminating the need for the treasurer to read the report.
- Other reports – bylaws will typically also indicate the order of other reports such as committee reports and the frequency of those reports.
- Unfinished business – include items that are still pending from the previous meeting or were postponed to the current meeting.
- New business – include new items to be introduced.
- Announcements – will inform the assembly of events that are scheduled.
- Adjournment – the meeting will end.

Even for a brief and informal meeting an agenda will assist the leadership to stay on track and not miss items that are to be presented.

**Peggy Poole, CPS**

2010-2011 Parliamentarian Advisor

### 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

## Division Committee Articles

### Member-At-Large (MAL)

We have had some exciting things happening with our Florida Division Members-At-Large membership..



- The First Coast Chapter in Jacksonville has been successful in bringing three MAL's into their chapter as new members! Outstanding initiative from First Coast Chapter, and I bet it is not over.
- Then there is an upcoming possibility of a new chapter being formed in Port Orange that will bring some of the MAL's into a newly chartered chapter. Look for this exciting event in the near future.
- And last, but not least, there is an MAL in the Vero Beach area that is checking out membership in the Treasure Coast Chapter in Port St. Lucie.

So as you can see, we need to keep tabs on our MAL's and keep them informed on what is happening in our Florida Chapters so that they may have the opportunity of joining a chapter in their area.

I look forward to sharing any and all exciting events going on with MAL's in future Florida Division Newsletters.

**Linda Saville, CPS/CAP**

2010-2011 Member-At-Large Chair

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

**Half way through the year! I've enjoyed seeing what everyone has been doing and plans on doing. I would just like to remind you of a few things:**

- Article 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.**
- 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 or the new CAP-OM).
- **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.**
- Also, please submit your articles in a Word document, not an Adobe file.

Thanks and have a wonderful holiday season!

**Joanne MacKenzie, CPS/CAP**

2010-2011 Florida Division Newsletter Chair

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*"Article deadlines...  
November 15,  
February 15,  
and May 1."*

## Division Committee Articles

### IAAP Web Community News

As many of you already know, Florida Division chapters must meet a minimum 19 of 26 criteria between July 1, 2010 and June 30, 2011 to qualify for the 2010-2011 Florida Division Silver Certificate. One of the most important criteria is **75% of chapter members be subscribed to the Florida Division e-Group on the IAAP Web Community.**

Please take a moment to register on the IAAP Web Community and subscribe to the Florida Division eGroup. Follow the simple steps below to get started, or contact Susan Dame, CPS for assistance.

Establish your web community account:

1. Go to the Florida Division website at [www.iaap-floridadivision.org](http://www.iaap-floridadivision.org).
2. Click on “[Login to see members only content](#)”. (Upper right hand corner of web page.)

Enter your Username and Password. (Also called a “Login”.)

If you need a login, click on the “[Need a login?](#)” to create your login.

**Enter your IAAP member ID Number, First Name, Last Name then click “Submit”.**

Follow the steps to complete your login.

Once you are successfully logged in, you will see the IAAP Web Community home page.

Subscribe to the Florida Division eGroup:

1. Go to the Florida Division website at [www.iaap-floridadivision.org](http://www.iaap-floridadivision.org)
2. Click on “[Login to see members only content](#)”. (Upper right hand corner of web page.)

Enter your Username and Password.

3. Point your mouse over the “[eGroups](#)” tab and scroll down to “My Subscriptions”.
4. Click on “[My Subscriptions](#)”.

Scroll down and find “Florida Division”.

Click on the “Real Time” radio button. (Shown below.)



5. Scroll down to the bottom of the page and click on “Save”.

When your selection has been saved, “**Subscriptions updated successfully.**” will appear at the bottom of the page.

Congratulations! You are now a member of the IAAP web community and the Florida Division eGroup!

Susan Dame, CPS

2010-2011 Webmaster

## Division Committee Articles

## Spring Education Conference

***RESERVE THE DATE NOW!!***

DATE:	Saturday, February 26, 2011
LOCATION:	Orlando Marriott-Lake Mary, FL
HOTEL ROOMS:	Room Rates: <u>\$85.00</u> Rate available until January 26, 2011  Ask for IAAP Group Rate: <u>Conference ID code – <i>iaapsec2011</i></u>  Online reservations <a href="http://www.marriott.com">www.marriott.com</a> <u>Deadline for reservations is January 26, 2011!</u>
SEMINAR COST:	<u>\$49.00 – 1<sup>st</sup> 25 to register - receive a gift @ IAAP registration desk!</u>
RECERT POINTS:	<u>EARN 4 RECERT POINTS!!</u>
TIME:	7-8 am: Registration, Ways & Means, and light refreshments  9 am-Noon: Classes and Ways & Means  Noon-1 pm: Lunch and Way & Means  1-4 pm: Classes, Ways & Means, Final Announcements & door prizes

**“How to Register” will be available on the Division website soon!! Hope to see a LOT of you there – especially since our First Coast Chapter is organizing it for Division!**

For more details, contact Julie Smith at [Julie.Smith@Brookshealth.org](mailto:Julie.Smith@Brookshealth.org)

**Julie Smith Dame, CPS**  
2011 Spring Education Conference Chair

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## Chapter Articles

### The Treasure Coast Chapter

The Treasure Coast Chapter in Port St. Lucie has been very busy since we last communicated in the August Florida Division newsletter.

Our first program speaker for the year was Bethany Hurlles. Bethany gave a tremendous program on “**Making Public Speaking Fun and Easy**”. **Members responded to her enthusiasm** and were motivated to jump in with thoughts and ideas. Public speaking does not come easy **to many of us, and there were some great tips on helping our “shy” ones to step out of their comfort box.** At our September meeting, members Bonnie McMullan, CPS/CAP, and Linda Saville, CPS/CAP, gave a synopsis of the Leadership Education Conference held in Cocoa. There was a multitude of helpful information shared at the LEC this year, and our only regret was that more members were not there to share in the knowledge that was being networked within all chapters. Thank you to the LEC team coordinators—job well done!



Changing of the guards for the Treasure Coast Chapter. It goes without saying that administrative professionals step up to bat when it comes to being flexible too changes. Last month our president, vice-president and secretary stepped down from their respective positions. One returned to give her full attention to completing her college education, one relocated to become caretaker to her father and aunt, and the third has had more job related travel and parental responsibilities added to her plate. We can all identify with these issues. However, our members stepped up to make sure our chapter stays strong and that we continue to provide the programs, networking, community service and personal support to all chapter members and functions. Bonnie McMullan, CPS/CAP will step in as the Treasure Coast Chapter President for the remainder of the year. Duties of the vice-president will be handled by the Board Officers and members of the chapter as needed. A volunteer chapter member will be responsible for the secretary duties until a replacement is named.

**Our community service fund raiser activity was selling the Macy’s Shop for the Cause** mentioned briefly at the LEC. We had great success with this activity and look forward to **meeting and shopping at Macy’s next week. We will continue to provide food for our area food banks** by collecting canned goods at our monthly meetings, then in January we get our Komen Cancer Walk team together. So, as you can see, we are busy planning and providing our members and members-to-be a qualify chapter membership experience.

Linda Saville, CPS/CAP

### The Sunny Isles Chapter

Congratulations to our 2010-2011 Executive of The Year — Mr. Mark Hawken!

Mr. Hawken is the Assistant General Manager at the Wyndham Nassau Resort. He has been in Hospitality Management for more than 25 years. He has a Bachelor of Arts – Psychology, Diploma Hospitality Management, and Certified College Instructor Hospitality Management.

Some of his attributes as **described by his Assistant Holley** are “**his total attitude toward staff is to mentor, train and empower them. He believes staff empowerment is the prescription for success. Working relationship with my boss is matchless and different from my past employers. My boss makes the working environment pleasurable and hysterical to work in. He is one that is passionate about his work, but the same time he ensures it’s a jovial experience for me. In other words there is never a dull moment in his office and I am definitely grateful for him, his knowledge and his wisdom. He empowers me to execute tasks and make decisions on his behalf with clients and staff members**”.

Congratulations is again extended to Mr. Hawken from Sunny Isles Chapter.

Marsha Saunders

Sunny Isles Chapter President



(l-r) Mrs. Marsha Saunders, President, Mr. Mark Hawken, EOTY and Mrs. Holley Wilkinson, Executive Assistant to Mr. Hawken

## Chapter Articles

### The Cape Coral Chapter

Due to circumstances beyond our control we were forced to reschedule our seminar from October to January 22, 2011. Updated details will be announced soon. We are also in the process of planning our Spring Fashion Show scheduled for February 19, 2011.

*“We are in the process of planning our Spring Fashion Show...”*

On the civic front, our members have been busy over the last few months volunteering their time for the MDA Labor Day Telethon and taking part in the Lee County Making Strides Against Breast Cancer Walk.

We have seen a drop in membership over the last few months as a consequence of the lingering effects of the down economy in addition to life changes for some members. However, we are confident that the New Year will bring new members.

We wish everyone a safe and happy holiday season.

**Jayne Parker, CPS/CAP**

2010-2011 Cape Coral Chapter President

### City Center Chapter

#### October 21, 2010, Boss of the Year Event

City Center Chapter (CCC) held its annual Boss of the Year Event and Silent Auction on October 21, 2010. Sixty attendees made up of members and their executives enjoyed a wonderful meal at The Tampa Club and a presentation on “Working with Passion and Purpose” by Mr. Derrick Morrow, General Manager of the Hyatt Regency Tampa. Mr. Morrow is an excellent speaker who has previously spoken to us about the importance of excellent customer service. CCC member Jeanette Eliza is his assistant, and they enjoy a strong working relationship.

*“The highlight of our event...”*

The highlight of our event is the announcement of our Boss of the Year Award winner. Members submit nominations for their executive to be considered and a panel of judges from outside of CCC reviews and scores all entries to determine the winner. **Entries do not mention the executive’s name or company affiliation to avoid bias for or against. This year’s winning nomination was submitted by Jeanette Eliza, making Mr. Morrow our 2010 Boss of the Year.**

The other main focus of our event is our Silent Auction and Raffle which raises money to fund our annual \$1,000 Josephine A. Popperton Scholarship Award which is given at our Administrative Professionals Day® event in April. We were very fortunate to have several high-value items donated by our employers or their contacts in addition to member donations. We raised \$1,568 through the Silent Auction. Our Raffle proceeds of \$103 will be donated to the Retirement Trust Foundation.

**Karin Smith, CPS/CAP**

2010-2011 City Center Chapter Vice President



Brenda Mueller enters Silent Auction bid



Derrick Morrow & Jeanette Eliza (center)

## Chapter Articles

### Melbourne Chapter Supports The RTF



(l-r) Chandra Powell, CPS/CAP; Betsey Marcotte; Patricia Gibbs, CPS

It's a busy time of year for most of us; even so—the Melbourne Chapter has always looked forward to holding its Retirement Trust Foundation (RTF) Auction in the month of November. The annual event took place on November 2, 2010, at Lafitte's Restaurant, in Melbourne. Chandra Powell, CPS/CAP, vice president, kicked off the night with the educational presentation, *Communication Across Generations*. Differing age groups were given an unexpected opportunity to share a bit about themselves and their historical points of view. The presentation was an excellent complement to the RTF program.

Next on the agenda was Betsey Marcotte, RTF chairman. She gave an update on the RTF, the Vista Grande Retirement Center, and the Housing Subsidy for Admins in Need (HSAN) Program. We're all feeling the effects of the recent recession, so it was great to learn of the financial assistance offered to perspective residents of Vista Grande. It's also another reason to be proud of IAAP.

Of course, the highlight of the evening was the auction. Patricia Gibbs, CPS, membership chairman, as usual, did a terrific job as auctioneer. There was a variety of items to bid on—ranging from store bought to home made. There were even treasures to pick up for grab-bag gifts. What a convenience! Everyone generously got into the spirit of bidding to make the occasion a fun and rewarding event for the Trust!

#### Chandra Powell, CPS/CAP

2010-2011 Melbourne Chapter Vice President

### The Orlando Chapter

#### Recap of LEC Attendance

Four members from our chapter attended the Leadership & Education Conference (LEC) held at the Courtyard by Marriott, Cocoa Beach, Florida on September 10 and 11. One of the advantages was not only to learning to become leaders by attending classes of interest but we had the opportunity to gain recertification points also – which was awesome!

#### Chapter Meetings

[September](#) - As many of us know that as Administrative Professionals, our jobs are very demanding and we are always asked to juggle many assignments, schedules and calendars. Mary T. Scott, author of "*111 Ways to Streamline Your Time*" and certified professional coach was invited to our September Chapter meeting to give us a presentation on maximizing our time. She gave an excellent presentation on the many features available in Microsoft Outlook 2003/2007 to help us to organize, save time, tips to boost our usage and to streamline to meet our individual needs. Members received one recertification point.

[October](#) – *Basic Web Community Training* – President Bunch distributed information about setting up one's profile on the IAAP Web Community and assisted members with setting up their profiles, uploading pictures, etc. Congratulations to Norma Mercado, CAP for recertifying in May 2010.

[November](#) – We had our annual Garage Sale on November 6 and raised \$279 for Ways & Means. This month we will have our *Annual Wrap Party*. Members will bring hard candy to put in bags to donate to Meals on Wheels and Russell Home for Atypical Children.

[December](#) - Our December meeting will be our *Annual Christmas Holiday Party* and Community Involvement. Members will bring canned goods for Second Harvest Food Bank.

#### Jo Ann Spence, CAP

Orlando Chapter

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“...as  
Administrative  
Professionals,  
our jobs are  
very  
demanding...”

## Chapter Articles

### Central Florida Council Hosts Annual Certification Recognition Banquet

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*“We enjoyed a presentation by Linda Dillon...”*

The Central Florida Council of the International Association of Administrative Professionals (East Orange, Lake Buena Vista, Orlando, Osceola and Winter Park) conducted their annual certification recognition banquet at *Disney Vacation Club Corporate Offices*, Celebration, Florida, on Wednesday, October 20, and what a wonderful evening for all! **The Lake Buena Vista Chapter was honored to host this year’s event!**

Everyone was welcomed by Mary O’Connor-Gay, CAP, Certification & Education Committee Chairperson for the Lake Buena Vista Chapter, then the Osceola County **Sheriff’s Office Color Guard** posted the colors with **Osceola County Sheriff Bob Hansell** leading us in the Pledge of Allegiance.

Lake Buena Vista Chapter president Davida Heeder, CPS/CAP, conducted their monthly chapter meeting with Dr. Audrey Brown, CPS, of the East Orange Chapter leading the Invocation. Following a delicious dinner, we recognized our fellow peers for achieving their certification designations and/or recertification.

We enjoyed a presentation by Linda Dillon entitled “**How to Think Like Leonardo da Vinci.**” Ms. Dillon, a former Georgia Division President and Board Member, developed her presentation from the book, *Learn How to Think Like Leonardo da Vinci: Seven Strategies to Genius Every Day*. She explained the seven critical principles which can enable us to become more effective in our jobs and our lives by achieving a greater understanding of our own abilities and skills and how we can use this new understanding to re-think/re-make our work- and lifestyles.

This was a truly enjoyable evening spent with fellow IAAP members and our family and friends who joined us to celebrate our recognized members’ great personal achievements.

*Davida Heeder, CPS/CAP and Mary O’Connor-Gay, CAP*

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*“This was a truly enjoyable evening spent with fellow IAAP members...”*



Those recognized (l-r) Sasha Coleman, CPS; Valerie Neider, CAP; Dr. Audrey Brown, CPS; Kathy Luck, CPS/CAP; Mary O’Connor-Gay, CAP; Lisa Franklin, CPS/CAP; Cindi Miller, CPS/CAP; Donna Russo, CPS/CAP; Davida Heeder, CPS/CAP; Peggy Segarra, CPS/CAP; Gina Strano, CPS/CAP

## Chapter Articles

### The Fort Myers Chapter

The 2010-2011 chapter year is galloping along nicely, and the Fort Myers Chapter is having a great time as we embrace our theme for the year, *“Find your rhythm – tune in to your talent.”*

Several of our members attended the Florida Division Leadership and Education Conference (LEC) on September 10-11 in Cocoa Beach. I never made it to the beach myself, but I was told that while it was lovely, the beach is not actually made of cocoa, disappointingly. Also at the conference from our chapter were Nan Grover, Vickie Lane, CPS/CAP, Alejandra Paipilla, CPS and Karen Royal, CPS. Our Division leaders presented some informative **“Back to Basics” topics with a variety of break-out sessions** to choose from. We each came away excited about something different to share with and help strengthen our chapter.



On September 18, Fort Myers Chapter members Karen Distelrath, CPS/CAP (not pictured), Christina Dorn, CPS (2nd from left, back row) and Stacy Schmitt (front right) answered the call for civic duty by being part of the 900+ volunteers who participated in the annual Coastal Cleanup sponsored by *Keep Lee County Beautiful*. Early estimates for Lee County revealed that more than 3 tons of trash and litter were picked up by the hardworking volunteers. Bonita Springs reported finding a painting of a vampire that weighed 11 pounds! Undoubtedly, the most collected items were cigarette butts and straws.

At our October 14 chapter meeting, we saluted our bosses with appreciation, as well as announced our 2010 Executive of the Year award recipient (drum roll... ) ... **GEORGE PITTMAN**, Landscape Manager at Shadow Wood Community Association. **Mr. Pittman was nominated by Deborah Owen, CPS. Debbie’s nomination essay was obviously heartfelt** as she described how supportive Mr. Pittman is of her involvement in IAAP and of her pursuit of certification and professional excellence. I feel congratulations are in order for both Mr. Pittman and Debbie!

Also in October, we had a change of leadership on our Board as our Corresponding Secretary, Karen Royal, CPS, relocated out of the area. We wish Karen all the best as she follows a **new path in her life... and with her new IAAP chapter in Little Rock! We are excited to announce** that Alejandra Paipilla, CPS, will serve the remainder of the chapter year as our Corresponding Secretary. Alejandra has made amazing contributions to our chapter since joining in 2008 and we welcome her energy and enthusiasm to our Board.

November, though only half-over as of this writing, has already been quite busy. As you all know, the CAP exam was administered on Friday, November 5, and we had several members sit for it. We could not be more proud and are keeping our fingers crossed for the results! The following day, on November 6, we held our Annual Fashion Show. We had raffle baskets, vendors, a wonderful meal, and clothing from Belks. I must say our models this year were particularly entertaining – including several male models (relatives, friends, and even our **favorite server at the Hilton Garden Inn) who truly embraced their roles and “strutted their stuff.” The room was filled with laughter!**

In December, we look forward to our annual holiday social with our sister chapter from Cape Coral, as well as our always thrilling Christmas Auction at our December chapter meeting. Perhaps we will fit in a brief breather before launching into 2011.

*The Fort Myers Chapter wishes all chapters in the Florida Division a beautiful holiday season and a very Happy New Year!*

**Ann Kirby, CPS/CAP**

2010-2011 Fort Myers Chapter President

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*“In December,  
we look forward  
to our annual  
holiday  
social...”*

## Chapter Articles

### The Sara Keys Chapter

The season of giving is approaching fast and will be here in no time at all. For most, it is a joyous time of year that is spent with family and friends. For others, unemployment and a slow economy will paint a less than happy holiday picture.

*“Giving can be accomplished in many ways.”*

Since joining the Sara-Keys Chapter of IAAP, I have admired the spirit of giving members have shown through our past community service projects. Think back on those that gave of their time to help us study for our certification! The attendance and attitude of those that chose to contribute is what makes this chapter so great to be a part of! As a Community Services Committee Chair, I call not only on my chapter but on all chapters to once again help make a change in our communities this holiday season by giving. Giving can be accomplished in many ways. Offering time at a local soup kitchen or food bank, donating food, toys, or clothing, or sharing time with those who may need a shoulder to lean on are just some ways we can all make a difference. Giving not only helps to make a change in those who need it most, but it also leaves us with a warm feeling of sharing and caring for those less fortunate than us. This year, the Sara-Keys Chapter has decided to focus on one holiday community service event and has chosen to donate non-perishable food to our local food bank, All Faiths Food Bank. All Faiths is an outstanding community resource that provides food to those in need right here in our own neighborhoods! Did you know that 38% of the people they serve are children and that 16% of the people they serve are elderly? Even more interesting is the fact that 40% of the people All Faiths serves have one working member in the family and that many are a single parent trying to raise a family on one income.

As the holiday season draws ever nearer, the need for food will be at an all time high. I ask each member to consider donating whatever you can to such a worthy cause no matter the quantity. Great bargains can be found everywhere to help lessen the financial impact. Try these tips when buying for charity: Use buy one get one free items. If it is an item that you use regularly, you can keep one for you and donate the other. Discount stores like the Dollar Store, Everything’s A Dollar, Big Lots, or Dollar General have great prices on everyday food products! Clean out your pantry and donate unopened, unused items that you aren’t using! Please remember to donate items with good expiration dates. Give it only as if you would use it! If you’re not a shopper but would still like to give, consider a cash donation or contributing your time.

**No one can guarantee a happy holiday, but if we all give back, even just a little... then we are that much closer to guarantying it will be!**

Happy Holidays!

**Richard Musior, CAP**

Community Service Committee Chair



(l-r) Janet Baker, CAP and Darla Goosen, CPS/CAP at LEC

### The St. Petersburg Chapter

The St. Petersburg Chapter has been busy trying to fulfill all of the obligations to earn our Member of Excellence Awards, Chapter of Excellence Awards, and Division of Excellence Awards and the Division Silver Award. We adopted a new marketing plan and are working on our strategic plan.

Viena Melton, CPS/CAP, Janet Baker, CAP, and I attended the LEC meeting at the Courtyard by Marriott in beautiful Cocoa Beach in September. We attended several meetings of our choice and brought back a lot of useful information.

We have chosen to participate in the Avery Box Top Challenge as our community service program for 2010-2011. We have identified Lealman Elementary School in St. Petersburg and are currently in the process of coordinating this program.

(continued on Page 16)

## Chapter Articles

### The St. Petersburg Chapter (continued from Page 15)

We are also planning our first fundraiser of the year. This fundraiser is for our Scholarship Fund. Look forward to seeing World's Finest Chocolate on our Ways and Means table in the future.



2010-2011 Officers

Some of our group has volunteered to help in the planning stages of the 2<sup>nd</sup> Annual Pre-Spring Seminar hosted by City Center, Clearwater, St. Petersburg, Tampa and USF Area Chapters on February 5, 2011.

#### ST. PETERSBURG CHAPTER MEETING INFORMATION

The St Petersburg Chapter believes in promoting professionalism and excellence through education, partnership and team effort. Our Chapter meets the 2<sup>nd</sup> Thursday of every month at 6:15 p.m. at Panera Bread, Meeting Room at 1914 4th Street North in St. Petersburg.

**Our Chapter's programs are open to anyone with the interest to elevate the standards of all administrative staff.**

*Guests are Always Welcome!*

[www.iaapstpete.zoomshare.com](http://www.iaapstpete.zoomshare.com)

Wishing everyone a safe and happy holiday season!

**Darla Goosen, CPS/CAP**

2010-2011 St. Petersburg Chapter President

### The Palm Beaches Chapter

Our CPS Study Classes are underway with a small but dedicated group of students. Some of the students were already chapter members, but some of the others have now joined after being introduced to IAAP through the classes.

That brings us to our mentoring program. We had already included a mentoring program in our strategic plan for this year, but we were happy to incorporate some of the mentoring tips we picked up from other chapters at LEC. We are just getting started with our first new member/mentees and we're hopeful that this will make a difference in member retention.

We continue with our community service activities, providing school uniforms to a group of children in August, a food drive for the homeless in our area in October, donating phone cards to Fisher House for the use of military families in November, and providing Christmas gifts for some special needs children.

Division President, Linda Freese, CPS/CAP will be the speaker at our November meeting. We are looking forward to her presentation on "Developing a Skills Portfolio." November is always dedicated to our "Carry In-Carry Out" fundraiser for RTF. Members bring crafts, baked goods or white elephant items to offer for sale and then make purchases from the items brought by others. Our chapter matches the proceeds from the sale before sending to the RTF.

In December we will gather for a Holiday Celebration in lieu of a regular meeting. The highlight of the evening (aside from just spending time with our IAAP sisters) is always a spirited gift exchange. We wish you all a blessed holiday season!

**Sharon Owens, CPS/CAP**

2010-2011 Palm Beaches Chapter President

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*"We are just getting started with our first new member/mentees..."*

## Member Articles

**“FOR THE RECORD”**

## Developing a Relevant Filing System

Efficient filing depends on uniform files classification systems that make sense to the users. Finding a document or file from groups containing thousands of documents demands a disciplined method of filing, storage and retrieval.

Filing is a segment of Records Management. File Systems, paper or electronic, consists of documents, file folders and files dispersed throughout the organization.

External forces such as legal and regulatory requirements impress upon organizations the need to be able to keep and produce upon request company documents. To develop a relevant filing system:

- Conduct an inventory to identify records in your custody
- Set retention timeframes for all documents created
- Plan and organize files in a manner that reflects office functions
- Document procedures
- Maintain the system by routinely scheduling expired records for destruction

Records and information, like other organizational resources, must be managed through uniform policies, standards, and procedures to ensure they are handled in the most cost effective and efficient way. What one individual may consider the best filing system may not make any sense at all to you and me, but if it is documented and records are consistently filed according to a standardized plan, and retrievable when required, then it is a success.

Renee Tucker  
Bahamas Chapter

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*“Plan and organize files in a manner that reflects office functions...”*

**LEC PHOTOS**

In one ear and out the other!



Joanne, get away from me with that camera!



It's about this big..

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Florida Division is a member of the IAAP Web Community:

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

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