



# The Southern Edge



The Monthly Newsletter of the South Suburban Chapter of IAAP

March 2010

## South Suburban Chapter Meeting Program Tuesday, March 23, 2010

### YOU are the brand for your company!

A brand isn't a catchy logo or clever tagline. A brand is built by the relationships made by the *people* in your organization. All the advertising and marketing a company does is at the mercy of its employees.

Discover how 'little b' (your individual brand) helps 'Big B' (your company's brand) differentiate itself in the marketplace.

Join Dan Day, President of Brandtender Marketing, for this insightful conversation on how engaged employees make an impact. You'll learn:

- There is no such thing as "customer loyalty"
- Three things the best brands do well
- How to create interested employees and customers
- What Wells Fargo, Best Buy & Starbucks do to stand out in their markets

#### Our Presenter: Dan Day, Brandtender Marketing

An author, speaker and recognized leader in marketing, Dan spent 13 years at BI Worldwide helping Fortune 500 companies improve their customer-marketing efforts. Until he discovered a better way: marketing through employees.



His latest book, *Brandtender Marketing: True Customer Engagement from the Inside Out*, helps businesses transcend their competition by transforming employees into "Brandtenders."

Dan has worked with and presented to companies of all sizes, including Acura, Amplifon, Apple, Bethel University, Capital One, CenterStage Workshops, Coca-Cola, Digitas, GE, H.M Cragg, H-P, Intel, Lifetouch, MLT, Microsoft, Nat'l Speakers Assoc, Prouty Project, State Farm, Sony, Target, Visa and Wells Fargo.

Meetings are held at:  
 Old Chicago – The Cedar Room  
 14998 Glazier Avenue  
 Apple Valley, MN  
 5:30 p.m. Networking  
 6:00 p.m. Dinner  
 6:30 p.m. Business Meeting  
 Cost is **\$20.00**  
 RSVP by **NOON, Friday, March 19, 2010**, to Candy Retka at 952.469.4633, cretka@frontiernet.net or (fax) 952.469.4634.

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## 2009-2010 Programs

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*Programs subject to change.*

The following is the schedule of South Suburban Chapter Meeting Programs for 2009-2010. Please mark your calendars with these meeting dates and watch each month for the meeting details and RSVP email.

September 22	<i>Stretching our Public Speaking Comfort Zones</i> (Dan Julson, Toastmasters)
October 27	<i>Living Your Extraordinary Life</i> (Laura Erdman-Luntz, Life Coach)
November 24	<i>Cool New Software</i> (James Rivord)
December 8	SSC Holiday Gathering
December 10	Metro Lakes Council Get-Together
January 26	<i>Taking the WORK Out of Networking</i> (Pete Machalek)
February 23	<i>How to Avoid Verbal Vomit</i> (Maureen Steinwall, Ph.D.)
March 23	<b>YOU</b> are the Brand for Your Company (Dan Day)
April 27	<i>Weathering the Storm</i> (Erin O'Hara Meyer PHR)
May 25	Annual Meeting
June 22	<i>100 Ideas for Better Organization</i> (Smead Representative)

*Please note: The program order and topic is subject to change, based on speaker availability and scheduling. We do our best to maintain the plan as presented, but are prepared for changes that occur as part of life*

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## Notice—Change in time for Plant Sale Pick-Up

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*Submitted by Linda Wittmann CAP and Deb Sabo Ways & Means Co-Chairs*

Due to the unusually high number of deliveries that Gertens has for Friday, May 7, 2010, our delivery may be later than originally scheduled. Please notify your customers that their orders will now be available for pick-up from 6 – 8 p.m. on Friday, May 7.

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## Request from Ways & Means

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*Submitted by Deb Sabo Ways & Means Co-Chair*

With spring attempting to poke its head around the corner and also with Easter and Mother's Day coming up, Linda and I have gathered a bunch of ideas for items to make for upcoming chapter Fundraiser items. These ideas however require supplies we don't currently have. If you have any of these things and would like to donate them for the good of the chapter, let us know or bring them along to the next board/chapter meeting.

Think of it as a good opportunity to do some Spring Closet Cleaning!

Items needed:

- Small single flower or bud vases
- Clear glass marbles to be used in the bud vases (helps support the flowers)
- Small to medium terra cotta or ceramic pots
- Small to medium decorative boxes or containers to reuse for a Floral arrangement
- Small decorative gardening items such as - watering cans, gardening tools
- Plain wood frames that could be repainted/reused
- Decorative silk/artificial spring flowers or greenery, grapevine wreaths (in good condition)

Thanks for your help and support!

### Help Wanted!

Wanted—Volunteers to help with the unloading and sorting of plants for this year's Sprint Plant Fundraiser on May 7 between 2—5 p.m.

If you have an hour or two to spare during this time and can help, please contact Linda Wittmann CAP, Deb Sabo or any member of the W&M's Committee.

### Also Needed:

Please save the lids from boxes of copy paper (or anything similar) and bring them to the March and April meetings. They work perfectly to put the plants in for ease of handling for our customers.

**Thank You!**

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## A Message from your President-Elect

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Submitted by Michelle Prosch  
South Suburban Chapter President-Elect

This past year, I've participated in a food packing event called Kids Against Hunger where we make packets of food to be sent to children in Haiti, so they have at least one nutritious meal a day, which is usually at their school. The children walk for three hours to the school down a mountain, across a river and up another mountain and then have to travel back the same way to their homes at the end of the day. **Now that's commitment.** I'm thankful to be a part of Kids Against Hunger and have the opportunity to help people less fortunate and for an organization like this to support those in need. (By the way, I wrote this before the earthquake in Haiti).

I am thankful to be part of this organization of IAAP to support us as administrative professionals. I am also thankful for this chapter in supporting my commitment to be your president-elect and next year as your president. I will need all the help and support I can get.

I appreciate all of you, who are committed to making this a wonderful chapter and organization to belong. We need each other to help us along the way, as in finding a job, helping each other grow in networking, education and leadership. I am very excited about what we have accomplished this year and look forward to next year.

Hard Work spotlights the character of people:

Some turn up their sleeves,  
some turn up their noses,  
and some don't turn up at all.

~Sam Ewing

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## 20th Annual Conference for Future and Current Administrative Professionals (ACFCAP)

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On Friday, March 26, 2010, the 20<sup>th</sup> Annual ACFCAP Conference will be held at The Reserve in Plymouth where students, instructors and administrative professionals will come together for a day of interaction, collaboration and The Power of Commitment.

Registration and additional information is being sent with this newsletter.

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## Part-Time Work: A Possible Ticket to a Full-Time Position

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Submitted by OfficeTeam

In today's still-unstable employment environment, temporary work is one bright spot. Many companies cut staff too deeply during the downturn and need additional personnel to meet growing demand. But they're not yet ready to recruit for full-time staff. As a result, these organizations are turning to temporary professionals to maintain productivity and keep initiatives on track as business conditions — and the ability to hire full-time workers — slowly improve.

Companies also typically look to temporary workers first when filling full-time positions. That's because employers are familiar with these individuals' capabilities, work ethic and fit with the team.

Here are some tips for turning a temporary assignment into a full-time role:

1. **Partner with a staffing firm.** Reach out to your professional contacts for recommendations about staffing firms that specialize in your particular field. Recruiters are well connected in their local business communities and can serve as advocates for you when speaking with hiring managers. Many staffing firms also offer free training opportunities to help you build your skills and increase your marketability.
2. **Clearly state your goal.** Be upfront with staffing firms and potential employers that you're ultimately looking for a full-time job. If they know that from the beginning, they may be able to place you in a role that has a better chance of leading to a full-time position.
3. **Treat it the same.** Once you have started an interim assignment, bring the same intensity to the job as you would a full-time position. Try to assimilate quickly to the organization's corporate culture and contribute immediately. Be sure to maintain a positive attitude. Employers will assess how well you handle constructive criticism, setbacks and other job-related challenges as part of your overall performance evaluation.
4. **Be yourself.** Managers want to see how well you'll fit in with the existing team. Be proactive in your participation. Use meetings as an opportunity to contribute and join coworkers in off-site events whenever possible. By expanding your connections within the company, you build rapport with others who may be in position to recommend you for a full-time role in the future.

*OfficeTeam is the world's leading staffing service specializing in the placement of highly skilled administrative and office support professionals. The company has more than 325 locations worldwide, and offers online job search services at [www.officeteam.com](http://www.officeteam.com).*

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## Hospitality News

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Submitted by Candy Retka, Chair

We hope to see many of you at our March meeting as we celebrate the return of Spring. But we really want to make you aware of our April meeting. We will be celebrating Administrative Professionals Week and hope that you will make plans now to join us for a special event.

First, a flyer for the event will be going out much earlier than our usual RSVP; and it will not have the usual boxes to check for your reply. You just need to reply to me at [cretka@frontiernet.net](mailto:cretka@frontiernet.net) or by phone at 651.210.8476. We also hope you will print the flyer and post it at your place of business or any public place that you think would bring our meeting to the attention of other admins. And be sure to invite your co-workers and friends!

We will have some vendor tables, a pizza and pasta buffet and a great program by Erin O'Hara Meyer, PHR (a member of our Chapter). Another special part of this meeting will be a clothing drive to benefit Dress for Success Twin Cities. Get more information about this great organization and what types of items they need by going to [www.dressforsuccess.org](http://www.dressforsuccess.org) and click on the drop down box for the Twin Cities affiliate.

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## The Meanings of Flowers

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### The dictionary of the heart

An Anemone means Sincerity  
A Carnation means Joy  
A Crocus means Gladness  
A Daffodil means Respect  
A Daisy means Innocence  
A Fern means Grace  
A Freesia means Trust  
Heather means Admiration  
Huckleberry means Faith  
An Iris means Promise  
A Lilac means Beauty  
A Lily means Devotion  
A Mum means Hope  
An Orchid means Thoughtfulness  
A Pansy means Merriment  
A Peony means Compassion  
A Red Rose means Passion  
A Rose means Love  
Snapdragons mean Strength  
A Solidago means Success  
A Sunflower means Pride  
A Tiger Lily means Prosperity  
A Tulip means Luck  
A Violet means Virtue  
Wintergreens mean Harmony  
Wisteria means Welcome  
A Yellow Lily means Gratitude

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## Spread Some Flower Therapy!

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Submitted by Deb Sabo  
W&M's Committee Co-Chair

Aah! Spring is just around the corner – all around us we see signs of it – little blades of green poking through areas where the sun has warmed and melted the snow. The sun also is rising earlier in the morning and setting later at night. I eagerly am watching for my crocuses, tulips and daffodils to stretch their necks out of the ground and reward me with a bit of color.

I read an interesting article the other day – I always knew flowers had healing power. This article was from a study performed by the Rutgers University linking Flowers and Life Satisfaction. It said, "With today's high-tech and fast-paced lifestyle taking its daily toll on our lives, experts advise exercise and other personal lifestyle changes to relieve stress. **A simple way to relieve stress and improve emotional health is through flowers.** The presence of flowers triggers happy emotions, heightens feelings of life satisfaction and effects social behavior in a positive manner far beyond what is normally believed."

- **Flowers have an immediate impact on happiness.** *They bring a smile upon the face of the receiver and generate a positive feeling.*
- **Flowers have a long-term positive effect on moods.** *Studies reported feeling less depressed, anxious and agitated after receiving flowers.*
- **Flowers make intimate connections.** *The presence of flowers led to increased contact with family and friends.*

**And new scientific research proves flowers help senior citizens cope with the challenges of aging.**

So, spread some flower therapy! Order some flowering baskets or pots of flowers from the SSC IAAP Spring Plant Fundraiser and help brighten someone's day, relieve their stress and bring a smile to the face of the receiver. (*Orders & money due by the March 23 chapter meeting.*)

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## How You Can Help IAAP

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Your Chapter is in need of your talents and expertise to continue growing as a Chapter of Excellence in 2010-2011. The open positions are President-Elect, Vice-President, Secretary, and Treasurer-Elect. Descriptions of the duties and responsibilities for these positions are listed below. Before dismissing the idea of running for one of these positions, think about what being an officer can do for **YOU** – develop your leadership skills, enhance your presentation and speaking skills, broaden your knowledge of how IAAP works, and get to know more about your Chapter.



**President-Elect** – In the absence of the President, serve as presiding officer of meetings of the Chapter or of the Board of Directors. In the event of a vacancy in the office of President, succeed to the office for the unexpired term and fulfill own term of office as President. Assist the President in all ways. Succeed automatically to the office of President at the conclusion of the term as President-Elect. Represent the Chapter on the Metro Lakes Council. Perform such other duties as may be assigned by the Board of Directors.

**Vice President** – In the absence of the President and the President-Elect, serve as presiding officer at meetings of the Chapter or of the Board of Directors. In the event of a vacancy in the offices of President and President-Elect, succeed to the office of President for the unexpired term. Chair a Committee of their choice. Perform such other duties as may be assigned by the Board of Directors.

**Secretary** – Be responsible for the minutes of all Chapter and Board of Directors meetings. Give written notice of the Annual and Special Meetings as required in Article VI. Conduct the correspondence of the Chapter in accordance with the direction of the President and/or Board of Directors. Have available at all meetings up-to-date copies of the International Bylaws and Standing Rules and Division and Chapter Bylaws, Standing Rules and Procedures, and Minutes of Meetings for the previous and current fiscal years. Perform such other duties as may be assigned by the Board of Directors.

**Treasurer-Elect** – Assist the Treasurer in all ways. Assume the duties of the office of Treasurer in the absence of the Treasurer. Succeed automatically to the office of the Treasurer at the conclusion of the term as Treasurer-Elect. In the event of a vacancy in the office of Treasurer, succeed to the office for the unexpired term and fulfill own term of office as Treasurer. Be bonded with premiums paid from Chapter funds. Perform such other duties as assigned by the Board of Directors.

To put your hat in the ring for a Board position, please complete the nominations form attached to this communication and send it (via e-mail or US mail) to Dee Moy by Friday, April 9, 2010. Please contact Dee if you have any questions about serving on the Board or the election process. Elections will be held on Tuesday, May 25, 2010 as part of the Chapter's Annual Meeting.

Dee Moy  
6 Washburn Avenue  
Inver Grove Hts., MN 55076  
E-mail: [deearth61@msn.com](mailto:deearth61@msn.com)  
Home phone: 651.552.1378

**This is your chapter, and its future depends upon YOU.**

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## The South Suburban Chapter wants YOU to run for office!

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Number 7 in the criteria to be a Member of Excellence is to serve as a chapter officer. Get a head start on next year's path to becoming a Member of Excellence and run for a chapter office. Soon a member of the Nominations committee will be contacting you. When they do, say YES to leading our chapter.

If you have any questions regarding what is involved, feel free to contact any current chapter office holder.

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## How are You doing on your path to becoming a Member of Excellence?

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A **Member of Excellence** will receive a certificate (first four years), Pathways to Excellence certificate cover, and Member of Excellence pin (the fifth year).

A **Member of Excellence** will attain a minimum of 8 of the following 11 criteria:

1. Be a current CPS and/or CAP holder
2. Sign the online Member of Excellence Commitment agreement
3. Actively participate in the IAAP web community forum discussions or submit an article for an IAAP publication (chapter, division, or international level)
4. Attend non-IAAP professional educational workshops, seminars and conferences
5. Hold a degree, certificate or equivalent (a minimum one year in length) from an accredited college or earn a Microsoft certification
6. Pay membership dues on or before anniversary date
7. Serve as a chapter, division, or international officer, committee chair, or committee member; or serve as an RTF Trustee; or serve on a Student Chapter advisory board or the school's advisory board for the office administration program
8. Conduct a public presentation, program or training
9. Attend a minimum of eight chapter, division or international sponsored meetings, programs or events (any combination)
10. Recruit at least one new member
11. Integrate IAAP membership and involvement into annual performance plan or review



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## Lisa Hogan CPS Recertifies!

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Lisa Hogan CPS recently received notification that she has recertified.

Why recertification is important. Professional certification is a life-long commitment to continuing education. The validation of professionalism and current skills is gained through recertification. CPS and CAP holders are required to recertify every five years. This assures that you are staying abreast of new technologies, techniques and issues in the profession. It helps maintain the high quality standards and value that come along with certification.

Points are gained through four categories: Education, Experience, Leadership, and an Elective category. 90 points are required over the five-year period. Those CPS and CAP holders who fail to meet recertification requirements will have their certification marked "inactive" on IAAP records, and will have to retest to gain certification.

Congratulations, Lisa, on meeting the requirements of recertification!

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## MN-ND-SD Division Annual Meeting

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The 2010 MN-ND-SD Division Annual Meeting brochure was recently sent out. If you are a current member and your email address is current at Headquarters, you would have received a copy. We are also including a copy with this newsletter.

The 2010 Annual Meeting dates are May 21-23, 2010, and it is being hosted by the Southwest Metro Chapter. It will be held at the Holiday Inn & Suites, Three Appletree Square (American Boulevard & 34<sup>th</sup> Avenue South), Bloomington, MN.

Looking forward to seeing you there!

**The Power of Commitment...Get Connected**

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## 2009-2010 SSC Chapter Officers

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L-R: Sharon Kelsey, President  
Michelle Prosch, President-Elect  
LeAnn Marshall, Vice President  
Gayle Quedens, Secretary  
Candy Retka, Treasurer  
Melissa Thomas CPS/CAP, Treasurer-Elect

Thank you for stepping up to lead our Chapter!

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## 2009-2010 Committees

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If you are interested in joining a committee, please know you can join at anytime! Please contact the Committee Chair or Chapter President, Sharon Kelsey.

### Bylaws & Standing Rules

Chair: LeAnn Marshall  
Members: Lisa Hogan CPS  
Michelle Prosch

### Certification

Chair: Ruth Ann Deeg  
Members: Open

### Employment

Chair: Melissa Thomas CPS/CAP  
Members: Open

### Historian

Chair: Michelle Prosch  
Members: Open

### Hospitality

Chair: Candy Retka  
Members: Cathy Allen  
Ruth Ann Deeg  
Lori Larson CPS/CAP  
Babs Moses  
Deb Sabo  
Hallie Warren  
Linda Wittmann CAP

### Incentive Award

Chair: Teresa Dambowy CPS CFM  
Members: Open

### Membership

Chair: Robbie Groth  
Members: Open

### Newsletter

Chair: Linda Plaisance CPS/CAP  
Members: Kathleen Erdman  
Lori Larson CPS/CAP  
Babs Moses

### Nominations

Chair: Dee Moy  
Members: Karen Brugman CPS  
Lisa Hogan CPS

### Open House

Chair: Erin Duncan CPS/CAP  
Co-Char: Lori Larson CPS/CAP  
Members: Babs Moses  
Gayle Quedens

### Program

Chairs: Gayle Quedens  
Members: Marcia Beltz  
Linda Gilmore CPS  
Dee Moy

### Ways & Means (Fundraising)

Co-Chair: Deb Sabo  
Co-Chair: Linda Wittmann CAP  
Members: Ruth Ann Deeg  
Linda Gilmore CPS  
Dee Moy  
Michelle Prosch  
Bev Staudinger  
Roberta Zylla

### Chapter Website

Chair: LuAnn Munger  
Members: Stacy Boldon  
Lisa Hogan CPS  
Dee Moy

### Mentors

No Chair needed as this is a part of the Membership Committee. One does not need to be a member of the membership committee to be a mentor.

Mentors: Linda Wittmann CAP

## Happy Birthday!



The South Suburban Chapter would like to wish a very happy birthday to the following members:

Marcia Beltz	March 9
Michelle Prosch	March 11
Teresa Dambowy CPS, CFM	March 25

## Happy IAAP Anniversary!

The South Suburban Chapter would like to congratulate the following chapter members on their anniversaries with IAAP!



Linda Gilmore CPS	15 years
Terri Jones CPS/CAP	15 years
Teresa Dambowy CPS, CFM	11 years
Sharon Bright	8 years
Robbie Groth	3 years

If we missed your birthday or anniversary, we apologize and ask that you notify Linda Plaisance at [linda.l.plaisance@hotmail.com](mailto:linda.l.plaisance@hotmail.com) for inclusion in future issues of *The Southern Edge*.

## Don't Forget Your Online Resources!

IAAP Headquarters [www.iaap-hq.org](http://www.iaap-hq.org)

MN-ND-SD Division website [www.iaap-mnndsd-division.org](http://www.iaap-mnndsd-division.org)

And don't forget us at South Suburban IAAP [www.southsuburbانياap.org](http://www.southsuburbانياap.org)

## Upcoming Events

March 16	South Suburban Board Meeting
March 23	<b>South Suburban Chapter Meeting</b>
April 20	South Suburban Board Meeting
April 27	<b>South Suburban Chapter Meeting</b>
May 18	South Suburban Board Meeting
May 21-23	MN-ND-SD Division Annual Meeting
May 25	<b>South Suburban Chapter Meeting</b>
May 26	20 <sup>th</sup> Annual ACFCAP
June 15	South Suburban Board Meeting
June 22	<b>South Suburban Chapter Meeting</b>
July 18-21	2010 EFAM, Boston, MA

*Just Do Your Little Bit...Where You Are!*

*Each one of us can make a contribution.*

*Too frequently, we think we have to do spectacular things.*

*Yet, if we remember that the sea is actually made up of drops of water and each drop counts, each one of us can do our little bit where we are.*

*Those little bits can come together and almost overwhelm the world.*

*Each one of us can be an oasis of peace.*

~Archbishop Desmond Tutu  
1984 Nobel Peace Prize

## Newsletter Article Deadline

Please contact Linda Plaisance at [linda.l.plaisance@hotmail.com](mailto:linda.l.plaisance@hotmail.com) with your newsletter ideas and articles.

The deadline for the April issue is:  
**Friday, April 2, 2010.**



Please note: If articles or sections of articles are copied from other sources (including material from other IAAP websites), you must get permission in writing and send the documentation to the newsletter editor before it can be printed in our newsletter.