

# Scribblings



Ak-Sar-Ben Chapter  
Omaha, NE  
Volume XLIX, Issue 03  
November 2009

## COLLECT

We pledge ourselves to loving service, which is the foundation of good fellowship.

We promise to serve one another in every thought, word and deed through loyalty, cooperation and goodwill toward all.

## POWER of Commitment Ak-Sar-Ben Chapter

### IAAP Mission Statement

*"Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development."*

## Internet Marketing Tips - Discover 4 Easy Ways to Self-Brand by Social Networking

By Jimmy Adames

Using the very popular social networking platform to enhance your business is almost outright necessary. Where most people use the Internet to find information, now there are millions going online to use social networks. It is probably not far-fetched to believe, at some point, most people will be using the Internet to find out information by predominantly using social networks. So how important do you think social networking can be to your Internet marketing?

Successful marketers know too well the power of socializing online, and the old school marketers are now using these networks to grow their business and income as well. It is more important than ever to brand yourself because, regardless of what you are promoting and selling, people want to know who they are buying from.

Here are 4 simple tips to succeed at *Internet marketing* through social networking:

1. Begin **COMMUNICATING** with customers and prospects so they can get to know you. Hiding behind your computer screen will not cut it anymore. Simply join the more popular networks and start making contact with people who can help your business grow and whose businesses you can help grow.

2. Provide **QUALITY CONTENT** so you can attract more people to your business. With the progression of technology there is very little you **CANNOT** do to get your content seen by hundreds, thousands if not millions of people.

3. Start **HELPING** people so you can get more exposure. If you are using the Internet to make money or provide your off-line business a shot in the arm it is imperative you do not turn people off by being an overbearing salesperson.

*(Continued on page 6)*

November 10, 2009

### "Social Networking: A Double-Edged Sword" Mike Henke, General Manager Associated Staffing

Using online social networking as a valuable tool. Things to be aware and cautious of when communicating.

December 8, 2009



### Annual Tea Cup Auction

Happy Holidays to all of our members as we celebrate together.

Be sure to get a tag from the tree to donate an item for our Adopt-A-Family.

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International Association of  
Administrative Professionals®

Chapter of Excellence

# The Buzz

The Golden Spike, Q Cinema Twin, Peony Park, New Tower Inn; where have these well-known landmarks gone? Anyone who has lived in Omaha twenty-five years or more remembers these entertainment sites within the city limits. They are now memories of days gone by. The changes taking place with Omaha's skyline reflect the steady growth of our community. It can be seen at Midtown Crossing, and all points north, south and west of the city. As growth and change occurs within the community, so it happens within our Chapter as well.

I am thrilled to welcome the talents of six new members into Ak-Sar-Ben Chapter. I am also pleased to announce that our November program boasts the largest number of attendees *ever* to a General Membership meeting held at the Westside Community Center.

We are nearing the end of the first decade of the 21<sup>st</sup> Century. Have you been keeping up with the change? Are you steadily pushing the limits of what technology can do for you? Are you familiar with the latest trends in hot office products? IAAP membership offers you the opportunity to have a world of information right at your fingertips, 24/7. You can ask your peers questions via the Association's Web Community and in a flash you will have several 'best practice' methods to choose from (and a little encouragement to boot!)

I want to give a special 'shout out' to the individuals who decided to step up their career in 2009 and sat for the certification tests this past weekend. I certainly understand the challenge you faced, and know the uneasy feeling of wondering how well you did. Remember, if it was easy, everyone would have done it by now. I encourage everyone who has not already done so, to attend the upcoming certification study group sessions led by Membership &

Certification Co-Chair, Lynn Kroeger CPS/CAP. It is a perfect way to get back into the swing of studying if you have been out of touch with formal education for some time.

Andy Warhol once said, "*They always say time changes things, but you actually have to change them yourself.*" I am thankful for the many changes taking place in my personal and professional life. I am grateful for the fact that my Mom found a job that she truly enjoys, and where she has been warmly embraced. I am hopeful for the changes that are still to come.

*Change has a considerable psychological impact on the human mind. To the fearful, it is threatening because it means things may get worse. To the hopeful, it is encouraging because things may get better. To the confident, it is inspiring because the challenge exists to make things better.*

— King Whitney Jr.



No matter what direction you are headed, or where the winds of change may take you, my wish for everyone is that your chosen road is navigated safely.

*Blessed Bee~*  
Anni B

## Ak-Sar-Ben Chapter Executive Board 2009-2010

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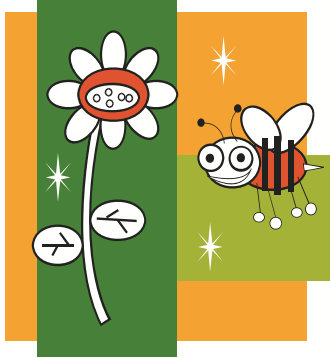
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## Being Thankful in 2009

By Jennie Cormier



### The Gift of Membership

November is the month of Thankfulness. It is a time when we look at where we are, where we've come and find the things for which we are thankful. This year has brought many challenges to everyone we know: loss of jobs, loss of retirement savings, loss of loved ones, rise in gas prices, doom and gloom on the news. It's hard to know what to be thankful for.

For me and my family, I'm thankful that I have a job I love and a boss who looks out for me. I am thankful that my husband was able to find work after three months of unemployment. I am thankful that in spite of the setbacks, we are going to finally sell our house and move to one that fits our family. In spite of my political views, I am thankful we have a new face and new views in the White House. I am thankful for the support and encouragement of my fellow IAAP members as I embark on reaching a long-time goal of becoming a CPS.

Linda Call echoed this gratitude: "I'm thankful for my family supporting me while I have been studying for the CPS exam."

What are you thankful for this year? Are you thankful that you got your garden planted this Spring and it bloomed beautifully? Are you thankful for a new child or grandchild? Are you thankful that you got through last Monday?

It is often said that an "Attitude of Gratitude" can make all the difference. As you prepare for the Thanksgiving holiday, make a list of the things you are thankful for and hang it on your refrigerator. Take a moment each day (maybe as you reach for the milk) to read one, two or all of the items on your list. After a hard day of work, it will remind you why you do what you do each and every day.

Happy Thanksgiving



Do you have a special co-worker or friend who is also an administrative professional? If you'd like to do something special for him or her we have the perfect idea: the **Gift of Membership**.

It's a great way to introduce your friends and co-workers to IAAP. Maybe it's a way to help that admin that just got laid off, or as a special gift for your son, daughter or friend who is now a part of the profession.

It's easy to give the Gift of Membership. You can either mail/fax in the Gift of Membership form 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 will send out an e-mail informing the recipient of his or her Gift of Membership. It only takes a few minutes but gives a gift that lasts an entire year.

You can access the sign-up forms here: <http://www.iaap-hq.org/join/gift.html> Don't let another day go by. Give the perfect gift, the Gift of Membership.

### Dates to BEE Remembered

Nov 10	"Social Networking: A Double-Edged Sword" Mike Henke, General Manager, Associated Staffing
Dec 1	Executive Board Meeting
Dec 8	Annual Tea Cup Auction
Jan 5	Executive Board Meeting
Jan 12	"It's My Funeral & I'll Play Jazz..." Sarah Bernhagen of John A Gentleman Mortuary

### Membership Information

55 Members,  
1 Dual Member  
56 Members as of  
10/31/2009

For Roster Updates, visit  
the Members Page on the  
Chapter website at  
[www.iaap-aksarben.org](http://www.iaap-aksarben.org)

### November Birthdays:

Mona Lisa King-Ward	6
Cindy Norton CPS/CAP	22
Sally Swanger	22

### November Anniversaries:

Ardeth Trowbridge	1978
Pat Roth CPS/CAP	1980
Beth Caito	2001
Linda Kavan CPS/CAP	2003
Sue Leeson CPS/CAP, MOS	2003
Bev Miller	2007

Ak-Sar-Ben Chapter meetings are held the second Tuesday of each month at the Westside Community Center, 108th & Grover. Reservations should be submitted to Maggie Lynch, the Thursday before the meeting, at 402-932-7709, or e-mail to [maggielynch.iaap@cox.net](mailto:maggielynch.iaap@cox.net).

Board Meetings are held the first Tuesday of the month at 5:30 p.m. at Goodwill Industries 41st & Pacific Streets.

**Ak-Sar-Ben Chapter Committees**

- \* Administrative Professionals Day Event
- \* Audit/Budget
- \* Bylaws & Standing Rules
- \* Membership & Certification
- \* Programs & Education
- \* Publicity & Community Awareness
- \* Records Retention

# Committee Buzz

## Retirement Trust Foundation

Kay Gale CPS/CAP, Chair

Thinking about retiring? We all wish we were able to do that now or someday soon. IAAP has been forward thinking since 1958, creating a Home Trust Fund. In 2000, the Retirement Trust Foundation [RTF] was founded. Its purpose is to acquire, maintain and operate homes for needy and elderly administrative professionals and otherwise assist needy and elderly administrative professionals.

The demand for comfortable, affordable housing for retired administrative professionals is growing. and the RTF seeks to help fill that need with Vista Grande, our own retirement center located in Rio Rancho, New Mexico. If you prefer to stay in a facility in your area [or near family], The RTF recently made assistance available via application to help pay rent at local facilities rather than relocating to New Mexico. This recent change has allowed members outside of the United States to use this IAAP benefit too.

Not ready to retire yet? The Trust publishes *RTF reVisions* magazine quarterly for all members, sponsors sessions at international conventions, and is currently working on an online resource center of links and other information for retirees and future retirees [that's us!]. The information contained in the magazines is relevant to lifestyle changes, financial planning, and

many more topics that will better prepare us for retirement.

There are other opportunities to contribute to the Retirement Trust Foundation. You can buy a patio paver and have your name cut into it or you could give a paver as a gift in memory of someone or for any other special occasion. Someday maybe you can go walk the beautiful gardens at Vista Grande and find your paver. Money for special renovation projects or items needed at Rio Rancho is also accepted. Your generous contribution will be recognized with a plaque put on display at the home.



Our fundraising helps the Trust to continue these significant benefits for all members. We pass the hungry pig [this year it's Harley the Hog] and collect loose change from our members most months of the year. Added to that is the monies we will raise from the Tootsie Roll Pop pull at this meeting. One dollar buys you two Tootsie Roll Pops with a chance to win one of many prizes - just like you used to do at a carnival! So, dig deep and help us raise funds for this very worthy endeavor. Our chapter also adds \$1 per member from the chapter treasury.

Thank you for your past and future support of the Retirement Trust Foundation. Every penny is special to those in need.

## BEE Active in a Committee



Bee an **I**nvolved & **A**ctive **A**chiever . . . show your **POWER OF COMMITMENT** to Ak-Sar-Ben Chapter IAAP!



### Web Master Apprentice

Looking for a creative way to expand your skills while showcasing our Chapter's information on the web? This could be your *opportunity to shadow our current webmaster and learn the process the right way.*

Contact Gladys Doerr at 399-4909 or Gladys.doerr@hdrinc.com

### *A Reminder from the Records Management Committee:*

It's time to back up files from your work or home computer on to the 4GB flash drive supplied to you earlier this Chapter year.

If you are a co-chair of a committee and did not receive a flash drive to store your files, Pat Roth has a flash drive for you use.

Thank you for assisting the Chapter preserve its valuable records.

It will be the party of the year.

*Administrative Professionals Day Breakfast  
April 21, 2009*

Many hands make light work, and it takes as many hands as we can get to coordinate this event

~~~~~  
Contact Shawnita Mack MCAS to help with the **Administrative Professional Day®** Committee.

## CPS/CAP STUDY GROUPS

The CPS/CAP Study Groups will begin on Monday, January 11, 2010 for the CPS Exam and Wednesday, January 13, 2010 for the CAP Exam at the Village Inn at 78<sup>th</sup> and Dodge Street at 5:30 p.m. Anyone is welcome to join either Study Group. Each study group will begin at 5:30 p.m. and end at approximately 7:00 p.m. or earlier. The Study Groups will run through April. The next Exams are scheduled to be given May 7 and 8, 2010.

You do not need to attend every week but it does help you to stay on track with your studying. We use the Prentice Hall Study Guides which can be purchased through IAAP.

Prentice Hall offers a member-only discount for their CPS and CAP exam review materials. When ordering by phone, call (800.947.7700). For online orders, go to [http://vig.pearsoned.com/store/home/1,1205,store-14242\\_id-2,00.html](http://vig.pearsoned.com/store/home/1,1205,store-14242_id-2,00.html). IAAP members need to provide the special member discount code: #047-70765.

The Syllabi for the Study Groups will be posted on the Ak-Sar-Ben Chapter web site within the next two weeks.

Please contact Lynn Kroeger CPS/CAP, Membership Co-Chair at 963-8219 or email [lynn\\_kroeger@csgsystems.com](mailto:lynn_kroeger@csgsystems.com) if you would like to attend a study group or wish more information.

### What Members Are Saying About Being Certified

"Being certified shows that I am dedicated to being knowledgeable of what's happening in our profession and keeping up with the latest technical skills as well as soft skills. Earning my CAP was a personal goal and not something I would be rewarded for within my company."

Gladys Doerr CAP, MOS

"The benefits I've received are mostly intangible. From job-seeking experiences, not many recruiters/interviewers are not familiar with the certification program or institute. Once they are enlightened, it seems to add a new level of respect in the interaction."

Pat Roth CPS/CAP



### Certified Administrative Professional Certified Professional Secretary Exams

Opportunities are given twice a year for the IAAP-sanctioned Certified Administrative Professional® and Certified Professional Secretary® exams.

#### Examination Parts:

- 1 Office Systems & Technology  
(CPS and CAP exams)
- 2 Office Administration  
(CPS and CAP exams)
- 3 Management  
(CPS and CAP exams)
- 4 Advanced Organizational  
Management  
(CAP exam only)

We recommend that the *Certification Review Guide* be used to direct any course of study. The *Certification Review Guide* is found on the website at [www.iaap-hq.org/Cert/examrevw.pdf](http://www.iaap-hq.org/Cert/examrevw.pdf).

| Exam Dates     | Registration Deadlines |
|----------------|------------------------|
| Nov. 6-7, 2009 | Passed                 |
| May 7-8, 2010  | February 15, 2010      |
| Nov. 5-6, 2010 | August 15, 2010        |

Applications for registration can be found online at [www.iaap-hq.org](http://www.iaap-hq.org) on the "Professional Certification" page.

#### Examination Fees: CPS EXAM CAP EXAM

##### Members

|                               |            |             |
|-------------------------------|------------|-------------|
| Processing Fee                | \$ 50      | \$ 50       |
| Registration Fee (all parts*) | \$160      | \$210       |
| Registration Fee (retakes)    | \$ 60/part | \$ 60 /part |

##### Nonmembers

|                               |             |             |
|-------------------------------|-------------|-------------|
| Processing Fee                | \$ 85       | \$ 85       |
| Registration Fee (all parts*) | \$250       | \$300       |
| Registration Fee (retakes)    | \$ 100/part | \$ 100/part |

Congratulations to  
the newly Certified

Next Exam in  
November

#### Members of Excellence

Marilyn Brown CPS/CAP/MCAS  
Ann Burke CPS/CAP  
Gladys Doerr CAP  
Kay Gale CPS/CAP  
Linda Kavan CPS/CAP  
Lynn Kroeger CPS/CAP  
Linda Lavelly-Martin CPS  
Dianna McCarty CPS/MOSM  
Kreyl McPherson  
Barb Schuler CPS/CAP/MOSM

For Member of Excellence information, visit IAAP HQ [Pathways of Excellence](#).

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# 11 Ways to Stay Positive in a Bad Economy

by Wojciech Kulicki on March 19, 2009

It's easy to get discouraged when you feel like the world around you is crumbling to the ground! What can we do to stay positive during these tough times?

Here is my list of 11 things you can do **today** to break free of the negativity and embrace a lifestyle of hope and encouragement:

1. **Hang out with optimistic people.** I can't overemphasize enough how viral optimism can be. Resolve to spend at least 10 minutes every single day with the most optimistic and upbeat people you know, and you will immediately kill off any bad thoughts.
2. **Start/develop a hobby or home business.** An activity outside of your regular job gives you the opportunity to practice something very enjoyable and extremely personal. It also gives you the feeling of being responsible for something other than your "regular" duties at work and at home, which can be a very positive thing when done in moderation.
3. **Use time away from responsibilities wisely.** Don't neglect taking care of yourself with exercise, mental stimulation, spiritual healing, and social interaction (the four "cornerstones" of personal renewal). Use time away, whether a normal evening after work, or a specially planned vacation, to renew and refocus your energy.
4. **Read inspirational material.** Seek out [inspirational quotes](#), books, [blogs](#), television shows, or whatever brings you the most internal joy and motivation. Share it with others to spread the feeling.
5. **Make the most of down time at work.** If your responsibilities at work are slow, don't let the time go to waste or "expand" your work to fit the time given. Instead, seek out activities which can help the company be successful in the long run and do them today.
6. **Strengthen relationships.** Relationship-building is the key to success when everything else has fallen to pieces. Use times like these to strengthen your relationships with friends, family members, and colleagues in and outside your field. Contact old friends and use the power of the Internet to its full advantage!
7. **Keep your eye on recovery.** It may seem like it's a long road ahead, but recovery is inevitably at the end of this cycle. Understanding and looking forward to this time period can help keep you focused and transcend the "bad" for the good times ahead.
8. **Use this as an opportunity to "clean house."** For many people, an economic downturn is the perfect opportunity to reset and clean up their act. It's also a time that reminds us of what's most important.
9. **Turn off the news.** Nothing is quite as depressing as getting a daily dose of negativity pumped straight into your brain every time you turn on the television or read the newspaper. Stay away from market reports and the daily news, or make it a point to avoid bad economic news and focus on rebuilding efforts, instead.
10. **Empower your strengths and develop your weaknesses.** Make an inventory of what you are best at, and resolve today to use those skills to the best of your ability. Then decide on what weaknesses you would most like to work on, and develop those until they are no longer a hindrance.
11. **Mind your "circle of influence."** There are many things in this world that you have control over directly, just as there are many over which we have very little to no control at all. Keep your focus on what you *can* change, and let go of everything else.

It's easy to get bogged down when things aren't going so well, and fall into a vicious cycle of depression. Before you get to that point, use some of these methods to keep yourself and those around you genuinely motivated and encouraged about what's ahead. Don't forget that there is light at the end of the tunnel.

(Continued from page 1)

4. SPREAD the right links to everyone. It is a lot easier to provide a link to a social network you belong to. A lot of people are already members and they use these networks consistently to connect with family and friends. Your blog and website links should be on your profile at the networks so it is not necessary to give it to people unless they ask for it.

It is crucially important to capture leads using social networks and to build a list of active

targeted subscribers, so to take your Internet business and income to the next level by learning more FREE [Internet Marketing Tips](#) VISIT <http://emailmarketingwithjimmy.com>.  
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This newsletter is general in nature and is not to be relied upon as your only source of information.