



GRC News Flash, Volume 8, Issue 1

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August 2010

Annual Meetings

2010

- July—Dark
- August 18—Microsoft Office 2007 Tips & Tricks
- September 15—An Administrative Professional through the Eyes of An Executive
- October 20—Communication 101
- November 17—Professional and Calm in a Crisis (or All About Freaking Out)
- December—Dark

2011

- January 19—Project Management for Administrative Professionals
- February 16—Accelerating the Success of Your Project Team
- March 16— Writing Tips to be Right On
- April 20—Creating the Life of Your Dreams with Passion and Purpose
- May 18—Ten Barriers to Effective Communication
- June 15—Writing and Office Organization

Meetings May Change

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President's Corner by Linda Martin

Don't know where the "lazy" days of summer have gone. GRC has been anything but lazy. We learned a lot about **Microsoft Office 2007** Tips and Tricks for Word, PowerPoint, Excel and Outlook during our last program (thanks Kathleen Smith), and now we're passionately selling **Yankee Candle** items for our fall fundraiser. You can contact any GRC member to "sniff" many of the scented candles in the catalog. Or go on line and let me know what you'd like to order - <http://www.yankeecandlefundraising.com/fallCatalog.html>. Disregard the dates on the website. Orders and money must be turned into GRC before Sep. 15th. Merchandise should arrive between Oct. 1 and Oct. 15. So save the hassle of shopping in the mall and get gifts that will be a hit. Believe it or not, holidays are approaching quickly. Yankee Candle's top quality and unusual candles, air fresheners, and diffusers also are great to have on hand for that birthday or

housewarming gift that comes up at the last minute.

Hope you've carved out time to attend the **Leadership Forum** on Sat., Sep. 18th in Dublin starting at 9:00 a.m. You'll learn tips, trends, and techniques about networking, leadership, and pathways to excellence. If you need more info or haven't rsvp'd to me yet, just email me at lmartin@mgocpa.com. We have a few who are interested in car-pooling.

Congrats to those who have been flexing their "star" muscles and meeting some of the criteria to earn **Member of Excellence**. In the lead with already meeting five of the minimum eight criteria (out of possible 11) is Theresa Souza (5 "stars"), then tied with 4 "stars" is Joy White Keeler, Kathleen Smith, Linda Cook, CPS, and yours truly. Remember that this year has a mandatory

requirement – regardless of how many other criteria you meet, you must pay membership dues on or before your anniversary date.

Be sure and join us at our Sep. 15th meeting when my employer, Ken Macias, Founder of Macias Gini & O'Connell LLP, shares his ideas of what is "**An Administrative Professional through the Eyes of an Executive.**" Over his 30+ year career, Dr. Macias has had a number of administrative professionals (with different temperaments and varying degrees of skills) who were his direct assistant. His own expectations, stories, and suggestions are sure to enlighten all who attend.

Best,

Linda S. Martin
IAAP Greater Roseville Chapter
President, 2010-2011
Member of Excellence 2009-2010
**Passion & Purpose -
Everyone Makes a Difference!**

Chapter News!! by Kathleen Smith, Member

AUGUST MEETING RECAP — Our planned speaker for August, Ronda Lawson, BDO Seiman, will be rescheduled.

Chapter member, Kathleen Smith, presented on "Microsoft Office 2007 Tips and Tricks." She did a great job considering

the laptop she used for the evening had the new Microsoft 2010 software, so we all had a preview of the latest Microsoft 2010 at the same time.

GRC's fall fundraiser is in effect—Yankee Candles (August 18 through September 15).

Please contact Chairperson, Joy White-Keeler at (jawhitekeeler@ucdavis.edu) if interested in participating. There will be prizes for sales participation.

GRC's July fundraiser, Boston Market's Dine & Donate, earned the chapter \$24.88. Way to go!

California Division News

Karlana Rannals Elected International Vice President
Karlana Rannals, CPS/CAP, of California Division's Palomar Chapter has been elected and installed as IAAP's 2010-2011 International Vice President. She has served in many positions within IAAP including California Division president in 2005-2006 and International Treasurer from

2008-2010. Now that's showing your "Passion and Purpose." Congratulations, Karlana!

The California Division will be needing everyone to make a difference as they host the **International Event Set for Anaheim in 2013** "The International Education Forum and Annual Meeting," IAAP's

premier event which draws a crowd of about 1,800 people each year, will come to the Anaheim Convention Center July 28-31, 2013. Get ready—2013 will be here before we know it! More information to come.

Upcoming September Program by Kathleen Smith, Member

Our upcoming September 15th meeting, **“An Administrative Professional through the Eyes of An Executive”** will be presented by Dr. Kenneth A. Macias, Founder & Chairman of the Board, Macias Gini & O’Connell LLP.

Dr. Ken Macias is the Founder and Chairman of the Board of Macias Gini & O’Connell LLP (MGO). MGO is one of the fastest growing CPA firms in the nation, and is the largest Hispanic owned CPA firm in the country. Ken has 31 years of public accounting experience, and is recognized as one of the Top 100 CPAs in America. Hispanic Business magazine has recognized him as one of the 100 Most Influential Hispanics in the nation. Ken has a B.S. in Business Administration and an M.S. in Accountancy and Taxation from California State University, Sacramento; he earned his M.B.A. in Finance from Golden Gate University San Francisco, his

M.P.A. in Management from University of Southern California (USC) and a Doctorate in Public Administration (D.P.A.) degree from USC.

Dr. Macias will share his insight on what it takes to be the right-hand executive in a fast-paced environment. Administrative Professionals (AP) play an increasingly vital and skilled role in today's (and tomorrow's) office. The AP's job today is much more than a clerical function. It requires skills in management and technology, including project management, integrated computer software applications, organization and scheduling, Internet/Intranet communications and research, document preparation, storage, and retrieval, customer service, and public relations. In short, according to IAAP, "administrative professionals are those who master technology, have top-notch

interpersonal and communication skills, are able to manage projects, track and organize and be creative in solving problems, and most importantly, have the willingness to learn and grow, and accept challenges." Learn how you can increase your value to your boss by attending this program. Below is a list of program highlights:

- What makes a great administrative professional?
- What qualities does an executive seek?
- What does an executive expect/want of an administrative professional?
- How to move up the administrative ladder.
- How to be more effective for your boss.
- War stories about good and not-so-good assistants.



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**2010-2011
GRC Board**

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Linda Martin**

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**Secretary,
Linda Cook, CPS**

**Treasurer,
Theresa Souza**

**PASSION &
PURPOSE**
GREATER ROSWELL CHAPTER

Workplace More Stressful Due To No Raise, More Work *from IAAP HQ Website*

Kansas City, Mo. According to a new survey from the International Association of Administrative Professionals, founders of Administrative Professionals Day, the most difficult aspect of the current recession is that employees are not getting raises. Of those surveyed, 27 percent said they haven't gotten a raise with 21 percent saying their workload has increased. Seeing co-workers downsized is the hardest part of the recession for 16 percent of administrative professionals. Other responses: my company stopped all training (7 percent), my pay was cut (7 percent) and finding a new job (7 percent).

The recession has made the work environment more stressful than before. When asked "During this Great Recession, how are working conditions at your office," 32 percent responded "fair—things are more stressful than before." Of

the nearly 900 admins surveyed, 26 percent said "good—with everyone getting along and doing well." Nearly 20 percent answered "poor—morale is low."

Even with stressful conditions and lower pay, most of those surveyed will not seek new employment when the recession eases and job prospects improve. Only 21 percent said they'd leave their job and find a new position when conditions improve with 67 percent indicating they would stay where they are.

According to Susan Fenner, Ph.D., education and professional development manager at IAAP, admins are more likely to remain with their companies in spite of noted hardships because it's a measure of their professionalism. "As a group, they are used to stepping up to the plate and consistently bringing in home runs, no matter what fastballs are thrown their way," said

Fenner. "They stand out for being creative problem solvers, exceptional team players, and masters at managing projects."

For decades admins have taken on new job duties, learned new skills, software and expanded the role of an admin. One reason the job of administrative professional is so hard to define is because admins are constantly changing their jobs in response to employer needs, something admins have mastered during this recession.

Six Good Times to Use E-mail *by Karen Porter The Administrative Professional Job Performance and Career Success Coach and Founder and President of The Effective Admin*

Use email for communication versus telephone or an in-person visit when you...

...are just supplying a quick, FYI update. There is no need to interrupt anyone or call a meeting to share that type of thought. That's disrespecting their time and not utilizing your time well.

...think it will be a quicker way to send this information than a visit or a phone call (especially if you know the receiving party of the intended message tends to keep you longer than anticipated and you have a deadline to meet).

...want others to have a written copy of the information to refer to long-term and repeatedly (such as an office procedure, map directions or meeting minutes). People don't remember (or at least not correctly) lengthy or complicated verbal messages.

...have conflicting schedules among staff. This way everyone gets the

message on his or her own time and you don't have to keep a list of whom you still need to tell the message to.

...need to connect with a large amount of people at once (but not visually and they don't necessarily all have to know the information immediately or simultaneously).

...need to connect with geographically dispersed individuals at once (again, but not visually or necessarily immediately or simultaneously).

So what else do you need to know?

How you use e-mail and how you write e-mail messages will reflect personally on your image and that of your employer or company.

How you use e-mail impacts your daily productivity.

How you use e-mail can be the deciding factor in whether or not

you, or your team, completes a project on time and in alignment with your manager's expectations.

Using e-mail the correct way has a positive impact on these items. Using e-mail incorrectly has a negative impact and also possibly disastrous consequences.

www.TheEffectiveAdmin.com



Expanding Your Conference Audience to Include Virtual Attendees

by Donna Kastner a Blog by CVENT

The new economy AND technology advances are causing a few challenges for meeting planners, as far as attendance:

1. **Declining Tradeshow/Conference Budgets:** As organizations look for ways to cut costs, many are cutting back on the number of people they send to events.
2. **Expectations for Virtual Participation:** Live webcasting technologies are approaching mainstream, causing more attendees to inquire about remote options.

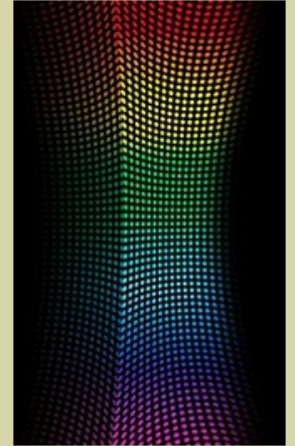
Here are a few things to keep in mind:

- **ALWAYS tip the scales in favor of face-to-face attendees**—While the

remote option is attractive, make sure those who travel to your conference are receiving MUCH more value. Work to expand F2F networking and collaboration opportunities. Otherwise, you risk cannibalizing your core audience.

- **Include recaps and teasers about onsite activities during webcasts**—When remote attendees join you for live feeds, make sure you're talking about all the exciting things happening onsite. A quick recap of what's been going on PLUS a sneak peek at what's coming next may prompt virtual attendees to think about what they're missing.

- **Record webcasts to create new product bundles (and new revenues)**—As you stream your event to virtual attendees, be sure to videotape these proceedings. You could create a post-conference bundled package to sell that includes the video footage, plus additional documentation, templates and tools. Check with speakers and find out what items they have to contribute to this bundle.



Top Ten Tips to Increase RFP Response Time

by ConventionPlanit.com e-ALERT

Frustrated by slow response time to your meeting facility RFPs (Request For Proposal)? Wish you didn't have to keep calling to find out whether a property is going to respond?

It's not that hotels don't want your business – they do! They want to make sure they respond quickly to potential buyers, but they are often inundated with incomplete RFPs that need to be qualified, or RFPs get buried in their systems.

Meeting professionals can help themselves by following these 10 tips to increase RFP response time:

1. Do some homework and narrow your search to a short list of qualified properties.
2. Include a reasonable range of preferred dates and be clear about which dates are the first, second, or third choices.
3. Provide complete

information about the number of rooms, number of attendees, overall meeting requirements, etc.

4. Send a verified room block history so the property can see a strong track record for the meeting.

5. Create a deadline for the response and a realistic timeframe for the decision.

6. RFPs are taken more seriously if you avoid looking as if you're fishing around for rates.

7. Provide rate thresholds for rooms and information on how the rooms will be fulfilled and paid.

8. Indicate how the decision will be made, including the steps properties can anticipate in the process.

9. Call the hotel sales department to ask about the status. Properties interested in landing business should have procedures in place to respond quickly to phone requests, especially if a planner is following up on a previous communication.

10. Consider using an online search directory to distribute the RFP and ensure that properties respond. ConventionPlanit.com offers an RFP Valet® service and guarantees that properties will respond within 24 hours to say whether they will send a proposal and when the proposal can be expected.

ConventionPlanit.com simply connects buyers and sellers and gets out of the way!

ConventionPlanit.com is the leading commission-free search directory for meeting professionals to find suitable meeting destinations, facilities and service providers. Learn more about ConventionPlanit.com...





IAAP headquarters
website:
www.iaap-hq.org

California Division
website:
www.iaap-ca.org

Greater Roseville
Chapter website:
www.iaap-roseville.com

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THE GRC NEWS
FLASH, CONTACT:

Kathleen Smith
916-773-4734
iaap-ksmith@gmail.com



Upcoming Audio Conferences for Under \$100 by *The Office Professional*

09/15/10 - HOW TO REDUCE YOUR STRESS AT HOME AND AT WORK (A STRESS-FREE SOLUTION) | \$99.00 (60-MINUTE AUDIO CONF.)—*Either you manage your stress or your stress manages you. We have a solution—a stress-free audio conference!* In just 60 minutes, we will share an individualized, ultra-realistic approach to coping with personal and professional stress. You will find greater satisfaction in your life (and your job) in just one hour! Learn to put it all together and make it work for you. Stress is a fact of life. Managing it is a crucial life skill that you can develop. Invest just one hour to make the difference in your life today!

When—Wednesday, September 15
12:00 P.M.—1:00 P.M. Eastern
11:00 A.M.—12:00 P.M. Central
10:00 A.M.—11:00 A.M. Mountain
9:00 A.M.—10:00 A.M. Pacific

Here's What You'll Learn—

- Discover exactly where your stress is coming from
- Learn how to get biggest stress-reduction in the shortest amount of time
- Learn to recognize and relieve the symptoms of stress, even if root causes are longer-term projects
- Are you aware how your stress is affecting you? (I bet your family knows)
- 5 stages and symptoms of chronic stress (with stress-reduction techniques for each stage)

Your Presenter—Rhonda Scharf has worked in the trenches of office administration. She knows the unique stresses, challenges, workload and management issues you face every day. For the last 15

years, Rhonda has specialized in helping administrative professionals to thrive in their work environment, emerging at the end of the day with a smile and a sense of accomplishment. She holds the highest speaking designation in the world, the Certified Speaking Professional, is an active member of the International Association of Administrative Professionals, and is a well-recognized motivational speaker and trainer in the United States and Canada.

10/13/10 - CUBICLE COURTESY 101: P'S AND Q'S FOR OFFICE ETIQUETTE | \$99.00 (60-MINUTE AUDIO CONF.)

Workplace relationships can be difficult anytime and in any workplace, but when people are tired or stressed, have heavy workloads, or who may not adapt well to change, are required to work in shared workspaces—seemingly small issues can quickly become complicated. It is essential that employees set, and maintain, guidelines for working together in close quarters. This includes understanding what is expected and respected for use of physical space, volume and noise issues, interruptions, and other elements of "cubicle courtesy."

When—Wednesday, October 13
12:00 P.M.—1:00 P.M. Eastern
11:00 A.M.—12:00 P.M. Central
10:00 A.M.—11:00 A.M. Mountain
9:00 A.M.—10:00 A.M. Pacific

Here's What You'll Learn—
How to know what is considered "rude" versus what is acceptable

when it comes to shared workspaces related to:

- Noise
- Use of physical space
- Fragrance and smells
- Distractions and interruptions
- Privacy
- How to identify issues that actually impact productivity in shared work spaces.
- How to recognize personal hot buttons and stressors.
- Three simple guidelines for getting along in shared workspaces; respect for persons, respect for place and respect for things.

How to gracefully and effectively address breeches of cubicle courtesy and other workplace etiquette blunders.

Your Presenter--Lew Bayer, co-founder of The Civility Group Inc., has been nationally recognized as Canada's leading expert on civility in the workplace. Lew is a 6-time published author and national columnist who is regularly called upon for expert editorial commentary in her field. She is a faculty member at Georgetown University—where she teaches cultural competence, a faculty member for the Canadian Management Centers and master level trainer for the Canadian School of Service. In addition, Lew is a trained Culture Coach®, a certified Occupational Language Assessor, an experienced Essential Skills Analyst, a seasoned public speaker, and polished workshop presenter.

Santa Fe Rib-Eyes and Corn Omaha Steaks® *Great American Grilling*

The taste of the Southwest comes alive in these smoky steaks! You can use either boneless or bone-in rib-eyes; just remember that bone-in steaks take a little longer to cook. *Prep-time: 35 mins., Grill-time: 20 mins., Serves: 4 persons.*

Ingredients

- 4 ears sweet corn, in husks
- 1/2 cup prepared steak sauce
- 2 cloves garlic, peeled and minced
- 1 1/2 tsp chili powder
- 1/2 tsp ground cumin
- 4 rib-eye steaks
- 3 tbsp unsalted butter

Instructions

1. Preheat grill. Peel the corn, leaving the husks attached at the base; remove silk. Rewrap corn in husks and tie closed with kitchen string. Soak in cold water for 30 minutes.
2. Stir together steak sauce, garlic, chili powder, and cumin in a small bowl. Reserve 1/4 cup.
3. Drain corn. Grill, uncovered, over indirect medium heat 20-30 minutes, turning frequently.
4. After 10 minutes, add steaks and grill over direct medium-high heat 5-6 minutes per side for medium-rare. During the

last 5 minutes on the grill, brush the steaks with glaze. Remove the steaks from the grill and let rest a few minutes.

5. Meanwhile, combine reserved 1/4 cup glaze and butter in a microwave-safe measuring cup. Microwave on high 1/12-2 minutes, stirring once. Carefully peel husks from corn; brush with chili butter. Serve steaks and corn with remaining chili butter on the side.