



## Attitudes are REALLY Contagious

Betty Mahalik - Life & Leadership Coach  
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I had the opportunity this past week to speak on a subject I'm increasingly passionate about: emotional intelligence. During the presentation, which provided an overview and many examples of the power of EQ—both positive and negative—I was reminded of the old adage: "Attitudes are contagious. Is yours worth catching?"



The person who brought it up reminded us that toxic, negative attitudes are particularly problematic in a team environment because of their power to pollute and drag down the attitudes of others on the team. It's a phenomenon we've all experienced many times both personally and professionally.

Then as I read Daniel Goleman's latest entry in the EQ field, he shared results of a study that explains why such emotional toxicity is so powerful and why it happens so automatically. It is not simply a psychological process but actually springs from our neuro-biology at a very basic level. In short "mirror neurons" in the brain of one person fire in response to the emotional "charge" or signals being sent out by another. Because the original research involved monkeys, it is sometimes called the "monkey see, monkey do" effect.

For example, if I walk into a restaurant feeling generally happy and am greeted by a host or hostess that appears negative, rude or unresponsive, I will have a tendency to respond negatively to her and the rest of the staff I encounter, no matter how good the food is.

Likewise, in a study where people were given performance feedback—some negative, some positive, if the negative

feedback was giving in a very warm, positive and upbeat tone, the person receiving it walked out feeling pretty good about the interaction. If they were given positive feedback in a very cold, critical or judgmental tone, the response was negative—even though the feedback was positive!

So besides being fascinating (at least to me) why am I sharing this with you in Monday Morning Coach? Because if we're unaware of how our brains are wired, or how we are likely to react, or perhaps how we may be subtly creating negativity around us, we can't intelligently choose to respond or shift our messages for a better outcome.

This field is ripe with so many valuable applications in our everyday lives! And it begins with self-awareness.

Here are some simple things you can practice to become more emotionally intelligent, and to be the one who is spreading positive attitudes regardless of what is happening around you:

- 1) Start monitoring your moods. I call this the "check in." Several times a day, just check in with yourself and see how you're feeling mentally and emotionally. If you find that you're worried or anxious about something, now you're in a position to more effectively respond or cope with the situation before it triggers a negative emotional meltdown or over-reaction.
- 2) Use the power of the pause to avoid being automatically triggered to react when someone is sending out negative "vibes." For example, if the hostess mentioned above is rude or negative, instead of automatically being rude back, take a couple of seconds to simply breathe and pause to allow the hair-trigger reaction to subside.



3) Pay attention to your “explanatory style.” In his best-selling book titled *Learned Optimism*, Dr. Martin Seligman provides extensive evidence that the story you tell yourself about an experience determines whether you are an optimist or a pessimist, and is far more important than your actual experience. Start noticing how you mentally explain situations such as the rude hostess. You have a choice to describe her behavior like this: “She is rude and obnoxious. These young people have no manners and I should call the manager to tell him how she treated me!” Or like this: “Maybe she’s having a bad day. But I don’t have to let my interaction with a restaurant hostess put me in a bad mood. I’m going to choose to smile and thank her anyway.” Practice sending positive non-verbal messages. This is especially important for those people who tend to be very non-emotive. Practice smiling at others for no reason and watch what happens! By the way, I’m not suggesting you be insincere or walk around with a cheesy grin plastered on your face. But a slight smile is truly an international signal of goodwill. Other positive non-verbal signals include friendly eye contact, open body posture (vs. closed, crossed arms/ legs, etc.), and a warm, friendly tone of voice.

*Get to know yourself under stress.  
How do you tend to react when stressed?  
Do you tense up?  
Do you become more negative?*

when you walk in the door shape those you are leading far more than you probably realize. As a parent your mood, attitude and tone when disciplining your children often means the difference between deepening the bond or more

emotional equilibrium and spread positive vibes.

6) Every day we have the opportunity to spread positivity and good will in our interactions with others. As a leader, manager or supervisor the way in which you offer feedback or simply the non-verbal messages you send

deeply dividing the relationship. As a business owner, the employees who provide customer service can make or break your business with their attitudes. Are you hiring for attitude and training for skill? Are you providing EQ coaching and/or training to help those who need it?

4) When you have to give negative feedback, practice delivering the news with as much warmth and compassion as possible. One reason I recommend Toastmasters as a great training program is because they actually teach the power of positive feedback through the evaluation process. It is a learnable skill! Get to know yourself under stress. How do you tend to react when stressed? Do you tense up? Do you become more negative? The more you recognize how stress affects you, the better able you are to manage your behavior effectively in stressful situations. Instead of automatically being triggered and then spreading the negativity, create a “stress busting” counter-attack!

7) Be a positive attitude leader starting today. Remember you have the power to set the tone for your family, your co-workers, even total strangers when you realize that your attitude is contagious. You can literally dictate whether you set in motion the positive or the negative chain reaction. I don’t know about you but just realizing that I have that much influence is exciting.

And it’s my hope that just reading today’s MMC creates such positive vibes that no matter what has happened so far, the attitude you share from this point forward is 100% positive!

Dynamic Solutions, is a company dedicated to facilitating the performance, learning, development and success of individuals and businesses since 1987. For the past 20+ years, Dynamic Solutions founder, coach, trainer and speaker Betty Mahalik has worked with hundreds of individuals and businesses to inspire and motivate them create great lives and successful businesses.

5) Keep your sense of humor! Find things everyday to laugh at and about. My four dogs, for example, provide me an almost endless variety of humor-provoking moments. Humor has so many physical, mental, psychological benefits. YouTube is a wonderful resource for positive humor that can be used to help you keep your



Article by:  
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"The world is blessed when you do what you do best!"  
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**Patti S. Speer, CAP  
President**

In her speech at the 2011 EFAM, International President Tamra Goodall said, “We choose to be remarkable at this point in IAAP history and do what it takes, not because it is easy, but because it is hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win. (...the concept borrowed from John F. Kennedy)

*We are all significant parts of the framework of the division...*

For the Arizona-Nevada-New Mexico Division, we choose to be remarkable. The division board has accepted that challenge, we are unwilling to postpone it and we intend to win. As we continue to struggle through these very difficult economic times, we remain focused on our goals and three-year business plan. We continue to use different communication methods to keep you informed and hopefully that will lead to more engaged members.

During October, we had an opportunity to showcase IAAP to “future” members by participating in the Member Growth Program. If you held a recruitment meeting, your chapter is one step closer to achieving Excellence. October also had us honoring our executives on National Boss Day. Many chapters hold executive appreciation events in October, which is a way to obtain more support for members’ professional development and involvement in the association.

*Making the Leap to Remarkable* and achieving Excellence is not going to be easy. The division has had a rough start this year. In the first three months, we have lost 30 members and gained only six new members, leaving us currently with 343 members. We have had one chapter (Scottsdale) disband and Mesilla Valley is in the process of a forced disbandment. It is unfortunate, but Mesilla Valley was unable to fill the

necessary board positions to remain a chapter.

This division has members with energy and skills, dedication and passion that will continue to keep us strong. Each member is a cornerstone of the division representing the pillars of the association and serving to provide upright support and strength. We are all significant parts of the framework of the division. I am confident that because of each member’s support and strength that you will accept the challenge, you are

prepared to win the challenge and that together we will *Make the Leap to Remarkable!*



**Lori McGraw  
President-Elect**

IAAP membership, it’s a wonderful thing! As this edition goes to press, I will have just returned from two glorious weeks in Hawaii where I will be connecting with an IAAP friend. I first met this amazing lady when I visited Hawaii five years ago. I had called the local IAAP chapter to see if I could attend their chapter meeting. Unfortunately, their meeting was a different week but she was gracious enough to suggest meeting me for lunch...along with a contingent of her chapter friends! Talk about fun! We laughed so hard and enjoyed each other’s company so much, it was like we had known each other all of our lives. Since that auspicious occasion, I have enjoyed spending time with her at the New Orleans and Boston EFAMs. She has provided valuable insight and a different approach to resolving challenging situations when I have consulted her over the years.

Just recently, I was able to benefit from my membership in IAAP when I was planning an out of town dinner for my boss and 46 of his guests. After checking with hotel concierges for possible venues for this event, I came to a dead end. Then, I went to the ultimate authority! I asked the advice of an IAAP

member in the city where we would be hosting the dinner and... voilà...because of her valuable suggestions, my boss' dinner was an overwhelming success and I was a hero in his eyes! What a great opportunity to remind him how valuable IAAP membership is to me and to our company. Networking is just one of the many benefits IAAP membership provides. Tell your friends and colleagues all about us. They, too, may want to become a part of our remarkable organization!



**V. Tina Gilbertson**  
**Vice President**

One of the topics this month is membership.

I have been a member for several years and enjoyed all of them. When pondering my topic, I thought of the "witness" statements that brought me in as a member and why I decided to not only join but remain an active member. Over the past several years, I have watched changes in the division, chapters, and membership; however, one pivotal point has rung true, the mission of the IAAP. Networking, learning, and growing both professionally and personally are the reasons I am a member and IAAP gives me the tools and skills to move forward. I have dealt with a variety of situations in my professional and personal life and it is articles like the one on the first page of this newsletter that keeps

me coming back for more information and direction.

We are not perfect. We can try, hope, and beat ourselves up for being less than perfect but none the less, we are all human. In my career as a member I have shown

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brilliancy and stupidity, tenaciousness and humility.

But, I have always trusted that my fellow members, mentors, and friends have been there to support me when I am down and praise me when I succeed. This is my support group; I can come to any IAAP function and feel welcome; I am ALWAYS greeted with sincere welcome, introduced to other members and guests, and my network builds each time. We are blessed by the many wonderful members we meet. My peers, mentors, and friends...



**Beth Coughenour,**  
**CAP-OM**  
**Secretary**

Wow! The holidays are upon us and my family is working feverishly to put up our 100,000 holiday light display.

In September, I attended the Valley of the Sun Social event. All of us

enjoyed good food and the opportunity to get to know each other better.

In October, the Valley West Chapter held a membership drive; I was fortunate to have the opportunity to meet and talk with a couple of the guests, one who signed up as a new member.

The Albuquerque Chapter has been busy with their October membership meeting and several prospects for new members. Also, they

instituted a PATS program, which you may read about in their article.

On October 20, I attended the AZ-NV-NM Division board meeting. The Division membership roster, calendar of deadlines, and the Division August minutes were approved.

I encourage you to visit our new website, and to take advantage of the division's Facebook and eGroup pages to reconnect with IAAP friends. Recently, an East coast member who I met at a conference found me through IAAP's web community. We enjoyed catching up. These are great tools that provide an opportunity to find a friend, share a best practice or seek advice.



**Barrett Shaw,**  
**CAP-OM**  
**Treasurer**

The last several months have been busy between

keeping a close eye on the financial health of the division and developing a budget for the 2012 Division Education Forum and Annual Meeting (DEFAM). Plans for DEFAM are moving along smoothly. The draft DEFAM budget looks promising. We have secured an excellent speaker and we're hoping to clear a decent profit from this meeting (more on that later). The committee is working hard to put together a fantastic meeting with plenty of educational and networking opportunities for our attendees. I hope you are planning on attending. If you would like to begin your planning, the room block is available now.

In terms of the division budget, things are moving along as expected. The biggest challenge is exploring possible fundraising options for the division. We simply need to bring in more revenue to offset our expenses. We drastically trimmed the budget and are operating as cost-effectively as possible, but this is a survival mode. We are trying to stabilize our financial position this year. In order to keep moving forward, we must explore some fundraising opportunities that will benefit the entire division. The Division board has discussed possibly resuming the fall educational

conference in 2012. In order to do that, we decided that we had to do a couple of things as a division. One was the decision to not hold the conference this year. The other was to trim down the budget as reasonably as possible.



Additionally, we're anticipating a healthy profit from the 2012 DEFAM, which could help in making a 2012 fall education conference a reality.

I wanted to remind you of some deadlines. The first is the November 15 deadline for filing your Chapter Form 990-N. This is very important and a simple process to complete. If your chapter has questions about any aspect of the process, a helpful guide was recently published in the treasurers eGroup that eliminates all of the guesswork. You can access that document here. The treasurers eGroup is an excellent resource for any questions you may have.

The second deadline is to remember to submit your 2010-2011 audited financial review and 2011-2012 chapter budget to President-Elect McGraw to meet criterion 2 in the Pathways to Excellence Program.

Again, as your treasurer this year, I continue to closely watch the budget to ensure we stay on track and remain fiscally responsible.

### **Membership Retention: Chapter Discussion Questions**

Membership retention, properly evaluated, is a key indicator of how well your chapter is responding to the changes in the world that affect your members. By discussing and answering the questions below, you'll see how your chapter can improve its handling of a member's most important decision: whether to renew or not to renew.

- How do you ensure that your chapter is recruiting for the long haul and not only for one year?
- Does your chapter include members who work for the key employers, organizations, or individuals in your community? If not, why?
- Do segments of your membership have different retention rates than the association as a whole? Why?
- Who pays your members' dues? Is this changing?
- How does your chapter identify member expectations?
- How do chapter leaders, committee chairmen or individual members deal with dissatisfied members?
- Is membership feedback shared with others in the chapter?
- How have your chapter members' needs changed during the past year?
- Have you modified existing chapter programs and services and developed new ones to meet these needs?
- What benefits do your chapter members value most? How do you know?
- What member categories, segments, or special populations does your chapter include? How do you meet the needs of these subgroups?
- How do you integrate retention efforts and initiatives into your chapter's operational planning?
- How do you ensure that all chapter members and volunteer leaders understand the importance of retention to the future of your chapter?

## Chapter Information:

### **Albuquerque Chapter Julia Perkins**

Our Chapter celebrated Membership Drive Month with a great dinner, networking, and resource sharing. We had a great turnout on October 11 with several new member prospects, as well as some actual new members attending their first meeting! We also included a food drive for the local food bank as part of our new community involvement initiative. Members enjoyed networking with old friends and making new ones. We shared resources on books, websites and useful tips and tidbits on admin work. The food was good too!

At this meeting, we also discussed our new Business Plan that came from our strategic planning sessions. Earlier this year, a survey was sent to all members asking for their input in a variety of areas related to our Chapter. Responses were very high and positive. From this, we created our business plan that will help guide us over the next few years. A big part of the plan was changing the way meetings are held and adding in community involvement activities. Everyone was very excited about the outcome of our planning!

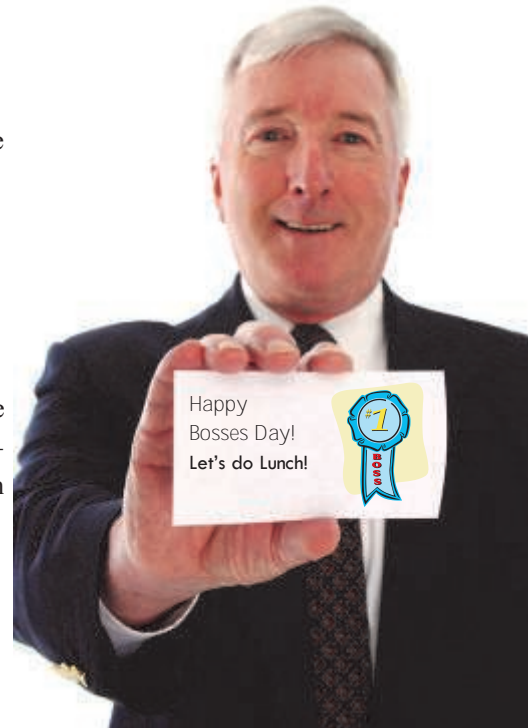
Another new addition for membership generation was our

IAAP Pats program. We want to recognize admins in the community for the great things they do by giving them an IAAP Pat. Any member can submit the name and what was done of an admin they know – whether or not the admin is a member – and we will send them a Pat, thanking them for their contributions to our admin community! Members who get a submission will be given an award certificate and recognized in our next newsletter! We hope this will help spread the news about IAAP among non-members and strengthen our member relationships.

All in all, our October meeting was very successful. Everyone had a great time and we are looking forward to the next meeting!

### **Kachina-East Valley Chapter Marina Higdon**

The IAAP Kachina-East Valley Chapter, 2010-2011 Chapter of Excellence, is taking steps to once again become a Chapter of Excellence, with many Members of Excellence on our roster. We took our surveys and adopted our Strategic Planning Goals in the



summer.

We enjoyed our first social at Jester's Billiards on September 10.

We have an outstanding program lined up. Kirk Wilkinson, speaker and author, introduced his new book I AM STRONG to our members on October 11. On October 18 we hosted our Career Advancement/Membership Recruitment event at Dave and Busters Tempe Marketplace. On November 12 we enjoyed a nice shopping event at Macy's Biltmore and Fashion Square. Now we are ready to celebrate an Italian Nite at Floridino's, 590 N. Alma School Road in Chandler. Date TBD—plan to join us!

We are selling \$10 chances for two orchestra tickets (worth \$93.50

each) to WICKED at ASU Gammage, show of your choice, February 15 – March 11, 2012. The winner will be drawn at our holiday social hosted by Laura Scheller, CMP, on December 13. Remit check or cash payable to Kachina Chapter, c/o Nancy Rung, CAP, Treasurer, 3700 E. Page, Gilbert, AZ 85234 by December 10.

At the time of this writing, I am preparing to participate on an international event in Sao Paulo, Brazil on October 28 -29, sponsored by the secretaries union in Sao Paulo (SINSESP). Isabel Baptista, SINSESP President, is an IAAP Member at

Large, and is in the process of getting IAAP Brazil Chapter chartered, sponsored by IAAP Kachina-East Valley Chapter. Check my name on the program - <http://www.coins.sinsesp.com.br/programa>.

I am honored to be representing our association in the international panel, and have prepared a presentation in Portuguese.

Get in line everyone—we are *Making The Leap To Remarkable!*

**Las Vegas Valley Chapter (LVVC) Glenda Austin, CAP-OM**

On Tuesday, October 18, our chapter hosted a membership recruitment meeting. Our

webmaster, Don Humphrey, CAP-OM, partnered with another very creative member, Sandy Ross, to develop a special meeting announcement inviting guests and members to join us and learn how IAAP can be a partner on their career path. We did not charge a meeting fee for our guests, and everyone enjoyed a dinner from Memphis BBQ, as well as homemade desserts. The meeting details were also posted on chapter's and division's Facebook pages, as



well as the chapter website. We encouraged members to share the invitation with their friends, co-workers, and acquaintances; we had 17 people in attendance, including one guest and one new member.

Our speaker was Cheryl Smith, a professional marketing executive who has spent 19 years working with small and medium sized businesses to develop their brands. Cheryl's topic was "Marketing Yourself"; in her keynote, Cheryl applied her marketing know-how to help guests find their "Youniqueness" to achieve success in the workplace and in their personal life. Guests learned how to attract opportunities through communications, behavior and image. The presentation applied the seven basic steps of business marketing to help guide them

through the process of discovering and defining their unique qualities, which sets them apart from the rest.

Following Cheryl Smith's presentation, Donna Van Dyke spoke about the value of IAAP membership using a \$100 bill demonstration and introduced the Chapter President, Glenda Austin, CAP-OM. Glenda explained the many opportunities/benefits available in IAAP to assist in their success as an administrative professional and to advance their career through membership. Glenda, also, discussed the benefits of membership in the LVVC. She emphasized its professional programs and networking opportunities available to its members, including the certification program. We are excited to welcome one new member to our chapter, and we look forward to continuing to provide quality programs that entertain, inform, and inspire our members.

**Oasis Chapter  
Shelli Clark**

Our Chapter is currently in a transition mode. With the change in officers and a declining membership current Board officers are looking at ways to bolster our membership, increase participation and promote IAAP in our community. We look forward to more active participation in the Association, as well as our Division, and seek suggestions and

input from members throughout IAAP in how to enhance our Chapter.

**San Xavier Chapter**  
**Jennifer Ingram**

Our Chapter is struggling with a number of issues right now. Sad to say but our Treasurer had to step down from office due to personal obligations that conflicted with her duties. I am currently seeking a new Treasurer and we should be good to go within the next week. Our membership attendance at meetings has declined and we were unable to host a membership event; however, we have three new member prospects thanks to referrals from International.

Our chapter is looking at modifying our meeting dates and changing our bylaws to reflect many of the changes that have occurred in both Division and International levels allowing for diverse communications with members. When we surveyed our members we found that many indicated that they would like to meet on Thursday rather than Wednesday and our board is considering that change. I am touching base with other presidents and past presidents as mentors for me during my first year as the president of the chapter. It has been a challenge but I know that the board is willing to work with the membership to create a chapter that fulfills the needs of the members.

I look forward to moving forward, growing our chapter, and I am ready to lead my chapter as we *Make the Leap to Remarkable!*

**Valley of the Sun Chapter**  
**Mary Dinneen**

The **Valley of the Sun Chapter** is proud to be celebrating our 65<sup>th</sup> year!! The Chapter was chartered July 18, 1946. We celebrated with a special cake at the June Installation Banquet. The Chapter was honored to have many of our Past Presidents attend the June Installation Banquet. The membership was able to thank them for their service to Valley of the Sun Chapter.

We are proud to welcome four new members to our Chapter. One of our new members shares dual membership with the St. Louis Chapter. Another new member has recently relocated from California and has quite extensive meeting planning experience. We are excited to share the Valley of the Sun – the chapter and geographical area—with them! Welcome Lanay, Melynda, Jennifer, and Deborah.

Valley of the Sun is proud to have four members on this year's Administrative Professional Day (APD) Committee. There is an awesome group from the three Phoenix area chapters that make up the APD Committee. A great conference will be planned and presented to not only IAAP members, but also non-members in the community.

We are excited to welcome Kirk Wilkinson as our November speaker. Kirk is no stranger to IAAP and I know our members and guests will enjoy his talk "How To Stay Positive in Tough Times". This is certainly an important, current topic. We hope to have really great attendance at the November 14 VOTS Chapter meeting. You are all invited!!!

Valley of the Sun Chapter held the first social event on Saturday, October 15. We advertised and encouraged our members and guests to join a pot luck Luau! Beth Coughenour joined as the VOTS Division liaison. The members in attendance had a great time talking and sharing some "down" time. We shared great food, good music, and lots of laughter.

The Valley of the Sun Chapter Board is actively pursuing groups in our community to partner with and champion to our members and the community at large. This item is on the agenda for our next VOTS Board meeting and we look forward to reporting on this in the next newsletter.

**Valley in the Sierras Chapter**  
**Mary Jo Newton, CAP-OM**

Our Chapter hosts one membership drive each year, and we have that meeting in April. Very soon we will

establish a committee and they will begin the hard work that is necessary for a successful event. I would like to say that we are usually very successful—last year we enrolled six new members from five different companies!

In November we will be working at the Nevada Food Bank, assembling boxes of food for distribution in the Reno area. This is a community project we have done in the past. Not only is it worthwhile, it is also fun.

VIS is on target in several areas: Chapter goals, Chapter of Excellence, and several members are on track for Member of Excellence.

### **Valley West Chapter Margaret Lojas, CAP-OM**

We hosted our Fall Recruitment Open House on October 19 at the Ironworks Restaurant. We entertained five guests along with sixteen members. One of the guests has already transferred her membership from member at large to our chapter! The other four guests were enthusiastic about IAAP, and have expressed a desire to join. Our membership chair, Karen Hanrahan, CAP-OM, did an excellent job of going through the membership packet with each potential member. We have added their names to our mailing list, and will be calling them as well prior to our meetings. We personalized the IAAP presentation, “What’s In It For Me” and spotlighted testimonials from three active members who have varying degrees of membership longevity.

Our November program will feature “Computing on the Cloud”, which was a very popular topic at International this past July. Our September program featured a speaker from the Keller Institute (part of DeVry University), who talked about the many opportunities available for going back to school, along with some of the many grants and other funding sources specifically aimed toward women.

The members have responded generously towards our Community Service projects, including donating over 60 pairs of used glasses, and 35 uniform tops and 10

uniform pants and shorts for a local elementary school. This school is located in a lower socio-economic area, and the teachers and parents greatly appreciated the new and gently used uniforms. Now it’s on to collecting for Toys for Tots through December!

### **International Seeks Committee Service Applications**

Applications to serve for one-year appointments to the 2012-2013 International Bylaws and Standing Rules Committee, Committee on Nominations or Retirement Trust Foundation Committee are now available. These positions become effective at the close of International Education Forum and Annual Meeting in Grapevine, TX July 2012. There are two forms. Applications can be downloaded from the IAAP web community document library.

IAAP does not require chapter recommendations and signatures for those members wishing to volunteer for IAAP International Committees. No recommendations or signatures are required for the Retirement Trust Foundation Committee either. Once appointed, all committee members are expected to sign and adhere to the following document: Confidentiality Agreement and Conflict of Interest Statement.

Applicants applying for committees must email the entire application no later than 4:00 p.m. CST February 1, 2012. Applications for International Committees are to be emailed to International President-Elect Karlana Rannals, CAP-OM, at [krannals@iaap-hq.org](mailto:krannals@iaap-hq.org), with a copy to Governance Coordinator, Carrie Frentz-Hartzler, at [governancecoordinator@iaap-hq.org](mailto:governancecoordinator@iaap-hq.org). Retirement Trust Foundation Committee applications are to be emailed to Retirement Trust Foundation Chairman Kelly Reggio, CAP-OM, at [reggio@chartermi.net](mailto:reggio@chartermi.net), also with a copy to Governance Coordinator, Carrie Frentz-Hartzler, at [governancecoordinator@iaap-hq.org](mailto:governancecoordinator@iaap-hq.org).



## 2011-2012 GROWTH PROGRAMS

### **Member Recruitment Rewards Program**

The International President will send monthly emails to members who recruit at least 1 new member (not transferring member) during 2011-2012 year.

### **October Membership Drive\***

The top 5 IAAP chapters that conduct a Membership Drive during the month of October 2011 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 November 30, 2011. New members and transfers must join the chapter by November 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.

### **2012 Administrative Professionals Week Membership Drive\***

The top 5 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, 2012. New members and transfers must join the chapter by May 15, 2012 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 2011-2012 year will receive an IAAP gift certificate in the amount of \$150.

\* IAAP gift certificates cannot be used for purchases at the IAAP Logo Store (IAAP Zazzle Store).

\*\*Student chapters do not count in this program.

## Building Membership through Media

By V. Tina Gilbertson, Public Information, Research, & Marketing Spec.

Does your chapter have a marketing plan?  
How are you getting the information about  
your programs and special events to the  
public?

Did you know that you can rely on the “not  
for profit” status of our organization to help  
you get the word out about your events?  
Special recognition? Or, upcoming trainings?

Step one is to collect information about local  
newspapers, television and radio stations, and  
small “community” papers. Collect the  
emails and phone numbers of contacts that  
would be beneficial to your chapter. For  
example, locally we have the *Sierra Vista  
Herald*. I have contact information (name,  
title, address, phone, and email) for the  
managing editor, the business editor, and the  
community editor. In addition, I have the  
same contact information for our local “free”  
paper the *Mountain View News* and an  
audience-specific newspaper for the Army  
fort, *The Scout*.

Step two is to send these contacts press  
releases for immediate release that specify  
that your chapter is a “not for profit” local  
organization.

Give it a try! I have included a sample for  
your use. Get the word out, get going, get  
growing!



International Association of Administrative Professionals  
Cochise County Chapter #551040  
Not for Profit 501(c)(6)

PRESS RELEASE  
For Immediate Release  
December 1, 2009

### Planning the Spring 2010 Administrative Professionals Conference

Cochise College Center for Lifelong Learning and  
Cochise County IAAP Chapter have partnered with the  
Greater Sierra Vista Chamber of Commerce to offer  
an 8-hour conference with training directed toward  
building the skills of office workers. This project is still  
in the development phase and we are seeking local  
business professionals to join the committee. To  
participate, contact the Cochise College Center for  
Lifelong Learning at 515-XXXX.

The International Association of Administrative  
Professionals (IAAP) is a not-for-profit 501(c)(6)  
professional association with approximately 28,000  
members and affiliates and nearly 600 chapters  
worldwide. The local chapter has 12 members and  
hosts monthly trainings on the XXXX. For more  
information about IAAP visit [www.cochiseiaap.com](http://www.cochiseiaap.com)  
or contact V. Tina Gilbertson at 520-227-1807.

# # #



## Different Generations View Work Differently

St. Paul Pioneer Press (U.S.A.) From *Manpower Argus*, July 2000 No. 382

If a firm wants to attract, motivate, and retain good people, it must heed multi-generational differences, according to Louellen Essex and Mitchell Kusy, University of St. Thomas professors, business consultants, and authors of *Fast Forward Leadership*.

Generation X employees (nearly 33 million in the U.S. workforce, born between 1961 and 1980) resist close supervision, guard autonomy, and gravitate to work that is self-paced and independent. Baby Boomers (66 million on the job, born between 1943 and 1960) are loyal and hard working; they favor face-to-face encounters and group process. Traditionalists or Veterans (people born before 1943, 17 million working) respect authority, value stability, and plan to work beyond traditional retirement age, either out of desire, necessity, or both. All three age groups are vital to the organization, Essex and Kusy maintain.

The authors tell employers to “stop thinking that everyone wants what you want.” Leaders in major organizations, including American Express, Andersen Consulting, AT&T, BMW, Oracle, and Medtronic told Essex and Kusy that anyone who believes “my way is best” is arrogant and out of touch.

So, what does one need to know about the three generations? Excessive group work, team building, activities, and superfluous meetings will drive Generation Xers to job-shopping, say Essex and Kusy. Their advice is to eliminate systems steeped in needless paperwork and processes. They annoy everyone, but especially the Xers. As Xers move through their careers, they will not move in lockstep up the ladder.

Boomers see their careers as symbols of prosperity, rewards, and status. And nothing kills motivation more than a deadlocked career. “To Boomers, careers become stale when they are not offered adequate opportunities to participate in key organization decisions,” maintain the authors. “Denying them opportunities for self or team discoveries will further alienate them,” they say. “Boomers do not want to wait for final decisions. They want to be part of building consensus around a decision.”

Here are some generalizations on motivational and attitudinal differences among different generations (not always true, of course, for individuals among these groups)

### Veterans

- Think beyond full-time to part-time, contractual, or job sharing
- Use them for project work
- Appeal to family, home, patriotism, and traditional values
- Let them know their age and experience is an asset, not a liability
- Use please and thank you, good enunciation and avoid profanity

### Boomers

- They will put in their time, but want to get credit and respect for accomplishments
- Let them know they can make a difference
- Stress that it's a warm, dynamic, humane environment
- Show them where they can excel, their “track”
- Show them how they can be a star
- Promote the leading-edge nature of your company/industry

### Gen Xers

- Tell them you want them “to have a life”
- Convince them that ideas are evaluated on merit, not years of experience
- Tell them your organization is going through change and change means opportunity to them
- Stress it's a fun, relaxed place to work
- Talk of “hands-off supervision”
- Have customer service departments for the workers to help them with special needs like finding day care and securing loans

### Nexters

- Stress your goals, understand their goals and interweave the two
- Forget any gender roles
- Teams can be larger, but need a strong leader
- Watch for conflict between Xers and Nexters if they work closely
- Promote training and skill building
- Establish mentor programs

## **HOUSING SUBSIDIES FOR ADMINS IN NEED (HSAN)**

Sandy Kowalec CAP-OM  
Division RTF Chair



How many of you are starting your retirement planning and due to the economy and the stock market volatility, you are beginning to realize that retirement may not be affordable for you? As a member of IAAP, there may be a solution for you to consider.

IAAP is the only association that helps their members with their retirement – we have built and maintain our very own retirement center in Rio Rancho, NM since 1970. However, the RTF is realizing that not all admins want to retire in Rio Rancho, but want to stay close to home and family. Because of this, RTF began a new program called Housing Subsidies for Admins in Need or HSAN. This new program provides rental assistance for admins who qualify for the program (i.e. meet HUD financial requirements).

This year, the major focus of the RTFC (Retirement Trust Foundation Committee) will be to promote

HSAN to educate members on this program and getting the word out that RTF is here to help you with your retirement housing assistance via grants. Additional information on HSAN will be shared in the coming months. In the meantime, you can

view the new RTF introductory video on HSAN at [www.iaap-rtf.org](http://www.iaap-rtf.org)

At this time, I would like to bring you up-to-date on the monetary donations made for the 2010-11 year to RTF. The Southwest District made a total donation of \$14,712.84 of which the AZ-NV-NM Division made a contribution of \$674.00. Thank you to everyone who made a donation.

Even though the RTFC will be focusing their efforts on HSAN this year and not on fundraising efforts, bills never go away and they still need to be paid and managed by the Foundation. Because of this, I would like to continue to recognize those chapters at DEFAM 2012 who make a financial contribution to RTF for the 2011-12 year. Please encourage your members (and also on a chapter level) to consider making a monetary contribution to RTF. Thank you for your continued support!

## **Call for Nominations!**

Have you ever thought about being a Division Officer...taking a step further in your membership and becoming a division leader? Want to be a part of the future of our membership organization?



Per Article V, Committees, Section 2, Duties, D. Committee on Nominations, nominations for officers of the Arizona-Nevada-New Mexico Division are being sought and must be submitted to the Committee no later than March 1.

See the Division Bylaws section outlining the nomination procedure, as well as the qualifications and duties of each officer for more information.

All candidate applications must be submitted to Margaret Lojas, CAP-OM, by email, fax or US Post Office mail, no later than midnight (Arizona time) March 1, 2012. Candidate information submitted and reviewed by the committee will be published in the Division Newsletter by April 1.



The City of Lights Chapter and the  
AZ-NV-NM Division Board invite  
you to join us in fabulous  
Las Vegas, NV for the  
**2012 Division Education Forum  
and Annual Meeting**  
**June 1-2, 2012**  
at the Suncoast Hotel and Casino

The room block is now open!

Thursday May 31, 2012 - \$42.00

Friday and Saturday, June 1-2, 2012  
\$69.00 (single or double occupancy)



**International Association of  
Administrative Professionals®  
City of Lights Chapter**

[IAAPCityLightChapter@nv.doe.gov](mailto:IAAPCityLightChapter@nv.doe.gov)  
[www.iaap-nts.org](http://www.iaap-nts.org)

If you would like to upgrade to a deluxe room with a golf course view it will be an additional \$15.00 per night, per room, plus tax.

Anyone requiring triple occupancy will be charged an additional \$20.00.

*You can also receive the group rate for the  
3 days before and 3 days after the conference.*

All rates are subject to a Clark County room tax, currently 12%.

In addition, the hotel has a mandatory \$5.00 per room, per day \*Resort Fee in addition to room and tax charges.

Attendees are encouraged to book their reservations online. To receive the special group rate, use the Reservation ID: **A1AAC05** through the hotel's website <http://www.suncoastcasino.com/groups>.

Attendees may also call the Hotel's Room Reservations Department at 866-636-7111, and identify themselves as members of a group or convention with Group Reservation ID: A1AAC05.

The cut-off date to reserve rooms at this special discounted rate is **May 1, 2012**.

**Please note that the first night's room and tax will be required at the time of booking.**

Further information will be released as it becomes available.

We are looking forward to this great event and hope to see you all there!

*\*Resort Fee includes scheduled airport shuttle service (reservations required), one round-trip shuttle to the Strip on the evening of Friday, June 1, 2012; access to the 24-hour fitness center; single serve coffee brewers; in-room safe; in-room refrigerator; and in-room delivery of USA Today (Monday through Friday).*

# Know who to contact if you have questions!

| Office          | Name                    | Email                    | Division Liaison to:                            |
|-----------------|-------------------------|--------------------------|---|
| President       | Patti Speer, CAP        | speerv@aol.com           | Mohave<br>Sandia Retirement<br>City of Lights   |
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| Committee                   | Chair                    | Email                       |
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| Audit/Financial Review      | Glenda Austin, CAP-OM    | president@lvvalley-iaap.org |
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## Articles Submission

Anyone can contribute articles, ideas, quotes to share with our members, please email submissions to [tina.iaap@gmail.com](mailto:tina.iaap@gmail.com)

Southwest Communiqué Newsletter 2011-12

### Submission Deadlines

| Edition  | Date         | Release      |
|----------|--------------|--------------|
| Jan 2012 | Dec 15, 2011 | Jan 15, 2012 |
| Mar 2012 | Feb 25, 2012 | Mar 15, 2012 |
| Jun 2012 | May 25, 2012 | Jun 15, 2012 |

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