

WA-AK Connection

A publication for career minded administrative professionals
in the Washington-Alaska Division

Winter 2009-2010



Division President's Message

Linda M. Cook CAP
2009-2010 WA-AK Division President

Where did 2009 go? It is hard to believe that it is the beginning of a new decade.

Talk about **Power of Commitment**, your WA-AK Division Board has been fine tuning the Strategic Plan that will be presented to the Chapter Presidents this month. The Professional Development Committee presented "Create Your Professional Development Plan" webinar in October and a successful "Social Networking" webinar in December with attendees receiving recertification points for attending and they are hard at work planning the next one. If you have a presentation that would make a good webinar, contact Angie Stewart CPS/CAP at afstewart@msn.com to get on the schedule. **The next webinar will be February 8th, 2010.** So mark your calendars now.

Division Membership Chair Rosella Young has been working on a Marketing Strategy for the Division and will be presenting it via webinar in April. Also speaking of membership have you heard about the new program from HQ called the *Gift of Membership*? This program will give yourself, a friend, neighbor, relative or co-worker the gift of membership in IAAP and all it has to offer: networking, high quality programs and publications; and professional growth potential. Contact Joy Johnston jjohnston@iaap-hq.org or Amy House ahouse@iaap-hq.org for more information or to give the gift.

The Board has re-visited the Member of the Year award and re-worked the criteria to follow along the line of the Member of Excellence award criteria and has added a Chapter of the Year award that follows the criteria for Chapter of Excellence. These awards and their criteria will be shared with the Chapter Presidents during the telecon with the Board this month.

Finally, I'd to congratulate our *Name the Newsletter* contest winner. Nineteen entries were submitted and members could vote on the Division website for the name they liked best. The winner is: **WA-AK Connection** submitted by Gisela Young CAP. Gisela wins a \$20 WA-AK Division gift certificate. Thank you to everyone who submitted an entry into the contest. Also, thank you to all who took the time to vote.

Linda

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POWER
of
Commitment
Washington-Alaska Division

Strategic Planning

By Celine Landauer Allen CPS/CAP, PVAA WA-AK Division Treasurer



The IAAP Board of Directors is encouraging Chapters and Divisions to do Strategic Planning. They have gone so far as to make it one of the items on the Chapter/Division of Excellence form. You don't absolutely have to do it, but you do have to fulfill a minimum number of items in order to qualify. If you aren't sure how to create a Strategic Plan, this can seem like a difficult item to accomplish but it really isn't.

So what does Strategic Planning mean? It means that you have spent some time analyzing where you are at this point in time, brainstorming about where you want to be in the future (no more than five years out), and have developed a plan for getting there. Put that way, it sounds pretty simple really, and it is.

When your board members are analyzing where there are right now, it really helps to have a current member satisfaction survey. This should be conducted just before the SP meeting. This gives you input from a broad perspective of members and can help you see where you need to improve. If a strategic plan has been done in the past, it should be reviewed at this time. The board can then make the decision whether they want to continue working on the same goals or perhaps scrap some and start some new ones. Typically you would be looking forward one to five years, so some of your objectives will be finished each year. Other goals can take longer to accomplish.

After studying the current strategic plan and going over the surveys, you are ready to brainstorm new ideas and directions you want to go. I encourage you to look at your Chapter/Division as you would a well-rounded business. I have adapted a business model that I feel can be used for organizations just as effectively. The five areas that businesses need to clarify are: Product Development, Operations, Sales, Finance, and Marketing. In an organization, I consider product development what we provide to our members, namely Education and Chapter meetings. Operations cover the Board of Directors and how the chapter is run. Sales really are new membership recruits. Finance is, well, finance. And Marketing covers publicity. If you develop goals in each of these areas, you will have a pretty comprehensive plan to work with.

Creating your Strategic Plan is simply a matter of brainstorming on each of the areas, deciding on SMART objectives, and developing a plan for how you will accomplish the objectives. Once the plan is finalized, and put on paper, your Board of Directors should review it regularly, at a minimum of once a quarter if not monthly. This will keep you on top of deadlines and help you accomplish what you want to do.

I have developed a Strategic Planning Guide that covers all the steps for planning which I am happy to make available to any Chapters who would like a copy.

Dear Division and Chapter Officers and Membership Chairmen,

In an effort to simplify, we have combined the U.S./Canada membership application, the outside U.S./Canada membership application and reinstatement application into one multipurpose form. Now, all you need is the form linked [here](#).

You can also order up to four packs (25 applications per pack) of the applications free of charge by e-mailing distribution@iaap-hq.org. Please provide the following information:

your ID,
your name,
chapter/division ID,
chapter/division name,
shipping address, and
number of packets requested

Please throw away any old applications you have since they are no longer valid and don't forget that the dues increase is in effect. Pursuant to the passage of a bylaws amendment by the delegates at the 2009 International Education Forum and Annual Meeting, effective January 1, 2010 annual dues, payable in U.S. funds, will be submitted based on classification of membership as follows:

	1.	2.
Professional Member	\$83	\$103
Professional-Merited Member	\$47	\$67
Student Member	\$50	\$70
Associate Member	\$180	\$200

1. Any member who resides in the United States, its territories, Puerto Rico, the Virgin Islands of the United States, or Canada.
2. Any member who resides outside the United States, its territories, Puerto Rico, the Virgin Islands of the United States, or Canada.

Feel free to e-mail membership@iaap-hq.org if you have any questions.

IAAP DIVISION MEMBERS 2010 TASK CALENDAR

January 2010

1/18—Chapter Quarterly Report due to Division Liaison
1/23-24—Division Board on-site hotel inspection for 2010 Annual Meeting and Board Meeting—location Double Tree Suite, Tukwila, WA

February 2010

2/15 Division Nominations Chair all nominations and consent to serve letters due
2/15—Division Bylaws Chair all proposed amendments due
2/15—CPS/CAP postmark deadline for May 7 and 8 exam

March 2010

3/8-10—Professional Education Conference Grand Sierra Resort and Casino, Reno, NV
3/15—Division Annual Meeting mail registration materials

9 Ways to Increase the Security of Your Laptop While on the Road

Using your laptop to get work done away from your office or on the road is becoming widely accepted. But this rapid growth in laptop computing has made portable systems the target for theft around the world. If your laptop computer is stolen, company information can be exposed, as well as your personal and financial information.

Use these 9 tips to learn how you can keep your laptop more secure when you're on the road.

1. Avoid using computer bags: Computer bags can make it obvious that you're carrying a laptop. Instead, try toting your laptop in something more common like a padded briefcase or suitcase.

2. Never leave access numbers or passwords in your carrying case: Keeping your password with your laptop is like keeping the keys in the car. Without your password or important access numbers it will be more difficult for a thief to access your personal and corporate information.

3. Carry your laptop with you: Always take your laptop on the plane or train rather than checking it with your luggage. It's easy to lose luggage and it's just as easy to lose your laptop. If you're traveling by car, keep your laptop out of sight. For example, lock it in the trunk when you're not using it.

4. Encrypt your data: If someone should get your laptop and gain access to your files, encryption can give you another layer of protection. With Windows XP, Windows Vista, and Windows 7 you can choose to encrypt files and folders. Then, even if someone gains access to an important file, they can't decrypt it and see your information. Learn more about how to [encrypt your data with Windows XP](#), [encrypt your data with Windows Vista](#), or [encrypt your data with Windows 7](#).

5. Keep your eye on your laptop: When you go through airport security don't lose sight of your bag. Hold your bag until the person in front of you has gone through the metal detector. Many bags look alike and yours can easily be lost in the shuffle.

6. Avoid setting your laptop on the floor: Putting your laptop on the floor is an easy way to forget or lose track of it. If you have to set it down, try to place it between your feet or against your leg (so you're always aware it's there).

7. Buy a laptop security device: If you need to leave your laptop in a room or at your desk, use a laptop security cable to securely attach it to a heavy chair, table, or desk. The cable makes it more difficult for someone to take your laptop. There are also programs that will report the location of a stolen laptop. They work when the laptop connects to the Internet, and can report the laptop's exact physical location. One such tracing program is [CompuTracePlus](#).

8. Use a screen guard: These guards help prevent people from peeking over your shoulder as you work on sensitive information in a public place. This is especially helpful when you're traveling or need to work in a crowded area. A screen guard from [Secure-It](#) is just one example of a screen guard you could use.

9. Try not to leave your laptop in your hotel room or with the front desk: Too many things have been lost in hotel rooms and may not be completely secure. If you must leave your laptop in your room, put the "do not disturb" sign on the door.

What to do if your laptop is stolen

- Change your network password to help secure access to corporate servers.
- Report the theft to local authorities (police, etc.) and to your company's IT department.

If customer data was on the laptop, contact your account representative, legal representative, or appropriate person at your company so they can take the appropriate actions.

EMAIL ETIQUETTE

Email speeds from screen to screen. Nevertheless, it is communication between human beings. To be successful, it must be both efficient and considerate. To meet the needs of your email readers, follow these rules of email etiquette. Then hope your readers follow your example!

- Begin with a precise subject. For example, write: Two Changes in Your Maui Itinerary not Travel
- Update. Never leave the subject blank. If you are not sure what the subject is, you are not ready to send a message.
- Think before you type. Decide why you are writing and what you want your readers to do. Then organize your thoughts. Do not expect your readers to do the thinking for you.
- Get to the point in the first two or three sentences. Be clear about your purpose. Do not keep your reader guessing.
- Insert essential information at or near the beginning. Otherwise, your reader may press "reply" (or worse, "delete") before even seeing it.
- Include your name and contact information at the end of your message and on attachments. Without it,
- readers may not recognize you as the writer, and they may be unable to reach you by phone or fax.
- Keep your promises. Attach documents when you say you will, and be sure to attach the correct versions. Test hyperlinks to be sure they are correct and active.
- Use standard punctuation, spelling, and capitalization to help readers understand your message quickly.
- Change paragraphs when you change ideas. One-sentence paragraphs are acceptable.
- Always insert a blank line between paragraphs. Big blocks of text intimidate readers. Intimidation = unread message.
- Press "reply" to say thanks only when the message merits a thank you or the sender needs
- acknowledgment that you received the message.
- Tell readers if you expect action from them. People read email too fast to guess at requests implied
- between the lines. If possible, include your request in the first lines of text so they cannot miss it.

When using email as a formal communication, treat it like a letter. Begin with a greeting (Dear Ms. Chiu:) and end with Best Wishes or a similar close. These customs convey respect.

Professional Development Committee

By Angie Stewart CPS/CAP

Your Division Professional Development Committee has been diligent in focusing on the Division Strategic-Year Plan by providing opportunities for all members to achieve their professional goals. Our aim is to present a webinar every other month during the plan years. Participating members who are CPS and/or CAP certified could receive 30 of their 90 required recertification points. Additionally, for members not certified, a Certificate of Attendance would be awarded for inclusion in their training portfolio.

Our second webinar, "Social Networking", was presented by committee member Lyn Greenleaf James CAP and was held on December 14. It included top networks including the IAAP network along with information on how to use social media and why you to use it. Our first webinar, "Creating Your Personal Development Plan", was presented in October by Leslie Lauer, Director of Boeing Aviation Information Services. Our aim is to offer webinars at *no cost* to Division Members. Professional Development Committee members listed below welcome your ideas and presentations for future webinar topics.

Chair, Angie Stewart CPS/CAP afstewart@msn.com

Lyn Greenleaf James CPA Lyn.James@Ryzex.com

Mary Rosen CPS MRosen@HytekFinishes.com

Donna Ilvedson CPS/CAP Donna.Ilvedson@shps.com

10 VALUABLE TIPS TO REIGNITE TEAM SPIRIT

- 1. Get Back to the Core Vision.** Do a routine pulse check on core objectives and values.
- 2. Promote Collaboration.** It is not true teamwork if everyone is not included. More minds equal better ideas.
- 3. Teams Need a Mission.** Without a vision, the mission perishes. We need to have a mission, understand our part and work toward its fulfillment.
- 4. Show Intelligent Progress.** Be able to demonstrate quantifiable progress of the team's efforts.
- 5. Open Lines of Communication.** Open and honest communication should be modeled by management first and it must be bi-directional.
- 6. Desire to Win.** You need to give your team a reason to want to win. When the fight starts to fade, the vultures show up.
- 7. Strong Leadership.** Your team needs assurance that they can trust you, rely on you and be successfully coached by you.
- 8. Need to Feel Valued.** Your team need to know you see and hear them and their contributions are important.
- 9. Get an Alignment.** Are the right people in the right places?
- 10. Encourage Winners Along the Way.** Cheer your team as they maneuver toward their final destination.

Membership Opportunities

By Rosella Young, WA/AK Division Membership Chair

We are fortunate to belong to a wonderful dynamic organization. Remember when you were invited to check out IAAP to discover the great quality benefits provided to new members? We have super opportunities to retain current and get new IAAP membership today!

The WA/AK Division Membership Committee has been working on a marketing plan for new membership. Along the way, we have accomplished a few goals: The Lake WA East Chapter promoted their October Membership Drive. They successfully gained three new members. The WA/AK Membership Chapter Chairs sent out IAAP WA/AK Chapter Invitation letters to WA/AK Member-at-large Members, inviting them to join a WA/AK chapter. Pamela Keller, Spokane Membership Chapter Chair, provided renewal forms for the WA/AK Members, and reminded them to renew by December 31, 2009, to save. These are some of the highlights we have accomplished to date.

To help your chapters retain and increase membership this year, I want to share some ideas and guidelines with you. "The Gift of Membership," provided by Joy Johnston, Sr. Mgr. of IAAP HQ Membership and Distribution, is a wonderful idea on giving a friend a Gift of Membership. See your Chapter President for instructions and the form or go to <http://www.iaap-hq.org/join/gift.html>. By visiting the Library in the IAAP Community Web Site, you can find the following helpful documents: "A Guide to Recruiting and Retaining Members and How to Gain Members and Keep Them," posted by Joy Johnston, "Completing the Circle, Orienting and Involving your Chapter's New Members: A Guide for Chapter Leaders," posted by Amy House, IAAP HQ Membership Project Specialist.

In the Blog section of Community dated December 1, 2009, you will find "a sample email wording for recruiting prospective members," by Nancy Kowalski, Wisconsin Chapter Membership Chair. Later in the year, you can expect a Marketing Workshop via electronic means. Cheri Ditsch, IAAP HQ Education and Professional Development Assistant, has graciously given me permission to use IAAP's workshop material called "Market It Like A Pro Workshop." "This workshop will provide time-proven methods for reaching audiences and getting them to embark upon a specified course of action. The information will be useful to obtain buy-in: in the workplace, at home, and in volunteer settings. It also will help to sell yourself, your company's products and services, and IAAP as a top-notch professional association." To familiarize yourself with the concepts of marketing, the recommended reading is a book titled "Guerrilla Marketing Excellence" by Jay Conrad Levinson. You may expect this workshop by April 2010.

I hope these ideas give you enough material to work on for your membership. If you have any questions or comments, please feel free to contact me at yrosella35@yahoo.com.

Board Contacts

Board Member	Chapters
Linda	Mount Rainier and Seattle
Angela	Bellingham, Washington-Evergreen, and Lake Washington East
Rose	Spokane and Yakima Valley
Gisela	Billikin, Matanuska, and Polar
Celine	Everett, Skagit Valley, and Tri-Cities

Committee Contacts

Board Member	Chapters
Linda	Annual Meeting and Retirement Trust Foundation (RTF)
Angela	Division Resource, Ways & Means, and Website
Rose	Membership, and Professional Development
Gisela	Division Resource, Newsletter
Celine	Audit, Nominations, and Bylaws & Standing Rules
All	New Chapter Builder

Committee Chairs

Committee	Chair(s)
Audit	Cindy Traynor and Katherine Mawhinney
Annual Meeting	Carrie Gehring CPS/CAP and Crystal Cooper CPS/CAP
Bylaws & Standing Rules	Meri Gaus
Membership	Rosella Young
Newsletter	Julie Harris CAP
Professional Development	Angie Stewart CPS/CAP
Nominations	Anne Hopkins and Cheryl Probasco
Webmaster	<i>Vacant</i>
Ways & Means	<i>Vacant</i>
Retirement Trust Foundation	Lisa Ramseth CPS
Division Resource	Rebecca Mock
New Chapter Builder	Joann Benson CPS
Parliamentary Advisor	Myrline Billings CPS